

8 Step Story Framework for an Independent Private School Branding Video.

1. THE INTRO

Highlight your best visuals, have a music track that fits the brand and open with a one sentence line about what the school does.

THE GOAL

The goal of your intro is to grab the viewer's attention right away. There are a ton of distractions online so this first 5-10 seconds is the most important, simply because nothing else matters if they don't watch past this point.

THE VISUALS

Pull out all the stops with your visuals in the intro. Showcase your best shots, highlight a variety of your scenes, and use faster cuts to visually prepare the viewer on what is to come when watching the video.

THE MUSIC

Viewers take in fifty percent of their experience through sound. Make sure to choose a track that fits the brand and the overall emotion that you want people to feel throughout the video.

THE AUDIO

Transitioning into the next step the opening audio line should be from the staff briefly saying what they do. Ideally you want it one clear concise short sentence

2. THE SCHOOL

The first line from the school should be what the school does. You can clearly and simply state what they do or you can get more to the core of how they help students.

-Simple statement on what they do.

Deeper impact on how they help their customers.

Example: "DVFS is an independent private quaker school that focuses on teaching students with learning differences"

****THIS IS IN CONJUNCTION WITH THE INTRO*****

3. THE PROBLEM

School or Student/Parent/Teacher address the major pain point or problem in the industry or product in the market.

All good stories have some form of conflict. After the intro have either a staff member or student explain the problem in the marketplace or the specific pain. Here are some points to help you better understand the problem in the market or pain from the customer.

-What is the problem with other schools or the industry (without naming other schools of course)

-What pain does the student have prior to working with the school?

-Is the pain physical, emotional, mental? All three?

Example: "I felt at my previous school(s) I wasn't being taught the information but rather delivered the information. They weren't able to teach me the material

through the way I learn.

4. The Solution

School or Student/Parent/Teacher address the solution that they provide

Once the problem, conflict or pain has been stated, now you can transition to what the company does to remove the pain for the customer. Many times this is the WHY of the business.

-Was the school formed out of a pain or problem?

-Understand at the core why the business was formed. Understand what the "WHY" of the business is.

Example: Using the Orton-Gillingham approach, the best educational technology, and small class sizes, DVFS is able to unlock the potential of our students and thrive in the classroom.

5. THE USP

School highlights their major USP. Give specific details about it, and have a student or parent reinforce the information.

Every School should have a strong USP. Something that really distinguishes them from competitors and one of the main reasons why parents choose to send their child to that school.

-What is the one thing that makes them different?

-Why do most customers choose them over competition? What is the one thing they excel in?

Example: "DVFS is the only school in the Philadelphia area that only teaches students with learning differences.

6. THE DIFFERENTIATION

School provide 1-2 detailed points of differentiation or additional services. Reinforce with testimonials as needed.

Here you want to clearly point out other major points of differentiation and additional services. Prioritize what points about the school make them different and what additional services they have that help their customers.

-What are the major points of differentiation?

-Prioritize the points of differentiation based on importance. What additional services do they offer?

Example: We provide all of our students with the latest macbook pro laptops that are designed to help the students as tools to learn the material that they are learning better, depending on their learnings style.”

7. THE OBJECTIONS

Have a student/parent explain a major objection that they had, that is consistent with others. Then highlight how it was overcome.

An objection is something that is creating hesitation in the buyer to purchase or a question they have before making a decision. Here you want to address any common questions/objections the viewer may have to purchasing.

-What are the major objections potential Parents/students have?

-What are some common questions that come up about theSchool?
How to you best address the objections?

Example: “Tuition is a major concern that a lot of parents have when sending their

student to any private school. But DVFS has amazing financial aid services that help even people who make more than 120K a year.”

8.THE RECAP & CTA

Explain and show a recap of the primary core offering. End with a powerful statement of why from the Head Of School or how from a student/parent their lives were changed. Follow that up with a strong single call to action for the viewer.

In this final line, review the main points of the School. Use the outline below to state the problem - solution - result as a guideline for the content needed. Visually show an array of services and the end result of the customer working with the business.

Problem: What is the problem/pain for the customer?

Solution: What is the solution the business solves to the problem?

Result: What is the result the customer will receive?

Example: “Teaching students with learning differences requires top-notch training from teachers and top notch technology. We have that at DVFS and because of this powerful combination, our students go on to succeed in school, college and in their careers.”

