



## START HERE: BRINGING YOUR VIDEO IDEA TO LIFE

So, you know video could help you connect, explain, or inspire—but where do you start?

**This resource is your creative jumpstart.**

Whether you're planning a product launch, telling a customer story, or building thought leadership, video is one of the most powerful tools to capture attention and drive action. But great video doesn't start with a camera. It starts with clarity—on your goals, your audience, and your story.

At Hacker Valley Media, we use this exact framework during our strategy calls to help clients shape ideas that deliver real impact. Now, we're giving you a version to use on your own—whether you're brainstorming solo, collaborating with a team, or exploring what's possible before bringing in a partner.

Inside, you'll find prompts to help you:

- Define your video's purpose and audience
- Explore the right format and tone
- Craft a compelling message
- Envision how your video will be shared and measured

Take your time, play with possibilities, and don't worry about having all the answers. This is a sandbox, not a script. When you're ready to turn ideas into action, we're here to help bring them to life.

**Let's create something unforgettable.**

— The Hacker Valley Team



**Project Goal Statement – What are you trying to achieve with this video?**

(Think awareness, conversion, education, engagement, etc.)

**Who is the primary audience for this message?**

Consider their role, pain points, interests, and what matters most to them.)

**What's the core message or story you want to tell?**

(If they only remember one thing - what should it be?)



**What action do you want viewers to take after watching?**

(Click, sign up, share, start a conversation?)

**What tone and style should the video convey?**

(Fun and energetic? Calm and confident? Bold and cinematic?)

**Where will this video live and how will it be shared?**

(Website, social media, email campaign?)

**Are there any existing videos, images, or moods you find inspiring?**

(Describe the visual style you're drawn to.)



## READY TO BRING YOUR IDEA TO LIFE?

You've taken the first step toward creating a video that's not just visually stunning, but strategically aligned with your goals.

Great content starts with a clear vision, and now you have the foundation to build something that connects, resonates, and moves people to act.

**But you don't have to do it alone.**

Whether you're still sketching ideas or ready to hit record, we'd love to help you shape your concept into something unforgettable. From creative direction to full-scale production, Hacker Valley Media is here to make your message shine.

Let's turn your plan into action. Book a free discovery call or explore our past work to see what's possible.

**Let's create something worth watching.**