**Interview Script Template (Basic Story Structure)**

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|  | **Storyline** | **Interview Questions** | **Speaking Points** |
| 1 | Exposition | Questions designed to introduce your interviewee & subject.  *ie.Please, introduce us to yourself, your position, and why we’re here today.* |  |
| 2 | Rising Action | Questions designed to convey the conflict or problem your brand is trying to solve.  *ie. What issues are people facing today that prompted you and your company to develop this product/service?* |  |
| 3 | Climax | Questions designed to convey your product or service as the solution to that problem.  *ie. What features and benefits does your product/service deliver that helps people overcome this problem?* |  |
| 4 | Resolution | Questions designed to give your video a conclusive statement or takeaway message.  *ie. In a few words, what’s the final message you want viewers to take away from watching this video?* |  |