



TIPS FOR CREATING A PROMOTIONAL VIDEO

One-minute in length

Who is your target audience?

What is your objective?

Describe a common problem associated with your product or service

Describe a solution your product or service provides

What makes your product or service unique?

Make an irresistible offer

End with a “call to action”

Do not exceed 145 total words

Read the script at a normal pace and time yourself

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

Memorize your script until it flows naturally without pauses

Practice, Practice, Practice!