



# A Guide to Producing Extraordinary Videos

If you read my white paper titled "[A Guide to Better Webinars](#)" you'll have a great start to procuring all of the equipment you may need to record and produce videos. However, video creation is not just as simple as aiming a camera and talking at it. You must first do some planning and strategy to create extraordinary videos.

Now don't get me wrong, yes you can use an iPhone and don't need all of the bells and whistles but if you want to produce professional quality videos for your customers, you may consider putting a little bit of money into the budget for some video equipment like a good camera, lighting package, and an external microphone, for example. These items don't cost much and won't break your budget.

Before you get out your camera and start shooting video clips, you need to do some planning, from selecting the topic to creating a script, setting up the location, and then doing some test video to ensure you have the proper lighting and sound and then go into the production and distribution. You should even test out the "actors" who will be participating in your video to ensure they are the correct people to convey the information. And by "actors" I mean that could be a product manager, marketing manager, or someone outside the company. You want them to be authentic, look the part, sound and look good on the video. You don't have to hire a model, but the person you select should be well groomed and have a great personality and be able to relate to the viewing audience.

Here are my best tips to help you plan, produce and market extraordinary videos.

## Choose a Topic

This is probably the most difficult task to do when planning a video or series of videos. You may think, "But what do I say? I don't think anyone would be interested in listening to me." You would be sorely wrong with that conclusion. You have value and you have knowledge and expertise in your specific market niche so, of course, people want to hear what you have to say. You interact with internal customers as well as external customers every day.

I suggest you do some research. Ask the people you interact with on a daily basis what questions are they dying to have answered. What issues do they face each day? What problems do they have that they want a solution immediately? Also, check out what is trending on Twitter or LinkedIn. Join some groups that relate to your industry and see what the members are talking about. In other words, find out what they need. And, of course, you have the answer to their questions.

## Start Writing a Script

Again, you may be asking do I really have to write a script? It's so time consuming and I'm not a great writer. Yes, at least having an outline will help you stay on track when you are in front of the camera. Otherwise, you may have a tendency to go down a rabbit trail and combine too many topics into one video. In that case, your audience will tune out or not stay focused with you.

Your script doesn't need to be complicated. Write it like you would talk. In fact, if you want to do a dry run and record your presentation first, then transcribe it, that may be helpful especially if you are new to video production. You can then critique how you look and react on camera. Do you roll your

eyes? Do you look away from the camera frequently? Are you fidgeting with your papers? Do you gesticulate too much or not enough? Having a dry run can be very helpful. You can do this with Zoom or other teleconference type platforms that allow you to record and download to your computer.

Your other question may be, "Do I really need to be on camera?" Yes, you do, at least for the introduction and the closing at a bare minimum. Your viewers want to know who you are, what your expertise is; but most of all, they want to trust you. Trust comes when they know you and like you. And the more videos you produce, the more they will like you and the solutions you provide them.

However, don't feel that you need to produce a talking head video. You can intersperse slides, diagrams, or even other video within your video if you think that will demonstrate the topic you are addressing. Make sure your slides are branded with the colors and fonts that you use within your company.

## Select a Great Location

Once you've selected your topic and you've written your script, practiced it, created any slides or imagery, now is the time to select the location. We all like outdoor locations but be aware that they can be noisy, airplanes can be flying overhead, traffic noise may ensue or people may be walking in front or behind you. So, unless you are creating a "man-on-the-street" interview video, it is probably best to search for a location that is quiet where you will have few interruptions from people or noise. That could be a conference room or some other quiet location. Ensure there is adequate lighting or bring your own lighting kit. Also, make sure that the sun is

not shining in or it might blur your image. These are minor details but they really do help to ensure a more professional quality video.

If you are not confident in delivering your message, you may want to invest in a teleprompter. You don't want to sound like you are reading the script. It must come out sounding natural. With a little practice, you will be able to modulate your voice and look directly into the camera to create a smooth professional image. You don't need an expensive teleprompter. There are reasonably priced ones on the market. Or you can DIY it and make your own. Check out some videos on YouTube that give you instructions.

## Elements of a Great Video

Now you've done your planning and created your video. What comes next? Even if you think you've done a great job with the recording, you more than likely will need to do a bit of editing. Here are some suggestions to help you put the final polish on your video.

### Introduction Animated Sequence:

As I noted with the slides, ensure you keep your branding. Develop an attention-grabbing animated intro that includes your logo, company name if not on your logo, and perhaps some music. A graphic designer or video editor can help you with this. Once this is completed, you can use it for all subsequent videos. This intro should be short, perhaps 3-5 seconds. Any longer and you may lose your audience. After all, they want to get to the meat of your video and learn something. Next, add the title or subject matter of the video after the animated introduction. This can be a still slide. Make sure that it stays on screen long enough that your audience has time to read the title.

### Talking Head:

This next section is where you should have a talking head to introduce yourself and the subject matter. Talk about the problem you are solving. Then go into a short discussion of who you and your company are and what your mission is. Next, you can begin your slide presentation, if you have one, to demonstrate how your product works or how your product solves the specific problem you are addressing.

### Closing ... Call to Action

Please, please, don't forget to sign off your video with a call to action. CTAs are very important in every type of marketing material. The CTA could be as simple as adding a URL to download a white paper that gives more information on the subject matter. Or perhaps sign up for an exclusive membership site. It could be almost anything. But you get the idea. Be as creative as possible when developing a CTA but make sure it relates to the subject matter. Giving away a free iPad or something of value may cause you to get a lot of people who really aren't qualified buyers.

Just as you did on the intro, use a closing animation. Include copyright information, your website URL, your logo, and some music that fades out. If you are uploading the video to a platform like YouTube, be sure you ask people to subscribe and put the link in the description. Also, ask the viewers to like and share the video on their various social media platforms.

## Special Opportunity

Have you ever had the desire to be a guest blogger? Well, now you have the chance to get your content out on the web even if you don't already have a blog.

I'm looking for a few good writers who want to inform, inspire, and even challenge an audience. If you have a background in marketing, are up to date on the latest marketing trends, or just want to share your knowledge or expertise, then contact me about the possibility of becoming one of my guest bloggers on **The Marketing Forum Blog**. This blog includes insightful articles on all things marketing, from branding to public relations and digital marketing to social media.

Sign up at:

<https://kiwi-comm.lpages.co/want-to-be-a-guest-poster/>

and we'll contact you to schedule a personal one-to-one interview. Just fill out the form and tell us a little bit about yourself and the type of content you would like to share.

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