



## Advice for Selecting an Effective SpeechBooth™ Prompt

You understand the video booth concept (if not, check out [SpeechBooth.com](https://www.speechbooth.com)). How do you apply a video booth to get the most useful clips for your organization? What questions should you ask your participants to answer? The key: **Think about your goals and keep it simple.**

### About this advice

The following recommendations are guidelines to help write a prompt for display on the SpeechBooth screen. Prompts direct participants on what to talk about in their video messages, so finding the right prompt can make a big difference in how valuable the videos will be to your organization. These are recommendations for common scenarios, but not every scenario. If you find your needs are different, please contact us at



**If you craft a broad question, you give participants the opportunity to tell their story without restriction.**

info@speechbooth.com. We offer advice and customization to meet the needs of any organization.

### Start broad

A good strategy to form your prompts is to write multiple questions that start broad and get more narrow. A broad question gives participants the op-

portunity to tell their story without restriction. However, some participants will have trouble coming up with content in response to the broad question, so they will appreciate the addition of a more focused prompt.

### Don't ask too many questions

## EXAMPLE PROMPTS

### Product or industry prompts

- ▶ How has (product) helped you grow your business?
- ▶ What new things are you doing this year with (product)?
- ▶ What (challenges/objectives) is your organization looking to solve this year with (product)?
- ▶ Where do you think (product/industry) will be headed in the next year?

### Mission focused prompts

- ▶ How has (organization) made a difference in your life?
- ▶ What do you love about (organization)?
- ▶ Why do you support our mission?
- ▶ What does (organization) mean to you?
- ▶ Why are you a member of (organization)? Why should others join?
- ▶ What advice do you have for others?

One good question beats 6 mediocre questions. It's tempting to want to give people a lot of options, but it's also helpful to understand the limitations of what your participants will be able to answer. Too many questions can be overwhelming and dilute your message. Focus on a few questions to get video messages that are centered around a single theme.

### *Consider the goal*

Consider the objective behind each question. Typically, the goal is to get people talking about a topic that will form a cohesive message. People have a natural desire to share. Get them talking about something your organization is passionate about.

### *What works: Stories*

Video is an excellent medium to tell stories. The key is to give people an excuse to tell a story that is relevant with your goal. Give people the opportunity to speak and most will.

### *Getting spontaneous "video gems"*

***People have a natural desire to share. Get them talking about something your organization is passionate about.***

### *Final advice*

There is an art asking a great question, but you do not need to be an artist to do it. If you are not sure what prompts to give, you can always ask someone who you think has a knack for it. When in doubt, a good place to start is the mission statement of your organization or your project. Remember, there is no such thing as a 'perfect' question (or a perfect answer), but a little thought can go a long way towards capturing great videos!



'Video gems' are when participants leave an interesting, unexpected video. This may be heartfelt, funny, or emotional. These moments speak to us and elevate the content. To get more of these moments, write open-ended questions that offer room for spontaneity.

### *What works best: Emotion*

Video is able to display a huge range of human



emotion, from jumping-for-joy excitement to subtle expression. Viewers engage with and respond to videos that have some sort of emotional content.

*For more tips, guidance, and answers to frequently asked questions, check out [speechbooth.com/help/faqs](http://speechbooth.com/help/faqs) or contact us at [info@speechbooth.com](mailto:info@speechbooth.com)*