

40+ PROMPTS
TO HELP YOU
CREATE
BETTER
VIDEO
CONTENT.



Brought to you by Dialog, a marketing agency that enables entrepreneurs to grow their influence and generate leads using video.

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BUSINESS

1. What inspired you to start your business?
2. How do you balance short-term goals with long-term vision, and what strategies do you use to stay focused on both?
3. What advice would you give to aspiring entrepreneurs who are just starting out?
4. How do you measure success in your business?
5. What role do you see diversity and inclusion playing in the future of business?
6. How do you manage stress and maintain work-life balance as a business owner?
7. How do you maintain a competitive edge in your industry?
8. What role does customer feedback play in your business strategy?
9. How do you balance profitability with social responsibility, and what steps do you take to ensure your company is making a positive impact on both fronts?
10. What role do you see education and training playing in the future of business?



LEADERSHIP

11. How have your experiences shaped your leadership style?

12. What does a good leader look like?

13. How do you approach leadership development within your company?





INDUSTRY & TRENDS

14. What's a common misconception someone has about working with someone in your field?
15. How do you see the current business landscape evolving in the next year?
16. What steps are you taking to prepare your company for those changes?
17. What role do you see technology playing in the future of your line of business?
18. What are some of the biggest challenges facing your industry today?
19. How do you stay up-to-date with industry trends and developments?
20. Is AI a threat to what you do?
21. What's something overrated in your world?
22. What's something underrated in your world?
23. What's something that you're curious about right now?



CUSTOMERS

- 24. When is a good time for someone to think about working with you?
- 25. What's a typical struggle that your audience deals with, and what is a good way to overcome this?
- 26. What brings you the most joy in your business?
- 27. What's your favorite client success story?
- 28. What makes for an ideal client?





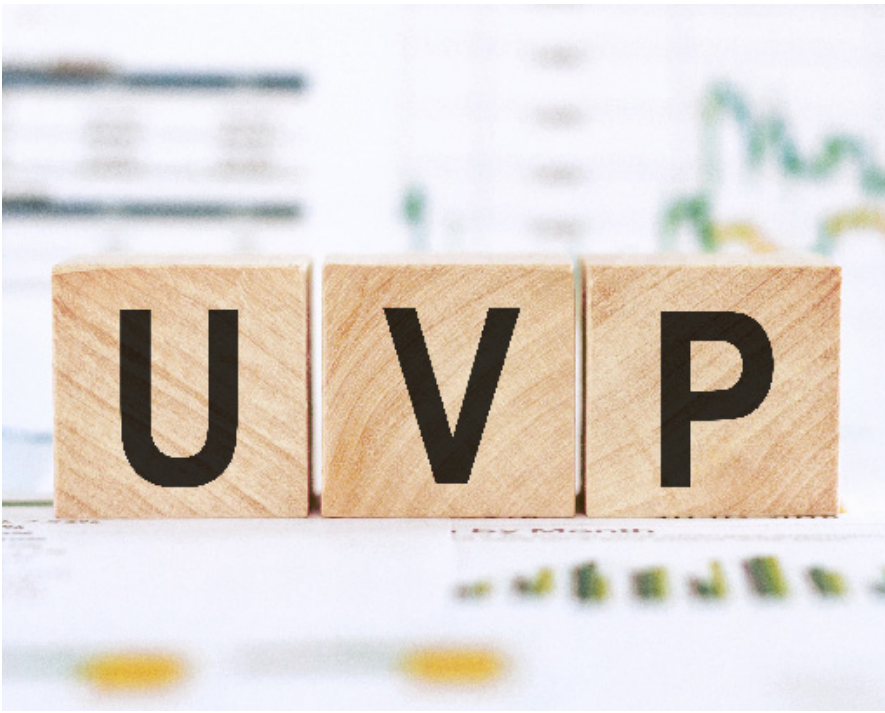
INNOVATION & CREATIVITY

29. How do you foster a culture of innovation within your company, and what steps do you take to encourage creativity and risk-taking among your employees?

30. What are some of the biggest risks you've taken in your business, and how have those risks paid off in the long run?

31. Can you walk us through your work process and your approach to a new project?





UNIQUE VALUE PROPOSITION

32. What are alternatives to your organization? What's your position compared to them?
33. What do you consider to be your company's unique value proposition, and how do you communicate that to your customers and stakeholders?
34. How has your value proposition evolved over time?
35. How do you ensure that your company's value proposition remains relevant and differentiated in a constantly evolving market landscape?
36. How do you communicate and reinforce your value proposition to your employees and stakeholders to ensure everyone is aligned around the company's core mission and objectives?



PROBLEM SOLVING

37. How do you approach problem-solving within your company, and what strategies do you use to identify and address challenges?

38. How do you handle “we’ve always done it this way?”

39. Can you give me a time when you had to manage a change for your business or a client? What was the result or the lesson learned?





PERSONAL DEVELOPMENT

40. What's one piece of advice you'd give a younger version of yourself?
41. Have you ever failed at something? What did that teach you?
42. How do you stay motivated and continue to grow personally and professionally, even when facing challenges or setbacks in your business?
43. What strategies do you use to balance personal development with the demands of running a business?
44. In your experience, what are some of the most important skills or traits for business leaders to cultivate in themselves for long-term success and personal fulfillment?

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