**Script Objectives- Audience Brief**

1. **What do we want them to ‘KNOW”?**
   1. We want them to gain a “context” around any advertising/marketing “topic/module” (e.g., Search/Google) that they want to know about, that provides a mental framework for making a good decision about what they should do
      1. Identify what are the most important considerations in making a decision on this topic
   2. This would include a basic set of information on every topic of online advertising and marketing (this could be the outline for the “head” context setting video). Specific themes that every video should address would include:
      1. Why they should care about this topic- why it is worth 1 hour of their time?
      2. What they will learn in this educational module (about a specific product/service/topic)
      3. What they could expect to get in “real business value” (customers/revenue/cost savings/time savings/ speed/ efficiency, etc.) if they were to buy this product or service? How this advertising or marketing product could benefit them?
      4. Basic knowledge about how the product or service works- what does the vendor actually do for the SMB to try to deliver the value they promise?
      5. How does the vendor make money?
      6. What are 3 important considerations that their vendor never tells them that they should know?
      7. How much time and effort they will need to spend once they “buy” a product or service?
      8. Should they do the work themselves (DIY), or hire someone to help them (DIFM)?
      9. How much money they should expect to invest?
      10. What are the 5 things they must do to ensure they get a return on their investment
      11. What are the 3-5 biggest risks they need to watch out for
      12. How should they measure their success with this product or service
      13. How might vendors try to take advantage of them?
   3. What they will get for the money (hard earned) they spend on advertising and marketing- regardless of medium
   4. We want them to know what they should do next. They should be clear on the next action they will take as a result of being smarter having watched the video.
   5. We want them to KNOW that the information and insight we provided is “accurate and trustworthy”.
2. **What do you want them to FEEL?**

[NOTE/CONTEXT- while transferring the knowledge is critical, it is just as important that we create an emotional feeling and tie to the small business owner in the “voice” and “approach”we use in presenting our material . Often business owners feel isolated and alone in the process of building/running their business. They don’t feel they have anyone along for the ride, that cares about their success the way they do. After engaging with us, we want them to FEEL better as well as be smarter.]

* 1. **Feel More knowledgeable-** because they have a better sense of understating about a topic they were unsure about.
  2. **Feel Empowered-** because they have answers to the key questions they need to have addressed to make a good decision about how and where to spend their money
  3. **Feel in (back in)Control-** they will feel they now will have a sense of control over the process and results
  4. **Feel they received Big value-** that they received more that a fair exchange for their investment of time or money compared to the value delivered
  5. **Feel Satisfied-** that the time they spent was worthwhile and useful, not wasted
  6. **Feel Relief-** in that they found a resource they could trust, and which was not going to rip them off
  7. **Feel Trust-** there is a partner that they believe is with them in the process

1. **What do we want them to do?**

[NOTE/CONTEXT- one of the attributes of our content and service is that we “LEAD” the business owner to make a decision of some sort. They may decide they want more knowledge, or they may decide they know enough to buy (on not buy). The key is that our content will “facilitate the decision making process”. Business owners, by definition, want to make decisions, they want to be decisive and purposeful. Ultimately our ALL our content will be wrapped and connected to broader curriculum and services that support decision making. As a guide, you should think that at the end of a video, the next possible steps are always clear.]

* 1. At the highest level when completing a video we want the SMB owner to ask themselves the question “What do you want to do next” and then lead them to a place that provides answers to their responses. For example, the most prevalent answers would be:
     1. I want to learn more (get more knowledge)
     2. I need some examples or case studies to really understand what I just learned
     3. I need to do some planning and/or analysis
     4. I have enough knowledge- I am ready to purchase
     5. I have enough knowledge- I realize I need a resource to help me
     6. Others?
  2. Specific “calls to action” include:
     1. If they are viewing content on our site, then we want them to:
        1. Watch another video
        2. Go use the free tools- (NOTE- wherever we can we want to encourage and support the idea of using the “free tools” we provide. Some modules will specifically tie to each tool- i.e., Web site module should reference the web site analysis tool. These are a way for us to lock in value delivered with them)
           1. Web site analysis
           2. Rep management
           3. Customer profiler
        3. Comment and provide feedback to us about what you (the SMB) needs and wants to see us produce next
        4. Register/subscribe
        5. Email or share a link
        6. Tell 5 other small businesses
        7. Check out our value proposition and “money back guarantee”
  3. If viewing on YouTube, then after viewing we want them to:
     1. Visit our site:
        1. To use the tools
        2. To see more videos and use our tools
     2. Subscribe
     3. Like us
     4. Share the video
     5. Comment- whether pro or con
     6. Watch another video
  4. If viewing on our Facebook/Twitter page, then (I am not as current on FB so adjust as appropriate):
     1. Like us
     2. Share the video with other small businesses
     3. Post to our wall/timeline
  5. We want them to engage with the site and content and give us feedback on the.
     1. Content
     2. Site
     3. Willingness to pay
  6. We would like them to “learn about us” and view our company value proposition and how we will work with them.