



VIDEO STORYTELLING CLARITY KIT



A vertical photograph of a branch with several pink, star-shaped flowers. The flowers have dark centers and are set against a blurred background of more flowers and foliage. The branch is thin and has some small, light-colored leaves.

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storytelling *in video*

In today's fast-paced digital world, where everyone is constantly fighting for our attention, storytelling is key.

It's not just a nice extra or embellishment—it's how we connect.



Understanding the Power of Storytelling

The Importance of Story

Storytelling is a fundamental human instinct. Think about it—since ancient times, stories have been our way of sharing wisdom, shaping who we are, and bringing people together. When it comes to marketing, stories help brands break through the noise of ads. After all, we all relate to stories, not numbers or stats. Even when we're asleep, our dreams are stories! Sharing stories is how you get people hooked on what you do, and video is one of the best ways to do it.

Don't be fake

If you're talking about your business talk about it as if you are talking to one of your close friends, who you know will be just as interested as you are. Show the real and human side to your business and capture the wonderful bits of the everyday. As consumers we don't want weird marketing 'tricks', all we really want is someone to tell us the truth. When your message is genuine, you create a connection with the right people and everything becomes easier.

Types of Stories

Here are some ideas of stories you could tell,

Brand Story: Share the journey, values, and goals of your brand to connect emotionally with your audience.

Behind-the-Scenes: Give a sneak peek into your company, introducing your team, how things work, and your culture to make your brand more relatable.

Educational Content: Offer tutorials, guides, or how-to videos about your industry to show your expertise and help your audience learn something new.

Storytelling Framework

Let's simplify storytelling into three easy-to-follow steps:

1. **Normal:** Start by understanding your customers' daily struggles and frustrations. This is their "normal" reality, where they face challenges and obstacles in their lives.
2. **Explosion:** Introduce a problem or obstacle that makes their situation even more challenging. This could be a specific issue they're facing or a common pain point that many of your customers share. By highlighting this problem, you create tension and urgency, showing them why they need a solution.
3. **New Normal:** Present your product or service as the solution to their problems. Show how it can help them overcome the challenges introduced earlier and return to a better, more satisfying situation. This is the "new normal" you want to create for your customers—a world where their problems are solved and their needs are met.

Let's apply the storytelling framework to an organic restaurant

1. **Normal:** Your customers seek nutritious, sustainably-sourced meals but struggle to find affordable, convenient options amidst a rise in unhealthy fast-food chains.
2. **Explosion:** The dominance of processed foods poses health and environmental concerns, exacerbating the need for wholesome dining alternatives.
3. **New Normal:** Enter your organic restaurant, offering delicious, farm-fresh meals made from local, seasonal ingredients. Showcase your commitment to sustainability and community partnerships, inviting customers to enjoy healthy, planet-friendly dining experiences.

By narrating your restaurant's story through this framework, you can effectively communicate your values, engage your audience, and inspire support for your mission of promoting healthy, sustainable eating habits.

Crafting Your Story

Defining Your Message

Defining your message is key to effective storytelling. It's about figuring out the main point you want your audience to grasp. When your message aligns with your brand's values, it adds authenticity and consistency to your story. Don't worry about repeating yourself, remember you are the only one who sees all your social media posts, your blog posts and videos. So to other people it will just look like you're being consistent and clear.

Evoke Curiosity

Curiosity is the urge you feel to know or learn about something. Think about the parts of you / your business that are unique and focus on them. You can also ask someone else what they see as unique in you / your business because it can sometimes be hard to see ourselves. It might be that your use of colour makes people happy or you're funny. Is there an interesting process behind what you make or where the materials come from? What is your business inspired by? Beautiful visuals can also evoke curiosity.

Storyboarding

Storyboarding is like creating a visual roadmap for your story. It helps you organize the sequence of events, key visuals, and dialogue, ensuring clarity and coherence in your storytelling. This process guides both the filming and editing phases, making sure your story unfolds smoothly and effectively.

Filming Techniques for Storytelling

Visual Storytelling

Visual elements like framing, composition, lighting, color, and camera movement are vital for conveying emotion, mood, and meaning in your videos. Mastering these techniques allows you to create a visually compelling narrative that enhances the emotional impact of your story.

There's so much to explore in this realm; it might warrant another guide!

Interviewing Skills

Conducting engaging interviews is key for getting real stories and emotions from your subjects. Whether it's customers, co-workers, or others, good interviewing skills are vital for getting insights that connect with your audience. Remember to prep beforehand, check your gear, and make the interviewee feel comfortable. Just like chatting with a friend, it's about creating a relaxed atmosphere where they can open up and share their story.

B-roll

B-roll footage serves as supplementary material in videos, providing additional context and visual interest to the main storyline. It reinforces key points, adds depth to the narrative, and enhances the overall viewing experience. This extra footage is shot separately from the primary scenes and added during editing to ensure smooth transitions and keep your viewer interested.

Post-Production and Sharing

Editing

Perfecting your editing skills is crucial for weaving together a cohesive narrative that keeps your audience engaged. It's all about arranging your shots and pacing just right to evoke the desired emotional response from your viewers.

Adding Music and Sound

Music, sound effects, and audio mixing play a crucial role in enhancing the mood, atmosphere, and emotional impact of your videos. By selecting the right music and sound elements that complement your story, you can create a story that immerses your audience in your narrative.

Where to Share

The choice of platform for telling your video story depends on various factors, including your target audience, the nature of your story, and your marketing objectives. YouTube is ideal for longer-form content and tutorials as it allows for in-depth storytelling and has a large user base that seeks out video content. Instagram with its visual focused format, is great for sharing short, engaging video stories and showcasing visually appealing content.

Woo! You've completed the Video Storytelling Kit



It's time to put your knowledge into action. Storytelling is a skill that can be honed and perfected over time. Keep experimenting, learning, and refining your craft, and soon you'll be creating videos that inspire, entertain, and leave a lasting impression on your viewers. Happy storytelling!

