

# SPEAKER MARKETING *Success* ▶



## VIDEO EDIT BRIEF

### OVERVIEW OF VIDEO

(Where will this be seen?)

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### WHAT ARE YOUR OBJECTIVES FOR THE VIDEO?

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### WHO ARE YOUR TARGET AUDIENCE?

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### COMPETITION

(Who are you competing with?)

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### WHAT IS THE MESSAGE OF THIS VIDEO?

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### WHAT IS THE TONE OF THE VIDEO?

(e.g. funny, sincere, etc)

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### DO YOU HAVE ANY REFERENCES AS TO WHAT YOU'D LIKE THE VIDEO TO LOOK LIKE?

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