

Faselis Growth:
60-Second Explainer Video:

Shot	Suggested Video	Audio	Notes
1 :02	Close-up on computer screen. Website for “WeatherApp, LLC”. Mouse cursor moves to “LAUNCH” button with rocket ship icon. Cursor clicks and the rocket ship blasts off.	Your startup has launched!	
2a :02	Medium-Wide shot on auditorium stage. Curtain parts, revealing large screen that reads “WeatherApp” with fictional logo.	But audience response...	
2b :03	Reverse shot on audience. Completely empty.	... is a total no-show. <i>(sound of CRICKETS echoing through the empty space.)</i>	
3 :03	Camera pushes in on our hero, EDDIE ENTREPRENEUR. He sweats profusely and looks agitated, distraught.	Where did you go wrong?? What are you missing??	
4a :03	High angle shot of Wall Street. Stock ticker pans data across LED.	Every successful business depends on one essential:	
4b	Close-up on LED. The data info	MEDIA ATTENTION.	

:02	changes to large lettering: MEDIA ATTENTION	
5 :08	High angle shot, panning across busy editorial office - dozens of journalists scramble around.	Journalists hunger for great stories. To satisfy their cravings and make headlines, your company must serve them an outstanding press release.
	They all immediately FREEZE in place and stare expectantly at camera.	
6 :06	Close-up on Eddie's face looking dizzy and stupefied. Question marks circle around his head. He grows increasingly more overwhelmed until he's weeping tears.	But how do you write one that captures interest? Where do you send it? How do you build relations with the press? And how do you reach the right audience?
7 :01	CUT TO BLACK	The answer...
8 :02	Faselis Growth logo occupies entire screen.	is <u>Faselis Growth</u> .
9a :02	Eddie in his office, looking nervous and overwhelmed.	Designed for startups and small businesses,
9b :09	The setting around him slides offscreen; now the Faselis offices are the background. Faselis experts in a meeting room point to information on a	Faselis Growth makes writing and distributing press releases a cinch. We give you the secrets of the pros to craft stories that journalists will love.

	projector screen. Eddie nods and takes notes.		
10a :02	Close-up on computer screen. Animated mockup of Faselis platform.	By following a step-by-step process, you'll:	
10b :02	Eddie happily types away on his laptop.	Have your message written in <i>minutes</i> --	
10c :02	We follow an ethernet cord from his laptop to a plug in the wall.	Get it displayed on the platforms	
10d :02	Wide shot of a radio tower broadcasting a signal.	that matter most in your industry--	
10e :04	Like roots of a tree, we follow branching cords underneath the radio tower. They connect to dozens of laptop screens across the world. "WeatherApp" logo appears on all the screens.	And achieve greater influence over your ideal audience...	
11 :03	Eddie tosses a coin behind him. We follow its trajectory and it lands in a piggy bank.	... All on a budget that <i>won't</i> cripple your growing business.	
12 :02	Text occupies entire screen: " <u>NO</u> Experience Required!"	NO marketing experience required!	
13	Close-up overhead shot of	Make headlines today...	

:02	desk. Hand enters frame and slaps a newspaper on desk. Push in on headline: “WeatherApp Takes Industry By Storm!”		
14 :03	Fade to white screen with Faselis Growth logo centered. “Click link below for more info!”	... with Faselis Growth! Click the link below to learn more!	

TOTAL: 1:05