



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

10 MAKE YOUR OWN VIDEO MARKETING TIPS

TIP #1: HAVE THE RIGHT EQUIPMENT

- Camera: Flip, Kodak zi8, Cannon VIXIA
- Tripod
- Lavalier Microphone

TIP #2: GOOD LIGHTING

- Studio light kits or even lamps from Home Depot
- Direct the light at your face
- Outside face into the direction of the Sunlight

TIP #3: POWERFUL TITLE

- Brainstorm your title: Keyword Targeted or Content for a Post?
- What are the Benefits? Answer this question.
- Communicate the promise for your video immediately!

TIP #4: CREATE AN OUTLINE VS A SCRIPT

- Keypoints only.
- Be organized with your message.
- Logical sequence to the content.

TIP #5: 30 SECOND RULE

- Grab their attention in 15 to 30 seconds
- "Here's what I'm going to cover in my video TODAY that will: help, support, teach or benefit you.... the viewer.
- Use a surprise, tell a story, state a statistic or tell a joke



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TIP #6: LOOK DIRECTLY AT THE CAMERA

- Have the camera positioned at eye level
- Talk to the camera lens like its your best friend
- Use a friendly and conversational tone of voice
- Try to avoid darting eyes and looking away

TIP #7: BE YOURSELF

- Don't put on airs or an attitude.
- Be transparent and honest.
- Speak with confidence using action phrases.

TIP #8: HAVE A CALL TO ACTION

- Tell people exactly what you want them to do at the end of the video: Go to my Blog, Visit my website, Purchase my book
- Be very Specific

TIP #9: EDIT YOUR VIDEO

- Mac user can use iMovie and PC users can use Movie Maker
- Final Cut
- Create graphics that support your call to action
- Upload to You Tube

TIP #10: LAUNCH THE VIDEO EVERYWHERE

- Facebook
- Blog
- Landing page
- Tube Mobile
- Traffic Geyser