Start with a brief.

Although it might seem like this is an easy step to skip, it’s not worth it.

Starting with a brief allows you and your team to document the answers to the most important project questions so everyone involved in creating the video can get on the same page. When you’re three-quarters of the way through the editing process, and your boss or colleague wants to completely redo that whole shot where you demonstrate how your product solves a problem, *that's*a huge problem -- for you.

When pesky predicaments like this one stand in the way of progress, you can just refer back to the brief that documents the goals and project plan your team mapped out together, and say, “Actually, that’s not what we agreed to.”

Then, you can move forward.

**Focus on your goals, topic, and takeaways when developing your brief.**

A brief doesn't have to be fancy, nor does it have to follow a specific formula, but there are several key questions it should include to craft an effective video script.

* What’s the **goal** of this video? Why are we making the video in the first place?
* Who is the **audience**of this video?
* What’s our video **topic**? (The more specific, the better. For example, if you’re in the house painting business, you might choose a topic like, “buying the right paint brush”).
* What are the **key takeaways** of the video? What should viewers learn from watching it?
* What’s our call-to-action? What do we want viewers to do after they’ve finished watching the video?

You can easily create a brief in Google Docs to serve as a living, breathing template that you revise over time -- and that your team can collaborate on.