

PUSHBACK: MISSION DRIVEN ENTREPRENEURS

This is an outline of your episode and the specific questions you will be asked during your video recording. Please read through this, and take some notes on how you want to respond to each of the questions. Ted, the Lead Producer, will work with you to develop your responses and make sure we capture the highlights of your message, your mission, and your story as eloquently as possible.

General Structure:

Each episode of *Pushback* is 22 minutes long and divided into 3 segments.

Segment 1 (7 mins)

Introduction

1a. Your Mission

1b. The Problem

We learn why you are on a mission, and something about the problem/injustice you are addressing.

Segment 2 (7 mins)

2.a Origin/childhood

2b. The Challenge

We learn about your early life, how you encountered a life-changing challenge and how this shaped your mission.

Segment 3 (7 mins)

3a. The Turnaround

3b. Success

3c. Your Vision

How the you got out of trouble, how you dedicated yourself to your mission, built success, and your vision of the future.

Segment 1a: Introduction to You and Your Mission

The goal of Segment 1a is to create empathy for YOU, the Main Character (MC) and your mission. We want viewers to have extremely powerful responses of respect, concern, admiration for you and especially your mission.

This Intro of MC should contain statements like these:

1) Clear statement of mission of MC and your company.

"The real mission of _____(your company, mission, etc) is to....

2) A short summary of the problem you are trying to address.

"Most people don't really realize just how many many people are affected by..."

3) A statement about why this is personally important to you.

"I'm so passionate about helping these people because I, myself suffered from...I care desperately about these people"

4) An emotionally moving statement about why this work is so important.

"When you are able to help someone turn their life around...you feel so incredibly gratified, and hopeful..."

These are the questions you will be asked on camera during your video recording of Segment 1a:

- What is the mission of you and your company? (needs to be precise, clear, succinct)

- What is the problem/injustice you are trying to address? (General, succinct, as we will get more detailed info (facts, stats) later in this segment).

- What happened in your life that made so so concerned about this issue?

(Again, very general, 30 second overview. Details are expanded in Segment 2)

- Why do you do this? How does it feel to help others overcome this challenge?

Segment 1b. The Problem

The main goal of Segment 1b is to evoke emotions of concern, alarm, even anger/hatred for the problem that you are trying to address. Here, we want to focus more about the scope, depth, and costs of the problem/injustice you are fighting. Graphic as possible. Should be disturbing, distressing, and evoke sense of outrage at its peak.

Note: ETVN will be asking you for some background statistics, facts, and other details about "the problem". We will include this information in the episode with Narrated Voiceover or have you read some sentences that we will use in a voiceover.

These are the questions you will be asked on camera during your video recording of Segment 1b:

- Tell me how you first become aware of the scope of the problem/injustice.
- When you hear the stats about “the problem” how does that make you feel?
- When did you start to empathize with others who had “the problem”?
- Tell me about someone else you know/helped who had “the problem”.
- What was the moment you knew you had to commit yourself to changing this problem/injustice/problem?
- What emotions do you go through when you encounter people with “the problem”
- Can you give me some (quick) stats on the scope of this problem?

Make sure questions are answered like this:

“When I first heard about...”

“When I saw what was happening in their lives...”

“One of the most inspirational people I know...”

“When I meet someone who is struggling with this...”

Segment 2a: Your Early Life

The main goal of Segment 2a is to create even more connection and empathy with you by informing viewers more about your family background. You’ll need to provide us with some early family pictures, and basic biographical information. Two themes should be drawn out:

a) *How core values of family gave you a source of inner strength.*

b) *How some difficult event, situation, or tendency sowed the seeds for a challenge that would face later in adult life.* It sets up the rest of your episode where we discuss a major challenge you face, how you overcome it, and developed the courage, grew stronger and began to confront larger problem/injustice head on.

These are the questions you will be asked on camera during your video recording of Segment 2a:

Tell me about where you grew up.

What was your town like (big, small, etc)?

What were your parents like?

What did you admire about them? (emphasize values, strengths, character)

Was there an event or situation that de-stabilized you and the family?

Were you afraid when ___something bad_____ happened?

Looking back, was there a way you felt vulnerable?

What got you through the difficult situation?

Make sure you are not answering questions, but speaking in whole sentences. For example:

"The thing I really admired about my parents was..."

"I remember, even from an early age being very trusting..."

"I remember, even as a child feeling sad and anxious..."

"Things were pretty good, until one day, everything changed..."

Segment 2b. The Challenge

The main goal of Segment 2b is to dramatically summarize the challenge/crisis that shaped your life and mission. Include some graphic detail, culminating in absolute worst point of crisis.

These are the questions you will be asked on camera during your video recording of Segment 2b:

Tell me about your first clue that something was wrong.

Was there a way you denied the entire problem?

Were you angry about your situation?

Was there a time you thought the whole thing would just go away?

Were you hoping for an easy way out?

Was there a time you felt trapped with no way out?

Was there a moment of despair, extreme doubt?

Make sure you are not answering questions, but speaking in whole sentences. For example:

"It started out innocently enough..."

"I didn't even notice it at first"

"I didn't want to see the truth of what was going on"

"I was feeling so angry and frustrated"

"I thought if I just did_____ it would get better"

"I kept hoping this would be the end of it all"

"I became depressed and lifeless
"It was hard to admit this was happening

I remember sitting there thinking, how am I ever going to get out of this?
And then it dawned on me...

"I couldn't believe this was happening"
"I was frozen with fear"
"I didn't know where to turn"
"It brought my whole life to a standstill"
"I was utterly lost"
"I know right then I needed to change my life"
"That was the turning point"
"I needed to get out of there"
"I remember hanging up the phone and just staring out the window"
"This was going on for months"
"I was afraid to..."

Segment 3a: The Turnaround

The main goal of Segment 3a is to bring to life an inspirational moment where you begin to overcome the challenge. This has to be pretty condensed. Needs to highlight the pivotal moment when "the bottom" is hit and you bounce off. Then quickly summarize the steady uphill climb where the challenge is overcome more permanently.

Should include:

1) *A clear statement when your perspective changed.*

"That was the moment I realized_____
"I was so anxious about speaking out...but I did
"I finally stood up for myself and said..."

2) *The emotion that was felt.*

"I knew something deep down was changing
"I felt the surge of energy
"Even though I was down, I began to feel optimistic
"It was like the light came back on
"I felt a wave of hope

"I felt a huge wave of relief when I...

"I burst out crying when I realized_____

3) *A sense of determination.*

"I couldn't go back

"I knew things would be different

"I never looked back

" I drew the line

" I felt I could re-build my life

" Every fiber of my being told me.....

These are the questions you will be asked on camera during your video recording of Segment 3a:

Tell me about the moment things start to change.

What did it feel like when you finally had some hope?

How did you know you couldn't go back?

Was there a moment of insight?

What were the emotions you were feeling?

Did your feelings go up and down?

How did you know this was a turning point?

What did it feel like to finally gain some momentum?

Was there a moment you could finally exhale?

How did you measure your progress?

You will be asked to make **CLEAR SHORT STATEMENTS, complete sentences.**

Segment 3b: Success

Main theme here is how you, the Main Character, begins to PUSH BACK. First, you'll discuss how you re-built/organized you own life. Then, how you built (are starting) mission/organization/business to change lives of others who struggle with the problem/challenge you overcame.

Should include:

1) Some concise statement from you about what you learned in overcoming challenge.

"The one thing I learned...

" I knew clearly what I had to do

" It dawned on me that the key thing was to _____

2) Statement from you that you had CONFIDENCE to help others.

3) Statement from you on how inspired you are to help others.

4) Concise description of your business/charitable mission.

5) How it feels to PUSH BACK against the PROBLEM. Courage, determination, inspiration- what is the MEANING to you.

These are the questions you will be asked on camera during your video recording of Segment 3b:

Tell me about how your vision to help others overcome this challenge took shape.

How did your confidence begin to grow?

When did start to recognize your own struggle in others?

When did you first feel the inspiration for your mission?

Who did you first help?

How did they inspire you?

When do feel pride and satisfaction in your work?

What inspires you to get up in the morning?

How does your team help you and motivate you?

Statements to be made:

" I KNEW I could do this

"The first time I really saw we could change the status quo was

"It was then that I got a call from someone in _____

"I began to care desperately about these people

"I'm really proud of the impact we are making

"I was amazed that we could impact that community

"When I saw the look on his/her face, I knew it was possible

" Now, we just need to scale our efforts so we can help more

" I just love rolling up my sleeves

" The team we are building is extraordinary...

Segment 3c: Your Vision

Main goal here is to remind us that “the problem” is not solved but there is hope for the future.

These are the types of statements you will need to make on camera during your video recording of Segment 3b:

(very succinct)

“ I’m committed to this fight against _____

“I thought if we can change _____, then we could certainly change...

“ I know there is a lot of work to do...

“ This is why I want to tell people about this horrible situation...

“We need more resources to help fight _“the problem” _____

“We want to keep building and expanding our team so we can...

Closing Statement:

“Yeah, that’s my mission, I want to **push back** against _____ this injustice _____ so that no one has to ___ suffer ___ like I did.

or

“That’s why we all have to **PUSH BACK** against, so that...

Yeah, I want everyone to know that we have to **Push Back** against ...