A step-by-step guide to developing a video strategy that works for YOUR chorus. Today we'll be going through these questions and exercises together - this is your chance to take notes, scribble, and doodle your way to a video-making strategy!

**Dream Big!**
Money is no object, capacity is unlimited; what would you LOVE to see your choral organization do with video?

**Who is your audience?**
Create a descriptive persona of someone in your CURRENT audience, and someone in your PROSPECTIVE audience to focus in on who you are trying to reach with this video.

**What is the purpose of your video?**
There are many reasons to create a video. What is the goal of creating this video for your chorus? What are you trying to achieve? Create a goal statement for your video project. *(Example: Our goal is to reach new, younger audiences and encourage them to come to our performances.)*
What is the personality of your content?
Videos can be serious, moving, playful, insightful, and everything in between. Circle the adjectives that you want your audience to think or feel about your chorus after watching your video.

- Playful
- Friendly
- Inspiring
- Musically excellent
- Personal
- Upbeat
- Professional
- Empowered
- Informative
- Educational
- Trustworthy
- Welcoming
- Intellectual
- Classy
- Forward-thinking
- Innovative
- Silly
- Empathetic
- Energetic
- Peaceful
- Optimistic
- Serious
- Intense
- Uplifting
- Enthusiastic
- Celebratory
- Strong
- Joyful
- Savvy
- Entertaining
- Moving
- Passionate
- Engaging
- Wise
- Youthful
- Musically excellent
- Personal
- Upbeat
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- Passionate
- Engaging
- Wise
- Youthful

What video style is best for you?
There are many different styles of video. Use the High-Low graph below to chart out which styles would have highest or lowest impact on your goals you described on page one, based on the ease with which you can create them. Here are a few video styles to get you started:

- **Common Styles:** Overview, Who We Are, Informational, Profile, Promotional, Fundraiser
- **Less Common Styles:** Explainers, Short Story, Educational, Montage, Feature
- **Choral music specific:** Music lyrics videos; Individual songs from performances, Livestream (or archived) performances

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What do you have, and what do you need?

When planning any video project, it’s important to take stock of your strengths, your challenges, and possible action steps to move toward your goal. Use the affinity chart below to note your chorus’s strengths in video-making, where you’ll run into challenges, and possible action steps to address those challenges.

### Strengths

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<th>Possible Action Steps:</th>
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<th>Challenges</th>
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### Production, Launch, and Next Steps

Use this space to make notes about:

- What potholes or road bocks do you see on the road to producing this video?

- How can you ensure the video launch goes smoothly?

- What data and stories about this video can you (easily) collect? How will they inform what types of videos you make next?

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