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**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!**