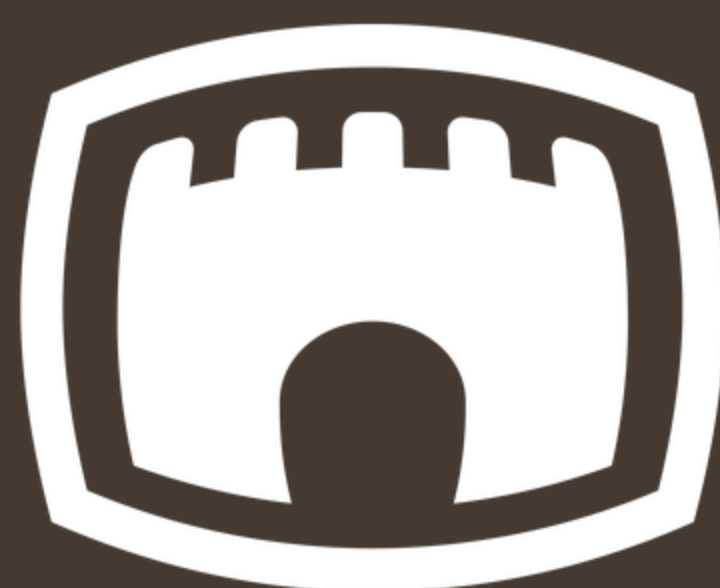


# The Strategic Storytelling Checklist

The upstream questions to answer before any camera rolls.

Most videos don't fail in the edit.  
They fail in the planning.  
This checklist is the fix.



**CASTLEVIEW**  
A VIDEO AGENCY

## PART 1

# Clarity Before Craft.

If any box below is blank, the video isn't ready - no matter how good the treatment looks.

**Name the business goal.**

What must this video achieve - applications, donations, demos, pipeline? One goal. Write it down.

**Name the one viewer.**

Role, sector, and situation. 'Everyone' is not an audience. A marketing director defending her budget is.

**Name their pain.**

What is costing them time, money, or momentum right now? Be specific enough that they'd say 'that's me.'

**Name the objection.**

Price, trust, timing, risk, internal approval - what's the real barrier between them and yes?

**Name the feeling.**

What should they feel while watching, and in the final three seconds? Facts inform. Emotion moves.

## PART 2

# Draw the Map.

Video is a vehicle; your customer's journey is the road. Run the four diagnostic questions, then pick the stage.

- What's already working?**  
Amplify it. Video adds reach and conversion to proven ground.
  
- What's underperforming but promising?**  
Remove friction. Video clarifies value faster than text ever will.
  
- What's failing outright?**  
Retire or reposition it. Strategy is also knowing what not to make.
  
- What's untapped?**  
Plant a flag where no competitor is talking. First-mover territory is where video returns compound.

Now circle ONE stage this video serves:



## PART 3

# Shape the Story.

**One core message.**

If your video has six talking points, it has none. What is the single idea a viewer could repeat an hour later?

**The customer is the hero.**

Your brand is the guide, not the spotlight-hog. Whose transformation are we watching?

**Open with recognition.**

A relatable tension in the first seconds - the viewer should see themselves before they see you.

**Land a decision point.**

Where exactly does this video meet the viewer's next choice? Attach the CTA to that moment - softly, clearly.

## All Boxes Checked? Now the Camera Rolls.

Want the full picture? The Castleview Video Marketing Audit & Discovery maps your funnel and shows exactly where video will move the numbers you care about.

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