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BIBLE STUDY

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How to Tell Your Franchise Story on Video

By Kevin Campbell, Kevin Campbell Films

The easiest way to make your video story is by using the _____-style, used by TV news.

You can use an online teleprompter called _____.

Your videos will be for your _____, or target market.

Your videos should reflect your _____.

Ask for help from other _____ to create your audience profile.

In your video, tell the story of _____ you created your business.

Make sure you talk about the people you want to bring in to your franchise

_____.

You should also talk about the _____ of your franchise.

Don't mention _____.



Kevin is a writer and video producer with 30 years of TV, film, news and commercial production experience. Kevin sold his first feature to Lionsgate Entertainment and has produced for Fortune 500 clients. He now creates story-driven branded advertising and marketing campaigns for franchise companies.

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