



BEFORE YOU PRODUCE

6 Questions to Ask Yourself *before your next video production*

The right questions lead to the right content, and the right results.

01

What is the message I'm actually trying to convey?

Not the product. Not the promotion. The one thing you want your audience to feel or do after watching. If you can't answer this in one sentence, the content isn't ready to be made yet.

02

When is the last time a piece of content genuinely stopped me?

Can you remember it clearly: what it was, who made it, why it landed? If you can, that's what story-driven content does. If you can't, that's the gap your next production needs to close.

03

What was the last video or ad my brand put out?

Can your audience remember what you were about, what you were offering, or how to reach you? If the answer is no, or you're not sure, that's not a budget problem. That's a story problem.

04

Did anything in our recent content pull the viewer out of the moment?

All visuals, stock footage, bad graphics, cheap effects, hollow messaging. Audiences feel inauthenticity even when they can't name it. And when they feel it, they leave.

05

Who exactly is this for?

Not "everyone." Picture the one person you most want to reach: who they are, where they spend their time, and what they need to hear from you. Content made for everyone reaches no one.

06

Is what we're planning to produce actually worth someone's attention?

Attention is the most valuable currency there is. The only content that earns it is content built around a story that genuinely connects. Everything else is noise.

Ready to tell a better story?

If these questions reveal a gap, that's exactly what JCA exists to close.

STORY DRIVEN

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