

VIDEO INTERVIEW QUESTIONS

You will be prompted for each individual question during the interview

*Your answers should be brief
(less than one minute each)*

1: YOUR NAME

Your **NAME** + **TITLE** + **BUSINESS name**

2: OVERVIEW

Briefly explain what you/your business/organization DOES.

3: IMPACT

How has your organization impacted those YOU SERVE?

4: BEHIND THE SCENES (business)

What's something about your ORGANIZATION that most people probably don't know, but should?

5: OFF-SCRIPT (personal)

What's an interesting and/or fun fact about YOU that often surprises people?



*Your answers should be brief
(about one minute)*

6: INSPIRATION

What do you LOVE about your work?

7: REFLECTIONS

What is something in your life that you're especially GRATEFUL for?

Choose to answer either 8-a, or 8-b

9-a: WORDS of WISDOM

What words of wisdom (whether a quote, scripture, or something else) inspire you to keep going?

9-b: ADVICE

What's the best piece of advice you've ever received, and how has it shaped you?

10: CALL-to-ACTION

Final words to entice viewers of your video interview to do business with you.

(remind them of your passion to help/serve and ask that they contact you)



NON-PROFITS

(Non-Profits Only)

11: SUPPORT

How can people who are watching this video help support your organization and be part of the change you're making?

(Non-Profits Only)

12: GRATITUDE

If you could say one thing to those who've supported your organization so far, what would it be?

END OF INTERVIEW





STANDARDS AND COMPLIANCE

Friendly Reminder - Please ensure your responses comply with any company, franchise, or industry requirements that apply to your business. For example, some businesses require their name or tagline to be stated in a specific way. If that applies to you, please use the approved wording during your interview.



SUGGESTIONS FOR PREPARING FOR YOUR INTRO VIDEO

- **Dress to Impress:**
Wear something that makes you feel confident and shows your personality.
- **Be Yourself:**
Go over your interview answers, but don't memorize them—keep it natural and authentic.
- **Smile and Speak Clearly:**
Your enthusiasm and clarity will make a great impression.
- **Rehearse:**
Run through your answers a few times. It helps reduce nerves and boosts confidence. But no need to memorize - let's keep it organic and authentic.
- **Stay Relaxed:**
We're here to help make you feel relaxed and comfortable and natural. Have fun with it! Your natural charm will shine through.
- **Lighting** (*only if the interview is via Zoom meeting*):
Choose a well-lit, quiet spot where you're comfortable. Natural light or a ring light works great—just make sure the light is on you (not the background).

***And that's it! You're ready to share your fabulous self with your community.
We can't wait to get to know you better!***



INTERVIEW PREP...

- Don't start answer with "**so...**" (instead, use the question to start your answer)
- Don't refer back to a previous answer (don't say "*like I said before...*")
- I'll be quiet after your answer (so that my voice is not in it)

