

Prepping Killer Video Clip Content

Guide provided by: Ilene Bergelson, Founder Lifemoves Health, LLC

Connection Keys

1. **Plan your clip to be short, sweet and from your audience's POV**

Determine: Target audience, core message, audience's big gain and the difference it makes in their lives

Who are you talking to? What matters to them? What are they hungry to hear?

What is their POV (point of view)? Adopt their POV and look at your content through their eyes.

Concentrate on the WHY's: why they care about this information

Think about how your video can best enhance your audience and their lives. How does your information impact them? It must be a value-add or it's not worth watching.

Focus your intention and their attention on your message: ID the big gain

What are the most essential take-aways for your audience?

What do I want them to think, feel and do as a result of my video?

(This includes the all-important call to action for a strong close.)

Short = user friendly approximately 2-3 minutes for maximum length and 60-90 sec is optimal. Less is more...Go Simple or Stay Home! If it is not essential or required; Leave It Out.

2. **Play into their CURIOSITY- fashion your content to *intrigue* your audience**

Incorporate moments of suspense, then provide the answer.

Use mystery: Set up a puzzle and then solve it.

MAKE THEM CURIOUS by addressing their biggest concerns and reflecting their POV.

3. **Build a sequence and a through line for your core message**

Beginning, Middle, End

B: Warm welcome. Intro the question or dilemma you are addressing. Setup their want and their expectations.

M: Reveal your sub-messages point by point so they can follow. Relate each to them. See suggestions in #4.

E: Strong close. Wrap up message so they can take away the nugget. Direct them using a clear call to action.

Structure your subject matter into steps. Steps are easy to follow.

Construct your message so that, as you go, what you say sets up your next point.

Replace telling with showing when possible. It's more powerful when audience can *discover* your point.

Tie back to previous points, so audience can put entirety of your message into context.

4. **Choose to include!** What will make them nod along with you?

Powerful connectors:

- Rhetorical questions to pique curiosity
- Acknowledging & referencing typical thoughts/concerns
- Anecdotes of clients just like them
- Relevant similes and metaphors
- Imagery

5. **Leverage:** Online video sites (i.e.YouTube, Vimeo), "libraries", Vlogs, LinkedIn (post url), Facebook, Slideshare (if slides) & your own site!

Planning "The Look" P& Q's

Eye candy: Break shots into multiple "looks"

Vary angles, setup, and location

Use graphics: when it's clearer than text

Keep the background simple and interesting

Pop in your logo and contact info

Quick Hits for Delivery...Remember to Breathe, Ground, Connect!

For your shoot:

- Warm Up! Breathe and move pre-shoot. Vocal warm-up: [view this video and Quicksheet](#).
Find a quiet and brightly lit location. Keep consistent light & sound across all locations.
 - Indoors- many need to add extra lighting—a well-placed light can do wonders.
 - Too bright is better than not bright enough. Just add more makeup. Yes, men too.
 - No ambient noise and no shadows!
- Dress comfortably for movement, eat well & hydrate. Camera & lights wash us out. Wear makeup.
- Vivid colors and clean lines look best on camera. Wear something flattering that fits well.
- Hold a “beat” after filming begins & before you start talking. Again before you “Cut” so you can edit well.
- Pick a real person you care about who is most like your audience and “put them” behind the camera lens. Talk directly to them. Take your time: breathe, pause and relate to your listener!

See you onscreen!

