

Tips for Creating and Optimizing Videos That Will Engage Your Audience



Preparing for "The Conversation"

Think of your video, even if it's a monologue, as a conversation with your audience. If you're starting from scratch, create a well-structured outline.

- Follow a three-part structure that includes:
 - An **introduction** and hook to draw viewers in
 - A **problem**, pain point or question
 - A **conclusion or resolution**, including a CTA.
- Keep your end goal in mind, which is connecting to your audience and showing you understand the challenges they face.
- Get straight to the point and answer "What's in it for me?" for your audience within the first 1-2 sentences.
- When interviewing, let the conversation flow.
- Make sure customer stories have a "who," "what" and "how."

Tips for Recording Your Video

Choose your camera angle:



Speaking directly to the camera

Facing the camera directly helps you make a personal connection with the viewer. "Eye contact" during these videos can be achieved by looking at the camera light on your laptop.

Tip #1:

Speak low, slow and with certainty. The average person speaks at a rate of 150 words per minute in everyday conversation, which should be your benchmark.



The "Mock interview"

Keep your camera in front of you but angle your body and face slightly so it appears you're answering questions from an interviewer just off-screen. May be appropriate for establishing authority and credibility.

Tip #2:

Wear solid colors; patterns may "vibrate" on camera.



Two-person interview

Appropriate for in-office interviews, LinkedIn Live, tradeshow floor interviews, etc. This requires a third person or tripod to hold and operate the camera.

Tip #3:

Shoot your videos in a well-lit, quiet location. Use a ring light or choose a location where natural light from a window illuminates your face (the window should be in front of you, not behind).