

# Tribal Video Discovery Questions

Who are you? Tell us about your business and what you do.

What makes you unique? What sets you apart from your competition?

What's your purpose / goal for the video?

What's the subject matter?

Is it a testimonial video or an overview video?

How many people will be involved / interviewed? What are their roles?

Where's this video going? Website? YouTube? Commercial? Social?

Is your goal to improve your SEO?

What is your budget like?

Do you have any specific timeline needs?

In your mind, what does success look like for this video project?

What are your broad goals for marketing success?

What elements do you think make a great video?

Have you had a video made before? What was good and bad about that experience?

Do you have any video examples you'd like to emulate, recreate, do something similar to?