

Creative Brief

COMMISSIONER	Sherilyn Colby
TITLE (working)	FAQs
DURATION	1-2 minutes
AUDIENCE	<p>Healers, coaches, holistic practitioners, some other visionaries. Focused specifically on the healer audience. People who have expertise and who may have charged hourly in the past. At some point they want to have packages/programs so they don't have to feel like they are on a hamster wheel of looking for more clients. They want to 'charge their worth', they may underprice; we'll work on money blocks/worth/charging for their work, creating packages. Women with families. Generally age 45-55. Usually from the U.S. or other English speaking places. Usually members of the church or Christian. They are people who care about self-responsibility and self-reliance. They're mindful. They may have met Sherilyn or know a little about her. They're in the cold audience realm. They might have a mutual friend.</p>
OBJECTIVES	<p>#1 goal: The audience will sign up for an upcoming class or workshop.</p> <p>2 - The seed will be planted that they'll turn to her in the future. Build know, like, trust</p> <p>Go to Sherilyn's website, sign up for something, free or paid.</p> <p>Shift in beliefs: ready to take action in sharing their work, they want to stop hiding</p> <p>They want to be more serious about their work so it's not a hobby. If they sign up for something, they're there for it and won't hold back.</p> <p>They'll connect with Sherilyn.</p>
SYNOPSIS	<p><i>The videos will answer questions like: who is Sherilyn, what is she talking about, wrong with the traditional way of getting clients or growing a holistic business or their money beliefs, etc. The videos will help them go from the desire to change to</i></p>

	<p><i>making the decision to change. It will have underlying themes about changing their beliefs. Why should they do something different than what's usually done?</i></p>
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<p>STYLE</p>	<p><i>Based on her brand and style guide.</i></p> <p><i>Feelings and emotions: Feeling of excitement and possibility, potentially also hope. Helping them feel like they're making decisions and moving forward. Helping them feel in control even when there are things they can't control.</i></p> <p><i>Brand with the concept of a hero alchemist archetype.</i></p> <p><i>Pink, sparkly gold, turquoise</i></p> <p><i>Lighting- high key, natural lighting</i></p> <p><i>She will be standing up. She will look at the camera. Center frame.</i></p> <p><i>Color, bright</i></p>
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<p>STRUCTURE & TIMINGS</p>	<p><i>Beginning: Hook-why they should watch? (10 seconds or less)</i></p> <p><i>Middle: Story, context, content. She'll describe things that her audience will relate with. (1-1 & ½ minutes)</i></p> <p><i>End: Call to action (10 seconds or less)</i></p>
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<p>CONTRIBUTORS & ELEMENTS</p>	
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<p>TIMESCALE</p>	
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<p>NOTES:</p>	<p>Some videos will be general and some tailored or an upcoming program</p>
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