MICHAEL REIMER.AI

AI Video Offer Readiness Audit

AI INNER CIRCLE · WEEKLY INTELLIGENCE

	CRITERIA	SCORE (1–5)
1.	The video has one documented business objective, such as promotion, education, announcement, or event awareness.	1 2 3 4 5
2.	The intended audience is recorded in language specific enough to guide the script and visuals.	1 2 3 4 5
3.	The creative brief identifies the required message, call to action, brand elements, captions, and end screen.	1 2 3 4 5
4.	The planned film contains between two and eight clearly described shots.	1 2 3 4 5
5.	Character, outfit, setting, and visual continuity requirements are documented before generation.	1 2 3 4 5
6.	The final runtime is defined and does not exceed 60 seconds for the Managed Agent format.	1 2 3 4 5
7.	One person is assigned to approve the film and provide consolidated revision notes.	1 2 3 4 5
8.	The number of included revisions is documented in the client scope.	1 2 3 4 5
9.	The call to action connects to a defined HighLevel contact, booking, or follow-up path.	1 2 3 4 5
10.	The campaign has a named owner responsible for reviewing responses after publication.	1 2 3 4 5

TOTAL SCORE / 50