



Raise[®]

2022



TIP: There are untold stories around you everyday. Often we don't recognize them as significant because they are right in front of us!

The Power of Untold Stories

How Impactful Video Drives Everything

Welcome!



Lauren Ready

Owner & Principal Storyteller

Forever Ready Productions



fb.com/LaurenIsReady



[@ForeverReadyPro](https://twitter.com/ForeverReadyPro)



[@LaurenIsReady](https://www.instagram.com/LaurenIsReady)



linkedin.com/LaurenMReady

JUVENILE COURT
616 ADAMS AVENUE

“Tell him I forgive him!”

JUVENILE COURT
616 ADAMS AVENUE

What Can You Expect?

1. Identify untold stories that take supporters “beyond the headline”
2. 5 ways to guarantee you capture an impactful moment
3. Identify unexpected characters to feature in unexpected ways
4. A chance to share your next steps!

Find something on you that tells a story about you.

SHARE THAT STORY!

Raise[®]
2022



About Me!

Owner & Principal Storyteller

Our team works together to tell mission-driven stories for nonprofits and businesses, so that you can realize and harness your collective purpose and impact.











Dr. Martin Croce

Corey's doctor, Elvis Presley Trauma Center, Regional One Health



Story Takeaways

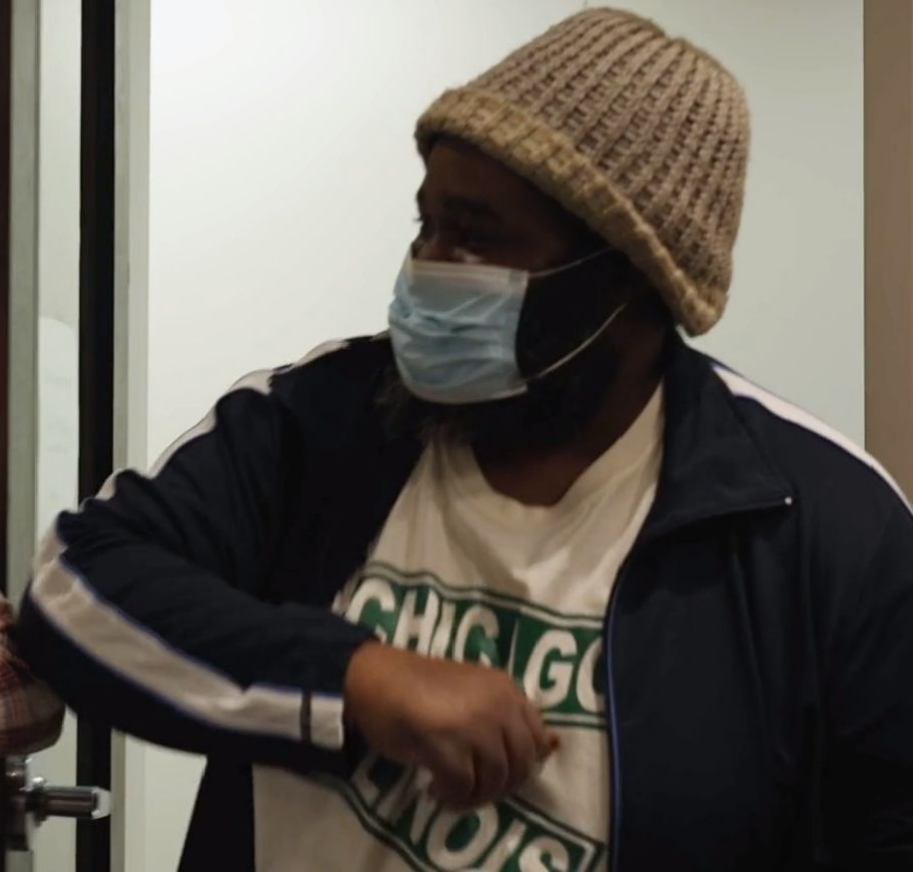
1. Who's the main character?
2. What kind of questions do we ask?
3. How can those questions connect moments of the past?



LCHJ Rubin's Story
from FRP - Chicago



Press Esc to exit full screen







Story Takeaways

1. Where should you shoot your interview?
2. Who should be in the room? Who should not?
3. What kind of questions should you ask?





Lifeline To Success

WRITTEN IN HIS JAIL CELL:

I am a success

I matter

I am important

I am somebody special

I am loved

I am needed

I am NOT my crime

I am NOT my past

I am new

God loves me

I love me

I will succeed



Lifeline...
To Success

Story Takeaways

1. Sometimes the most obvious story isn't THE story.
2. Listening to the answers during an interview can reveal something deeper
3. Watching the way the story impacts your internal team can also influence your external audience.

5 Ways To Guarantee Impactful Moments

1. Make the interview subject feel comfortable.
2. Ask open ended questions that prompt emotion instead of words or phrases.
3. Keep things simple. Don't over do your set up.
4. Identify your unexpected characters.
5. Let moments breath. Let the subject process, answers and complete the thought.

Consider this on your next video project:

Who is your main character?

Where will you shoot the interview?

Who will be in the room?

What can you show your audience that they won't expect?

What questions can you ask that lead to authentic answers and create real moments?



Video Impact Worksheet

Who is your main character?

Where will you shoot the interview?

Who will be in the room?

What can you show your audience that they won't expect?

What questions can you ask that lead to authentic answers and create real moments?



FOLLOW ME ON SOCIAL

Lauren Ready



fb.com/LaurenIsReady



[@ForeverReadyPro](https://twitter.com/ForeverReadyPro)



[@LaurenIsReady](https://www.instagram.com/LaurenIsReady)



linkedin.com/LaurenMReady



Rais



Questions?