

# Video Tips



In this current environment, sending video messages to your clients can give your communications a personal touch.

Here are some best practices, instructions and important reminders when creating these videos:

## Video Tips

- Keep the video to about 1-2 minutes (1 minute is preferred).
- Things to consider for your video content:
  - What's the latest news in your market? Are there any headlines that you can use to show why certain product features and/or services matter?
  - What issue or problem are you trying to solve for your audience and how can you provide a solution?
  - What matters most to your audience and how can you help address it?
- Always think about how to best grab your audience's interest and attention.
- Make your videos personable and engaging.

## Mobile Phone Recording Instructions

- 1 Record yourself using your mobile phone.
  - Shoot in horizontal format (versus vertical). With iPhones, make sure the phone's bottom "home" button is on the right side when held horizontally, so footage won't be upside down.
  - Keep the main source of light behind the camera. Lights should be shining on you. Avoid back lighting or side lighting. If you're shooting indoors, position yourself in front of a window, with the phone camera facing into the room toward you.
  - Shoot in a quiet area. Manage background sound when possible. Turn off background music, TV, radio, etc.
  - If possible, get your microphone close to you. A general rule for clear audio is to get your microphone as close to you as possible.
- 2 For iPhones, go to your iCloud account and download the video.
- 3 Use a free video hosting site, such as YouTube to upload your video and get a link for sharing. Note: For video messages, an online link is preferred since video files are too large to send as attachments.



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