

# STRATEGY QUESTIONNAIRE

This questionnaire will help start our conversation about your distribution and outreach needs.

## INSTRUCTIONS

- i. Type up your answers in the body of an email or separate document. Please make sure your answers are labeled with the question number
- ii. Keep your answers conversational. No word-smithing necessary
- iii. Answer as concisely as possible ("I didn't have time to write a short letter, so I wrote a long one instead." –Mark Twain)
- iv. Answer as honestly as possible – don't include answers you think you *should* include
- v. Answer as specifically as possible

## PART 1 – YOUR FILM

1. What motivated you to create this film?
2. What issues or topics does your film touch on?
3. How will your film stand out as unique?
4. What is your one-sentence logline? (a brief synopsis of your film that stimulates interest)
5. Prioritize your goals in terms of impact, revenue, and career

## PART 2 – YOUR AUDIENCE

6. Describe your anticipated target audience (the people *most* interested in your film) in these terms:
  - 6.1. Demographic – sex, age, occupation, income, education level
  - 6.2. Psychographic – interests, lifestyle, attitudes, aspirations
  - 6.3. Geographic – a specific region or region in the world your target audience resides
  - 6.4. Online Groupings – social media groups (Facebook, Instagram, Twitter), forums, websites
7. What are the most influential institutions involved in the issues explored in your film? (nonprofits, corporations, membership organizations, foundations, think tanks, non-profits, universities, etc.)
8. Who are the most influential individuals that are interested in the issues explored in your film? (e.g. celebrities, politicians, authors, etc.)
9. What media outlets effectively reach and are highly trusted by your target audience? (blogs, magazines, newspapers, podcasts, radio news, tv shows, etc.)
10. Are there any relevant conferences that you may want to attend and screen your film?
11. If you have created a list or spreadsheet with potential contacts and leads, please share
12. Write a one-sentence description of each of your primary target audiences
13. Your personal online presence (social media, website, mailing list)
14. The online presence of your previous work

## PART 3 – IMPACT

15. What is your goal in terms of the *impact* you'd like to generate with your film?
16. How does your film fit into an ongoing conversation or debate on the issues explored in your film?
17. List any significant recent films that overlap with your film
18. Did these relevant films generate impact or leverage interesting partnerships? If so, describe
19. Describe existing impact campaigns of any topic that you'd like to emulate – don't limit yourself to films (i.e. successful PR campaigns, grassroots screening campaigns, film festival campaigns, live event campaigns, digital campaigns, educational campaigns)
20. In one sentence, describe your audience engagement strategy to most effectively reach your target audience?