

Jing Video Do's & Don'ts

Video Recording

Do

1. Use Jing – because it keeps you disciplined to the 5 minute time frame
2. Keep it under 5 minutes. Rule of Thumb aim for 2 ½ mins max
3. Check video once recorded to ensure that video plays as soon as you press play. If it doesn't, it's due to file size being too big (refer to don'ts).
4. Use approx. 800 X 400 to 900 X 500 parameters for recording.
5. Use the Pause option – think 'Pause is my friend' – as it enables you to move another visual into the screen parameters, grab a sip of water, collect your thoughts etc
6. Rehearse many times
7. Ensure that everything is working as the list of 'Do's' before you send it out.
8. Check Audio and record for 30 seconds to test audio is at right level. You want them to hear you easily, without blasting them. If you do the whole video without testing, and find it too quiet/loud you will feel demotivated, so that extra 30 sec throw away test is worth it!

Don't

1. Try to have too many transitions to other screen shots as this increases the file size.
2. Make the recording parameters too large, as this also increases your file size, meaning it could take a while for it to load, and your prospect will not hang around and wait for it. They'll click off and you've lost the opportunity.
3. Use the whole 5 minutes. That is too much time to



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expect someone who does not know you as yet to watch something you send them unprompted.

4. Do it once and think 'that'll do' – you reap what you sow.

Your Delivery

Do

1. Keep your voice warm and infuse with expression. Think about it as if talking one to one to someone who want to help and show them something.
2. Do use a script to be your guide. Put expression in key parts, without being 'salesy'.
3. Use pause button to help with delivery if you find it hard to keep up the warmth etc.
4. Be relaxed, remember this is not about you, it is about offering value to someone else, they then have a choice of whether they take you up on it or not. All you can control is that you have evenly communicated value (not tried to get them to like you or buy from you).

Don't

1. Be monotone in delivery
2. Read the script as if you are reading in school. Follow the script and rehearse so that you put emphasis on key points.
3. Forget, you are not trying to get them to like you and 'buy' from you. You want to help them.
4. Tones to avoid are: ingratiating, salesy, 'set of steak knives', inauthentic.
5. Have lots of 'ums & ahs'. Don't stress about there being none. When you listen to the recording yourself you don't want to feel like every 2nd or 3rd word is an um or ah.



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The Content

Do

1. Do script it. This will keep you focused, and as above, you learn to read it with expression as opposed to monotone as you read in school.
2. Look to offer Value
3. Include a Call to Action at the end, with both an offer (like 50% off) and a limit either 24 hours, or number of new customers you will extend the offer to.
4. Show how their site looks like on ONE emulator. Choose an emulator popular in your country that also shows up their website in the worst possible light.
5. Use your own site as an example of how a good Mobile friendly site looks like
6. Ensure your contact details are clear at the end of the video.
7. Remember this is one video, one focus!

Don't

1. Give it all away in the video, you are not going through in detail how you would deliver the service.
2. Don't use too many examples of anything. On the emulator one example is enough. With stats, 1-2 examples max.
3. Don't let them see that the website is offermobi.com – let there be 'magic' of how you do that.
4. Try and include everything as well as the kitchen sink. Remember to have one primary focus, which in this instance is to show them that their website does not look good on a mobile, and how it should and could look.
5. Don't mention price on the video, and ideally not on the first contact. You want to mention price when you go back to them with a proposal having fully understood how you can help them.

