

9 Tips for Better How-to Videos

1.

Stick to one goal. If your goal is to make installation easier, do that. If your goal is to explain your product to new prospects, do that. Don't try to combine more than one goal in one video.



2.

Resist the urge to start with a sales pitch. It won't do you any good, and it will defeat your purpose.



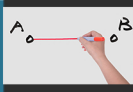
3.

Plan your video carefully. Don't assume that everyone has the same idea for how to go about it, or that you can wing it. Instead, get everyone together and hammer out the details.



4.

Draw a roadmap for your audience. Teach or demonstrate just one way to do each step, so an unfamiliar audience can absorb it readily. Choose the clearest and most straightforward path, and explain it well and simply.



5.

Choose the best person for the job. The ideal candidate is comfortable on camera, speaks well and clearly, has excellent product knowledge, and can communicate it well.



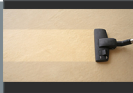
6.

Practice, practice, practice. Training someone to do a task is very different from explaining it on camera. Rehearsing makes the presentation smooth and effective.



7.

Dust and vacuum. We mean this literally. Dirt and stains distract, so clean before you shoot.



8.

Light, shoot, and record sound properly. Your setup doesn't have to be expensive, but make sure you're using it properly to get the best production value from your gear.



9.

Edit. Start at the beginning, finish at the end, and cut out extra bits in the middle, particularly vocal flubs, do-overs, and fumbling with products, controls, or tools.



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