



PRODUCING A PROMOTIONAL VIDEO

(One minute in length)

Determine who you want to reach

Decide what you want people to know about you, your product or service

Select 3 main points you want to cover

Think of interesting ways to present your message

Construct your presentation in a logical manner

Create a message that will be pertinent to a broad audience

Tell a story that applies to the point/s you want to cover

Use Humor whenever possible

Explain what makes you, your product or service unique

Select visual aids (photos, videoclips, etc.) that apply to your message

Provide pertinent contact information (Phone #, Email, Website, etc.)

Record and time your speech

Make necessary changes to conform to the one-minute time frame

Practice, Practice, Practice!