






What You Need to Know to Make Video Viable

Pre-production coaching and preparation

Viable video influences the people you want to reach. It prompts them to act.

-  Be clear about your content and authentic in your delivery – there is no faking it!
-  Design your video for: “What’s in it for them?” and “What’s in it for you?”
-  Know who you intend to reach and why.

Think about each element below when preparing for your video.

1. What action do you expect your customers, prospects or community to take when they’ve seen the video?

2. What does the action they take change for you – what is your return on investment? (e.g., increase sales, increased connections, enhanced industry or community status)

3. How are you planning to respond to that change? (e.g., software, payment system, social media strategy)

4. Why is the change valuable for your business in the short, medium and long-term?

5. Where does your intention for this video fit within your business plan? (e.g., revenue, industry influence, increased prospects)

The beauty of video recording, whether in a studio or virtual environment, is that you have opportunities to make adjustments to ensure the message you want to share is recorded using all the tools you have to hand, including authenticity, personality, passion and content.

Questions? Let us know. We’d love to help you make your videos.