



Checklist 15 – Sales Video

Project

Date:

Name: _____

		Yes	No
1	Have you used Animation in your video?	☐	☐
2	Have you recorded an in person video clip?	☐	☐
3	Have you included a membership overview in your video?	☐	☐
4	Is your video length between 4 and 12 minutes?	☐	☐
5	Does your video keep the viewers engaged to the end of the video?	☐	☐
6	Does your video explain the pain the viewer might be experiencing?	☐	☐
7	Does your video provide the solution to this pain?	☐	☐
8	Have you included proof or customer feedback in the video?	☐	☐
9	Have you repeated the call to action and close near the end of the video?	☐	☐

Notes



Checklist 15 – Sales Video

10 Have you included details about your guarantee in the video?

☐ ☐

Notes