

# Crowdfunding Video Project

## Script Worksheet

The purpose of these questions is to extract all of the critical information that we will need to create the script for your crowdfunding video.

This is also a great marketing exercise to perform for the product because this is the same material that helps create new scripts and copywriting for other campaigns.

Don't overthink the answers, just ask as true as you can.

**PART I:** The Origin Story: Who is the Founder and Story behind the product.

**PART II:** What is the Product and Who are its customers?

**PART III:** How does this product solve problems for your customers?

**PART IV:** Why is this product different from other products in the market?

**PART V:** The campaign details.

**PART VI: Video Outline**

# PART I: The Origin Story

## **1. Meet the founder. Who is the founder?**

*(Intro yourself, the company, and your background/credentials.)*

## **2. How did the idea for this project originate?**

*(Detail out how you got this idea, it's Genesis, talk about specific events or situations that led to it.)*

## **3. Why do you care about this product and the problems that it solves?**

# **PART II: What is the Product and Who are its customers?**

This is where we identify the problem your audience faces and we also identify audience

**1. What is your Product?**

**2. Who is your target market(s)?**

# **PART III: How does this product solve problems for your customers?**

Show how the product helps in solving the problem.

- 1. Describe what problems this product solves for your audience.**
- 2. Give scenarios and situations that describe how your customers will use this product.**
- 3. How else will this product improve the life of its customers?**

# **PART IV: Why is this different from other products?**

Finally, it's time to sell it.

1. What makes this product different from other products in the market?

# PART V: The Campaign Details

Details about this crowdfunding project.

- a. Briefly outline the overall plan for the project, from Funding to Manufacturing, to Sales and Distribution.

This information should inform the audience that the company has a foundation and a plan to bring this product to market.

- b. Incentives, giveaways, or offers to the backers of the project.

- c. Any additional reasons Why people should invest in this project?

# PART VI: Video Outline

**Introduction:** Identify with the target audience and describe the problem:

**Body 1:** Introduce the product into how great it is at solving the problem that is brought up in the introduction.

**Body 2:** Describe the features of the product.

**Body 3:** Intro the team, background story, and progress so far.

**Body 4:** Describe additional problems the product solves OR use scenarios that show product solving problems.

**Call to Action:** Tell the viewers what your plan is for production of the product and when it will be ready for shipments.

Give details on any incentives for purchasing,

Give your sales pitch for purchasing, it must be short and to the point.