

Are you a million dollar company or one that wants to look that way. Your image and brand are on the line when you produce videos with your name on it.

V - visual/vision

I - information/content

D2 - develop and distribution

E- engage

O - offer

What is the number one all time tip for producing a better video?

VISUAL/VISION

Planning

Consider the theme, write out a script or outline of points to address, and prepare the filming environment ahead of time.

Setting up the shoot. Is it at your desk? Showroom? On-Site?

Do you need props or people?

Instead of doing a 15 minute video, do them in **chapters**. Shorter to meet the audience. Part 1, part 2.

Example: Today we will look at 'How to plan a killer video', tomorrow we will discuss 'words', what do you say etc.

INFORMATION/CONTENT

KNOW YOUR AUDIENCE - everything you do needs to answer your customers and potential customers questions. In the same way look at your competition and see what they are doing - do not 100% copy it. Find your **style**.

For example if your completion is using high quality imagery you better, if they are not, you should. Look for your hook, unique selling point.

Each video should be aimed at a **keyword** important to your audience. Tips of Producing Better Videos, Business Videos That Engage, Buy Local Michigan - engage your audience, etc. Try not to repeat.

DEVELOP

AUDIO is 90% of a good Video

Place camera close to you - be aware of background noise

Use a LAV mic

Use a second phone as a recording device

A portable audio recorder - ZOOM is what I use

LIGHTING

Avoid hard and harsh shadows.

Do Not sit in front of a window or bright background

Use a basic portable lighting system - Softbox -portable light - LED are nice, no real heat

EQUIPMENT

Most cell phones today do a good job for the average production.

-HD will work in 99% of what you need

-Video is a big when it comes to file size - make sure you manage your files

DISTRIBUTION

This is a pay to play world. Do Not Hide Your Ideas

YouTube, Facebook, Social Media, Embedding on your website - tip with YouTube add

?rel=0 to the embed to block the LIKE videos - no need to give people that squirrel moment and leave your site

DVD or Mp4 File LOOP VIDEOS for tradeshows, expo's etc. Create with no audio so look at editing techniques that engage without sound. The use of title graphics is one way to do that.

BOOST - target - test - repeat

Back to **keywords** - keywords that are aimed at a geographic area. Business Videos - Muskegon, Brand Videos for Muskegon Michigan Business etc

Facebook Cover Video

<https://www.facebook.com/dwvideomultimedia/>

<https://www.facebook.com/BuyLocalMichigan/>

DW Video & Multimedia, LLC

dwvideo.com

@dwvideomultimedia

231-250-9624 * #buylocalmi

Buy Local Michigan

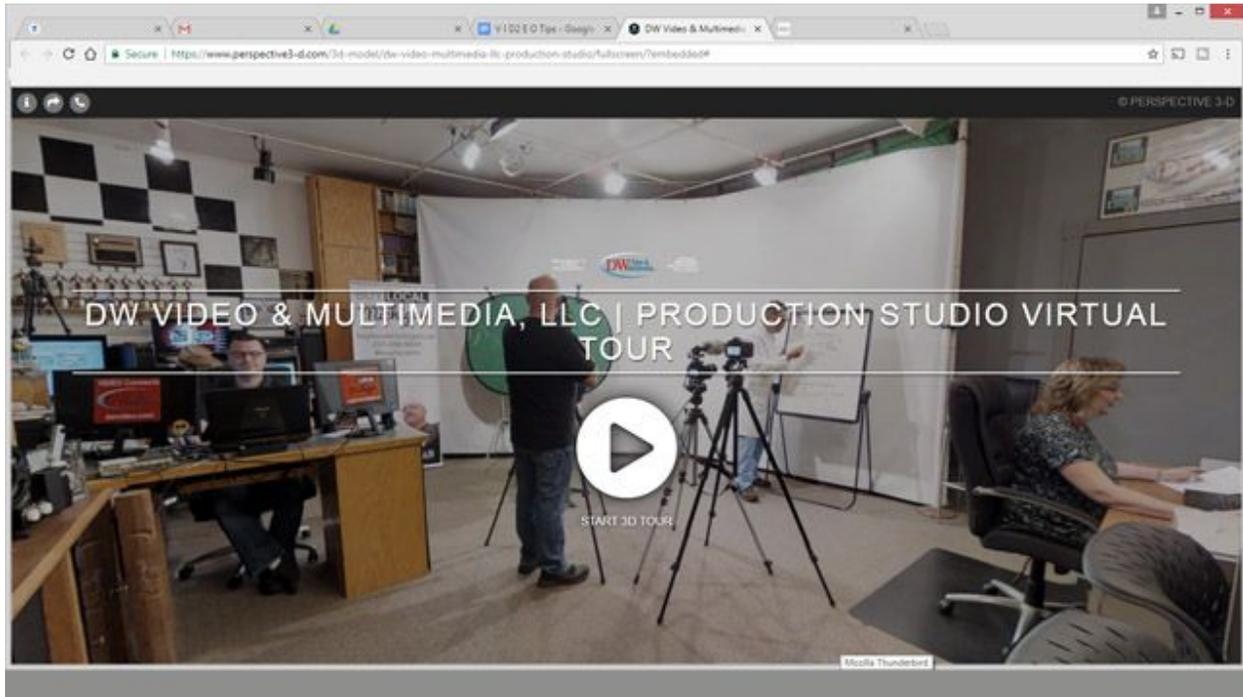
buylocalmichigan.us

@buylocalmichigan

3D Tours of your business.

<http://www.dwvideo.com>

<https://www.perspective3-d.com/3d-model/dw-video-multimedia-llc-production-studio/fullscreen/?embedded#>



Search Engine Optimization

Type in Grand Rapids Video Production

Build SEO

<https://localrivalry.com/listing/buy-local-michigan.html>

Write Articles to build your ranking

<https://www.localrivalry.com/article/big-rapids-to-grand-rapids-video-production.html>

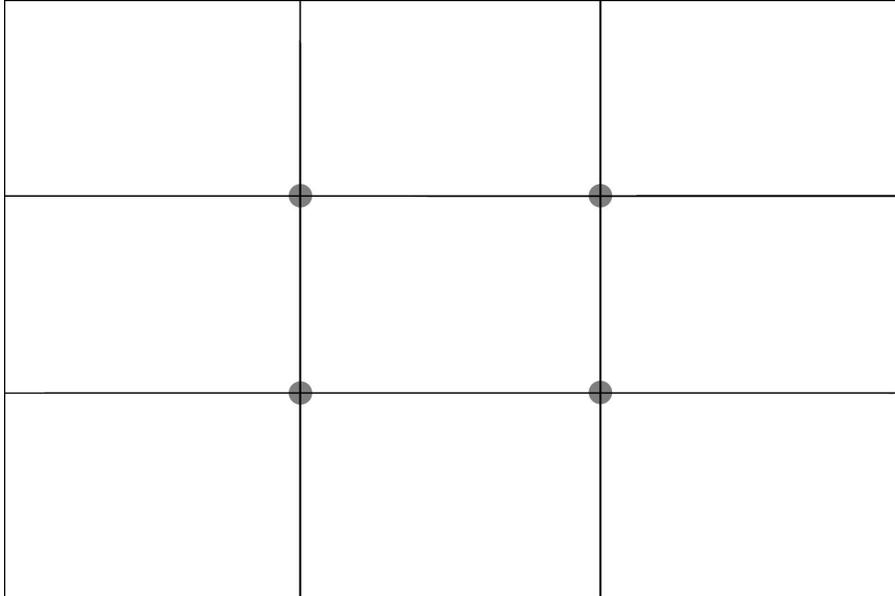
<http://dwvideo.com/grand-rapids-video-production-services/>

ENGAGE

Techniques to engage your audience

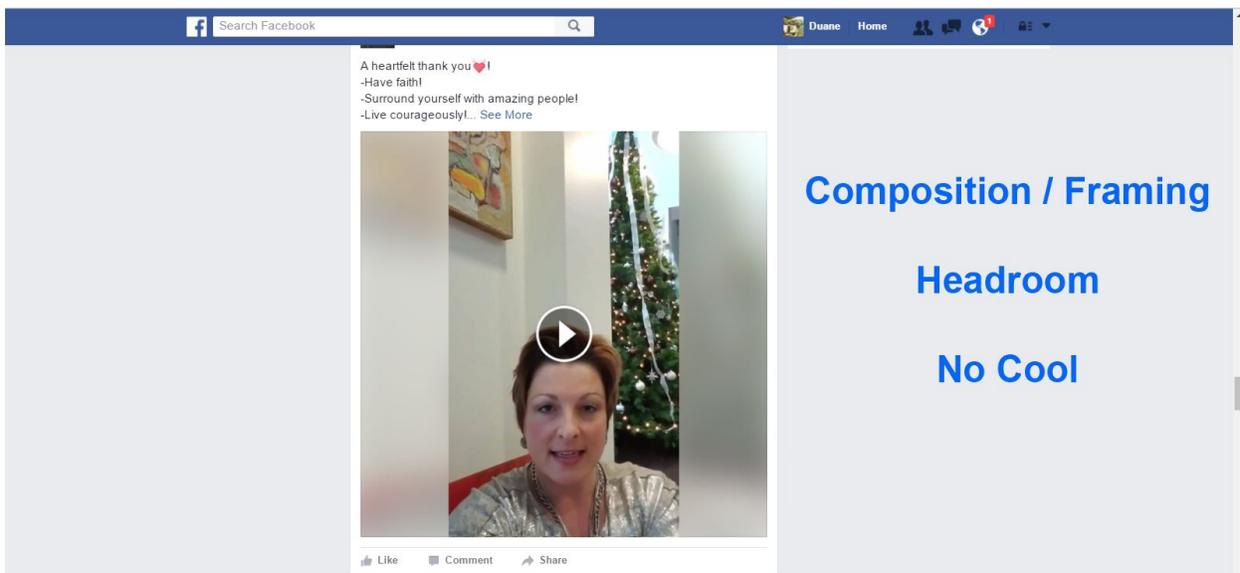
POV - point of view - bring your audience in to your point of view.

Rule of Thirds



LS, MS, CU - with edited videos keep your videos following simple and basic cinematic techniques.

Bad Headroom



Keep your moves towards your main character. most of the time, do it in straight line - **SLOW**. Follow your character, move closer, move away from it, zoom in or out, circle around it. Don't stay put and keep it **SMOOTH**

Keep it **STEADY** (rule of thumb in 90% of the videos out there)

If your brand needs to have a shaky look - go for it, break the rule. You know your customer, have fun.

For all the others out there - it is call a tri-pod. Stabilize your videos.

TEXT used in your videos should be clean, simple, and easy to read. Keep with your branding

EDIT Style - the three **SSS's** - Slow Smooth and Steady

Keep it simple and all that jazz - Content is key

FILE MANAGEMENT TIP

Due to the number of videos DW Video & Multimedia, LLC and Buy Local Michigan produces managing our files is so very important.

-Backup all of your work. Do not want to have a computer failure and loose all your files, videos, documents photos.

-Cloud - save it in the cloud

OFFER

CTA - **Call to Action** Words

Examples:

Start - It is a word that implies action. For example, By signing up for this free offer you will start receiving products today.

Build - Help the prospect create something. For example, Build a community of followers and grow your business today.

Free -

"Download Your Free Guide Now!" Is better than "Download my New eBook. A \$199 value!"

Sense of Urgency - Limited supply, Closing soon, While supplies last

Other Ideas:

Sharing is Caring - build a team to help push your posts

LAST but not least - Don't forget to practice! Practice makes perfect.