

The Top 5 Things Business People Should Think About Before Using Video

- 1) **Why am I making a video?** Get clear on exactly what you want the outcome of this video to be. Consider exactly what it is that you want people to do after they watch the video. Starting with the end in mind will help you to clearly focus on what message you are going to deliver to the viewer and make it possible to measure the success of your effort.
- 2) **Is video the best medium to share this information?** Not all information is best communicated with video. In other words, don't make a video just to make a video when an audio recording or .pdf will do. Ask yourself: Would this content lose something if it were just text and image? (re: The Distilled Guide To Online Video Marketing pps.9 & 12 <https://www.distilled.net/training/video-marketing-guide/>).
- 3) **To whom are you going to be talking to with this video?** Knowing your target audience and what they are interested in will go a long way toward producing results with your video campaign. Being clear on who will be the best person to watch your video (and therefore take the desired action because of watching it) will give you much better focus in your message. People respond to direct and specific language more than they do to obscure and generalized communications.
- 4) **What is the subject and theme of this video?** What is this video about (the subject) and what message about that subject are you conveying with this video (the theme). Clarifying these two important aspects of your video early on will make it much easier to get your point across in the finished product. Especially when you are working with a team to develop the script and other elements of a video production.
- 5) **Why should someone watch this video?** When you know what benefit your viewer will get by watching the video, let them know as soon as you can. People tend to have very short attention spans and you only have a few seconds at the beginning of your video to convince them to watch the rest of it (or maybe even just the next few seconds). Remember that you are looking for a very specific person to watch it and respond.

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free Cred-Demo initial consultation
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