

8 RULES FOR MAKING AWESOME VIDEO

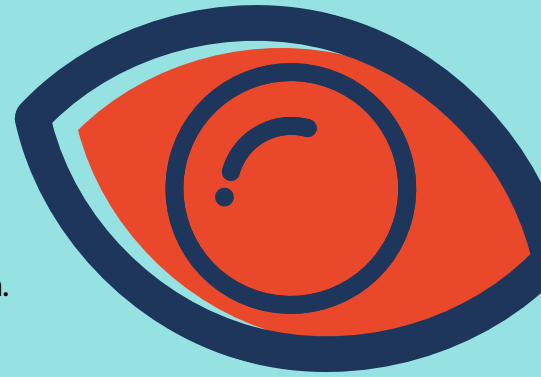


Before you start producing any kind of video content, take a moment to make sure these 8 elements are part of what you're planning

by ANGRYchair

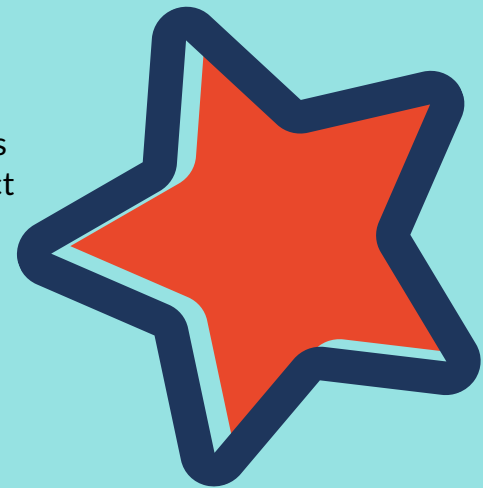
1 AUDIENCE

Make sure you define your audience as thoroughly as you can. What do they want? How do they want it? And when do they want it? Your audience should dictate everything you do with your video from how long it will be, to the music you choose, to the time you release it and where you publish it.



2 BRAND

How does your video reflect and build upon your brand? Is it consistent with the rest of your marketing? Will it reflect the quality of your products or services? Are you making your business look better through the decisions you're making around the production of the video?



3 SHARABILITY

Your strongest ally in getting traction with any video content are the viewers who see it and want to share it with their networks. It's what people have been calling 'viral' for a while. Who will share this video with their friends and peers? Why are they going to share it?

4 VALUE

Viewers need to feel that they're spending their time wisely (otherwise they'll click away), so if your video provides valuable content that is genuinely useful and helpful they'll value in your brand. How helpful will your video be? Will it build trust in the people who see it?



5 AUTHENTICITY

Is the video truly you? For your video to work properly as the trust builder, it needs to be an authentic insight into your business. Everyone can tell when a video has been over produced or heavily scripted, and they can tell when someone is being themselves. Let your authentic brand shine by being yourself!



6 HOOK

What is it in your video that will make someone watch the whole thing so they see your call to action? Spend some time establishing what kind of 'hook' you'll place in the first 8-12 seconds that will make them watch the whole thing.



7 AUTHORITY

When you broadcast your business and ideas to the world, don't be shy. Accept that you and your team ARE experts in the field. Present with the confidence and authority that will show your viewer that you know what you're talking about.

8 WHATS NEXT?

If you've followed the first 7 rules, then your viewer will get to the end of the video and want to know what to do next. Have a call to action or obvious next step presented loud and clear to pull them into the next part of your sales process.

