



How To Storyboard Your Own Explainer Video

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Are you making the most of your brand?

Customers still confused with what you do?



- So, you have your service or product ready to go and you want everyone to know.
- We know people understand and connect with visuals more easily than reading text. You have your service or products ready to go, so you'd like either a video or animation to showcase it.
- But how do you tell the animator, so they capture it correctly?



You phone them and the animator asks for a story board, but what is that? How do you create one?

Don't worry friends! It's remarkably simple... and you don't have to be a Rembrandt to do it!





So what is a storyboard?

If you were to plan a holiday, as a rule you wouldn't just grab your bag and leave. Lets take a look at what you might do:

- Make a list of the things that you would like to do when you are away.
- Check out the internet for places you like the look of and availability.
- Verify best dates in your calendar to go.
- Book your holiday.
- Now you need to think of what you want to take with you.

This is the basis of your storyboard.

First, you carry out a personal brainstorm to capture your ideas and you need to organise them into a logical order, just like we did with the holiday. A good way to start is to write a few sentences covering the following points.

A quick overview of your services/product.: *E.g I offer various massages.*

Now detail what your products / services will do for customer: *E.g A massage relives stress, aches and pains.*

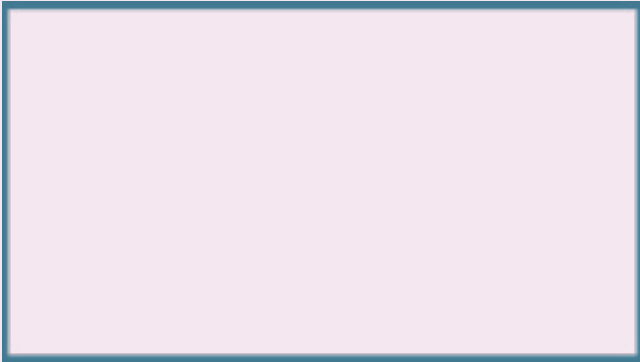
Explain the product/services you've detailed in no 2. in more depth.: *E.g Massages help relieve stress by lowering the heart rate, relaxing muscles and releasing endorphins.*

Enforce their need for your service/product with a 'Call to action'.: *E.g 'First massage half price!'*

Don't forget to add contact details, website and remember your trust signals (such as well-known clients, awards, write-ups, etc.):

This will help you for the next step, creating a script.

Now this is the scary bit, you need to draw what you want. You are not looking to create an 'Old Master', what's needed is more like a Lowry with match stick men and women and even if it degenerates into a Picasso you will have captured your story.















Still nervous?

Don't worry – just contact me at **charlotte-buchan.com** as I also provide a storyboarding service and I will help you get started!