**Hot Dog Media Productions | FAQ** Prepper

Congratulations in advance on your flawless video experience! We know you will be awesome, but just in case... this document is to help you prepare for your upcoming video shoot. **We won’t be using a teleprompter**, ‘cause you don’ t need one, and we do not want you to sound too rehearsed. However, taking some time to pre-write your answers is a great way to practice answering your questions in a concise and informative manner. During your scheduled recording time, you have 30 minutes to do as many takes as you’d like. Your takes don’t need to be the same every time and we will pick your best take to use in the final videos. Try to keep your answers between 1000-1200 characters, or 1-minute or less. Finally, if you’re hesitant about talking in front of a camera, practicing your answers in front of a mirror is a great (okay, and awkward) way to build up some familiarity before your shoot.

Please print this form and bring it with you to your scheduled session. You may also email it ahead of time to: neil@hotdogpr.com.

**QUESTION 1:** *Please write it how you’d like it to appear on screen.*

*Keep your answer to 1000 -1200 characters or less. Shorter videos perform better. Instagram requires videos to be 59 seconds or less.*

**QUESTION 2:** *Please write it how you’d like it to appear on screen*

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**QUESTION 3:** *Please write it how you’d like it to appear on screen.*

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**Please pick 3 questions.
Keep your script for each question 1000-1200 characters.**

**Example Questions to Consider (you can also use your own):**

**About You:**

Why did I start this business/company?

What is my vision and mission?

What inspires me every day?

What did I do before …?

What am I grateful for?

What’s your favorite inspirational quote and why?

**For Sales:**

What’s the difference between my company and this company?

What’s the difference between this service and that service?

Why choose our company over the competition?

What’s included in our guarantee?

How do you get started with us?

What’s the process to buy/work with you?

**About the Company:**

Why is this a great place to work?

What is our mission and vision?

What are our core values?

When did the company start?

What are the company’s biggest clients/successes?

What benefits do you offer?

**Technical/Expertise Questions:**

What does ….. mean?

Why is it important to … ?

What advice do you have around ….. ?

What’s the difference between …. and …..?

What has changed since …. ?

What’s something we probably don’t know that we should know?

What should we expect when … ?

What’s new?

How do we prepare for …. ?

What’s the process for … ?

Why is this so difficult?

Why is this so easy?

What causes …. to be so expensive?

What causes …. to be so cheap?