

Video is quite possibly the most effective way to engage a viewer and share both your information and story.

With the quality of mobile devices, producing video content has never been easier. There are some guidelines you should follow to achieve the best results and get the most from your videos.

### **Content**

- Always be thinking of your audience
- Keep this question in mind, “How does this information HELP my viewer?” OR “Why will the viewer care about this?”
- Imagine you’re creating this for your IDEAL CUSTOMER.
- If you’re creating your content FOR THEM, then you will always stay on the most successful path.

Examples of good content:

- Testimonials or personal stories
- Interviews
- Event highlights
- Teach them something – Tutorial
- Behind the scenes
- Anything engaging, fun, inspirational and share-worthy

### **Length**

30-60 seconds is the ideal length

If you absolutely must go longer, make sure you’re including both valuable information that the viewer can use today AND a story that brings the viewer along for the ride.

**Quality** – How to make sure your video looks and sounds as good as it can

#### **Video Quality**

- Clean your camera lens – this may sound silly but the majority of photos and videos taken by mobile devices look poor because of this one simple thing. Before you shoot, clean the lens
- Shoot in good light
- Indoors – brightly lit room away from direct sunlight
- Outdoors – Open shade – anywhere the sun is NOT shining directly upon you is an excellent place to shoot. NOTE: Watch your background! If it’s too bright behind your subject, move where the background is darker
- Steady camera – use an attachment to mount your camera to a stand or prop it on a desk so it’s not moving (essential for interviews)

#### **Audio Quality**

- Make sure the camera is close enough to the subject so the built-in mic can capture their voice.
- Poor audio is the #1 reason people click off a video
- If you have access to an external mic, use it! Your viewers will thank you

By following these simple guidelines, you’ll produce a more entertaining video and be assured that your viewers will be engaged from “Action” to “Cut.”