



Defining & Refining Your Talking Points

Defining

You have been selected for your unique insights and experience and we look forward bring those insights to life. By now you have probably considered your talking points or found a sales deck to help you prepare. That's great.

In the finished 2 - 3 minute video we'll want to provide just enough information to create the interest and desire for the viewer to take action.

The intended target is your customer and decision makers that influence your customer. Imagine you are talking directly to them. What do they care about? What are their pain points?

Thought Starters

1. What is your role at your company?
2. What is occurring in your industry that is driving the need for your product/service?
3. What is the risk of not adopting your product/service?
4. How does your company solve your clients' problems? And how do you do it better or different than your competitors?
5. Are there any other differentiating or disruptive technologies to highlight?
6. What is the call to action (CTA)? An invitation, an offer, a request to meet, etc?

Refining

In order to feel comfortable and relaxed on camera it is best to rehearse. That doesn't mean memorize a script. In fact, memorizing or reading a script will make you appear fake. But boiling down your most compelling talking points to bullets and thinking ahead about what you want to say will help prevent you from rambling or stuttering on camera.

Share your talking points with our team ahead of the shoot so we can follow along and be prepared to help you if you get stuck.

Remember, this is NOT live so we will be able to take multiple takes, but we will allow you to get your complete thought out before we jump in and interrupt. And then we can reset if necessary and hone in to those unique insights that only you can provide.