

## Creating Your Own Virtual Video

### Pre-production coaching and preparation



One of our clients is a busy business owner who believed, at first, that almost no preparation was needed before creating virtual video. Preproduction work for her consisted of drafting a 'script' and bringing that script to our on-line appointment. She did not consider background, wardrobe, or lighting. Like anything else, what you bring to the table reflects what you take away – and determines your ability to influence and inspire.

#### **Questions to consider when preparation for creating your virtual video.**

1. What tools do you require to produce your own video? (e.g., studio, camera, computer, mic, tablet, pad, internet)

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2. What environment reflects your business and/or personal brand?

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3. What choice of background and wardrobe enhances your brand?

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4. What does your audience expect to see and hear?

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5. What would this video change – for you, your audience, and your business? What is your return on investment?

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NOTE: Ensure you own the rights to all slides, photographs, music and other enhancements you choose to use in your video

**Let us know how we can help you create your own video.**