

Promotional Video Creation

7 Easy Steps to Get It Done

**Why Video? Video is the
most rapidly increasing
medium for engagement online.
Tap into the power of video.**

-Ann DeVere



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GlobalVisibilityInitiative.org

V. LYNN HAWKINS

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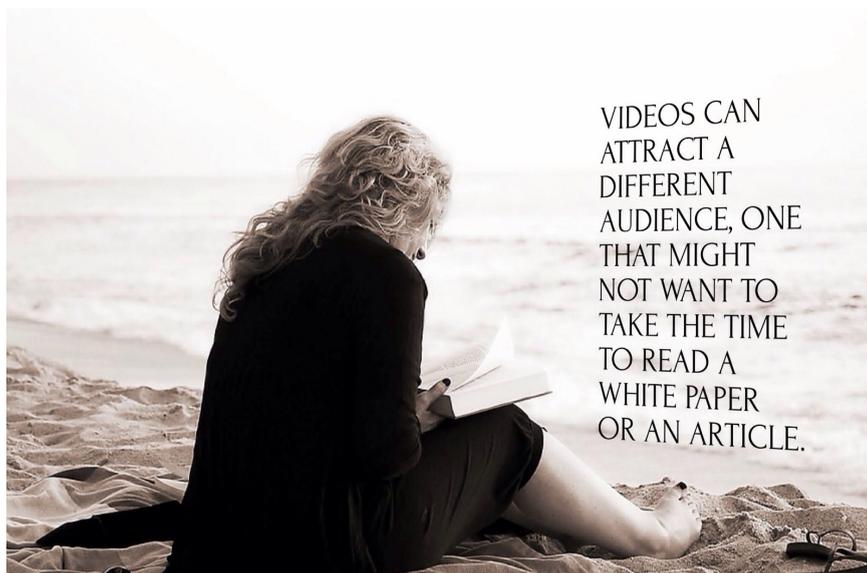
Online marketing videos are more than just the rave right now; they are the success formula for visibility and business growth. In fact, if you are an entrepreneur, professional service provider, consultant, speaker, author, or online marketer and you are not yet using video you need to get on board and take advantage of what it has to offer.

If you want to make a successful marketing or educational/informational video, you'll want to check out these 7 easy steps that are sure to set you on the right path.

Step #1 Define Who Your Audience Is

Before you start to create your compelling story script, before you decide what your video is going to look like, and certainly, before you start shooting your video, you need to determine who your audience is – who you want to reach with your video. Are you trying to reach a certain age, a certain income bracket, a certain sex, etc?

Knowing who your audience is will help you to create a much better video because it will be targeted to your ideal audience. Knowing your audience means you know your ideal client. When you know your ideal client, you know your client avatar and can speak directly to that person.



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Step #2 Set One Goal

A common mistake is to define the audience and then create numerous goals that you want your video to achieve. The problem is that your video is too short to have more than one goal. With the exception of a training video with a single purpose, any other type of video, whether informational or promotional, your success will come when you focus on one goal, one message subject.

If setting one goal is difficult, ask yourself, what is the most important thing you want to communicate to your ideal client and focus on that message.

So choose your single most important goal and focus on that. Your topic matter discussion should open with a hook to capture attention and interest. Next, in the middle of your video, you want to engage, educate, and/or inspire them. And at the end of your video, your conclusion also needs to be your close.

Create your video with this in mind. Now what is your goal?



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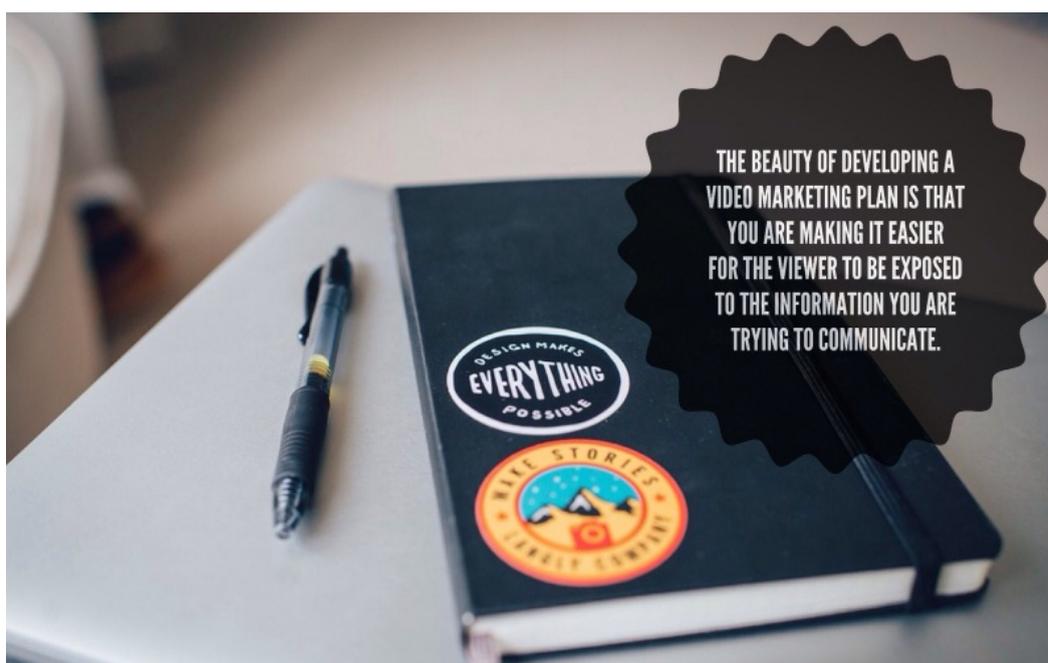
Step #3 Turn Another Successful Format into a Video

If you have content that has been successful – perhaps blog posts, an article, a presentation – take it and turn it into a working script for a video. Practice by reading it aloud. Make little adjustments so that it sounds right when spoken. If time allows, share it with others to get their feedback and then when you are satisfied create your video.

Before recording, write the material into bullet points. There is nothing worse than reading a word-for- word script. It looks and sounds like that’s what you’re doing and it generally does not come across as authentic or sincere. Remember, you are the expert who knows intimately the material you want to share, therefore, reading your well written script will sound like just that. Bullet points will allow you to remain focused on the flow you created in your written material, yet you will be speaking more authentically and from the heart about your subject matter.

If you decide you want to give away the video along with the pre-recorded transcript, you will get takers.

Don’t worry if they aren’t a word-for-word match. What you share in your video will be delivered in a much more genuine manner and it is going to go over well.



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Step #4 It's Time to Record

You can record yourself using the script you've created – all you need is a webcam. You can use your Smart Phone if that's what you have for a video camera. Position your Smart Phone so that it's stable while recording. You can use a mini-tripod to hold your phone, or use a phone stand/holder mindfully positioning the camera. You can use your laptop with a camera or your desktop with an external camera. You can get as camera technical as you like ... or not.

If you are using your Smart Phone, you can record directly to your phone. If using a desktop or laptop for recording, it's best to record through an application like Zoom, which also has a phone application.

Zoom is great for clarity and ease of use. It's also excellent for the novice user up to the most advanced. You can even record directly through Facebook using Facebook Live, or another application like BeLive.tv or YouTube Live.

Once you've selected your video stream, complete a test recording to check lighting and background. Make any adjustments needed, then delete your test and get ready to record.

Don't over think this. Playing the "if I only had" game is what stops us from producing, from moving forward, from being successful.



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In short, here are 7 easy recording steps to follow to create your video:

1. Select your recording stream (i.e., Facebook Live, Zoom, BeLive, YouTube Live, etc.) Set up the recording time so you will have a set airtime to work towards, whether you are recording alone, or with someone, or recording live to an audience.
2. Select your recording device and position it for recording.
3. Check your background to make sure that you are positioned with a wall or an attractive scene in the background behind you. It is usually a better to have a solid backdrop than having an open space and movement that may become distractive happening behind you. With a wall, or solid backdrop behind you, you can create a green screen to add a virtual background setting if filming from a computer.
4. Next, check your lighting to make sure that there is adequate light in front of you, that the shadows are minimized and that you appear to have color and not washed out. Your lighting should be in front and on both sides of you to eliminate shadows. Filtering the light will allow you to maximize the coloring and lessen the brightness that causes washout.
5. Whether you are sitting or standing, your background and camera should be stable so that if there is movement while filming, it is you and not the camera.
6. Check your volume settings to make sure that your recording will have adequate volume.
7. Make a test 15 second recording. View it and make any last minute adjustments. If you can't make a test recording and you have someone who is recording with you, ask them for feedback about your background, lighting and volume, and adjust as needed.

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Having these 7 steps as your video recording readiness checklist, you are set for recording. Once you've done this a few times, it will become old hat. You'll know more instinctively what to check and how you want things look and sound before you record.

Step #5 Adding SEO

Once you have created your video, you will want to add your video description. Your video title should match with what is in your list of hashtags. Your keywords and hashtags should be mentioned in the first and second sentences of your video, and sprinkled throughout your content

Search engines will read your hashtags and keywords and expect to see them within the content of your description, that also means they are throughout your video content.



Step #6 Editing and Filing Your Video

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Editing your video can be an easy process. You can simply add an intro and an outro, something with or without sound and you've created a video more professionally acceptable for sharing. If you have any doubts about how to do that, hire a video expert, which can be done at reasonable costs.

Video files require a great deal of storage space. Decide where you will store your video files on your hard drive or to the cloud for easy access, uploading and downloading.

Consider retaining your videos on an external storage device, or using a cloud application like Amazon S3, Dropbox, Box or Google Drive. You can even use YouTube, Zoom Cloud Storage, or another cloud solution to store your videos, however, there are a couple of things to consider, including: storage limits and storage cost.

Whatever you decide, be consistent because this storage will become your video library.

Also consider a filing naming system that will work for you. Always have the short name of the film, episode number, date and create each file of a similar nature, with the same naming format. This will prove very valuable as you create more videos and want to refer to your library for any past recordings.

You will easily be able to locate a file and access it because your naming system works.

Step #7 Share Your Video

Once you have created your video, you will want to share it on your website, blog, announce it in your newsletter, and place links throughout your social networks. Get it out wherever you can and use your analytics to get the feedback to discover what was liked and what wasn't.

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Share and reshare your video. Experts become more successful the more they utilize the power of video. The only way most people know about you is because of shared information. If you don't want to share it yourself, hire someone to share it for you in the way that you would prefer it be tastefully done. Making a bigger difference starts here.



CONCLUSION

When you've completed this process of creating, recording, editing and sharing your video, you can give yourself a pat on the back. Now that you've done it, you can repeat it. Like anything, it gets easier the more you do it.

The more you create your videos, you will learn what feels right for you, what you may want to adjust, and you'll no doubt want to test different scenarios. And feel free to do the biggest piece, recording the content, and let someone else do the rest ... the editing and helping you to share it.

There is no reason to be apprehensive. Creating your video begins with getting started.

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V. Lynn Hawkins, CEO

P3 Academy of Social Entrepreneurship

Developing Business | Providing Resources | Making a Bigger Difference

408-758-8868 | info@p3academy.com | <http://p3academy.com>

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