

5 STEPS TO CLARITY

When Considering Video
to Promote Yourself



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1. DECIDE YOUR OUTCOME

The most important question you need to ask yourself is what you hope to achieve by creating a video. This whole endeavor requires a personal investment as well as a time and monetary one. To simply say, "I want more business" or "make more money" is too vague and can be achieved by much simpler methods of advertising.

To want to "make a connection" to your buyers or make such an impression that people will talk about your business to others speaks more to the result of seeing your video. When a positive feeling or bond is created after watching your video, you will always be top of mind if a need for your services or product arises.

2. KNOW WHO YOU'RE TRYING TO REACH

Knowing your buyer is critical when deciding how you want your message played out. Age, status, and location can determine the style, pacing, music and content of your video. Watch a sample of ads targeted to different age groups from children to older adults and you'll have very different experiences. More general and broader appeal can also be achieved, but that would involve careful planning with the video professional you collaborate with.

3. CONSIDER THE OPTIONS (OF HOW TO TELL YOUR STORY)

This step can be discussed in depth with a video professional, but it's good to familiarize yourself with different ways you can tell your story. There's animated pictures or graphics on screen illustrating your service or products with a narration. The business owner can be on camera telling their story or give a tour of the business or satisfied customers giving positive testimonials on camera. You can also dramatize a fictional scenario with actors and how your product or service will solve a problem. Focus on the best way your message can be told regardless of cost and then work with your video professional to see if it can be achieved or adjusted to fit your budget.

4. BUDGET FOR A VIDEO THAT WILL ACHIEVE YOUR OUTCOME

Financial matters seen through a narrow lens will always produce stress to the point of indecision and can ultimately lead to abandoning your chance to showcase your business to a larger audience. Getting a bargain for a physical product is much different than getting a bargain for a service. A physical product remains the same at any price, but a cheaper price for a service like video production is a race to the bottom.

4. CONTINUED

The same way you would pay an experienced electrician or mechanic to use their expertise to solve your problem and do the job well also applies to video. There are thousands of people with nice cameras who can produce an acceptable video. But the professionals who know how to make the process a joy for you, bring the best out of everyone on camera and has high standards for their work produces an exceptional video. Isn't that what you want? If you frame this as an investment that could lead to more buyers and more business, then why would you want anything but quality video? If this means taking some time to save towards a larger budget, then do that or ask if there's an installment plan available.

5. CREATE A TIMELINE

Once you decide to move forward to create a video, think about when you would want to release it. Is there a time of year that your business is needed the most? A time when you're busy or slow (to boost sales during a slow period)? A new or second location? Product launch? During production, consider a time to shoot your video that won't interrupt your business operations and you're readily available for questions or feedback. Discuss when the video will be ready so you can build up anticipation on social media.



QUESTIONS?

Please don't hesitate to reach out to me if
you have any questions :

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