



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 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 a 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.



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)