

Preparing for your web video

Congratulations on your decision to use video to promote your business. We are committed that you get the maximum benefit from your video. This guide (along with our consultation session) is intended to help you prepare to create a message that makes a deep impact and gives the viewer a feeling that they have actually met you.

Web videos are intimate and have the most power when they communicate on a sincere personal level. Your passion is what makes the connection. Save your facts, details and practical analysis for text.

Take some time to reflect on what you enjoy about your business. Focus on things your customers care about too. What results, value, connection, atmosphere, integrity or quality do you take glee in providing? The introspection & willingness to communicate at this level can cause profound changes in the way you interact with your customers.

Crafting Your Message

The Intro

The purpose of the Intro is to put a human face on your business and tell the viewer who you are as a business owner. What are you passionate about? Why do you do what you do? What outcomes do your clients enjoy that get you jazzed? The most powerful thing you can impart with the Intro is your passion for the business you are in.

Select up to four shots in the same general location that help illustrate your message. We can also shoot photos, or you can provide us with digital stills (see graphics requirements above).

The Story

The Story of your business includes the passion of the Intro (see above), but here we can also engage the viewer in a tale: How you got into the business; how it has grown or changed; what is a client's success story; what's cool about your typical work day. Whatever tale you tell, make sure it is meaningful enough to you that your emotions are conveyed to the viewer – the feeling you convey is what will anchor the story in the minds of the viewers.

Get validation of your story by including another person: a client, an employee, a family member. They too should convey their emotion around your story. What you do for them that makes them feel cared for. How happy they are that they found you. What you mean to them as it relates to your story.

At this level, we use visuals over the interviews to convey the story – it is best to pick a story that you can support with images. Shots of you and your employees working, customer interaction and product shots could help convey the story. If your story is about something at a particular location, we should plan to shoot at that location.

Pick at least 10 things to show visually.

The Featurette

The Featurette is an opportunity to look beyond the individual and get to know the business as an enterprise. Again we include the passion of the Intro (see above), but now it can be told at the organization level. We can hear how employees feel about what they do and how customers feel about their experience. You have time to talk about the products and services you provide, or recreate the customer experience, tell an expanded story or a feature straight-on testimonial video. Once again, how do you, your employees and your customers FEEL about the business? What does the outcome or the relationship MEAN to them? We can hear from three people.

Pick at least 15 things to show visually. We want the customer to know what to expect when they come to your place of business, or when you come to theirs. Is it a counter, a desk, an office or a warehouse? Is it upscale or low-overhead? Do you visit the client? If so, is it in their living room, a coffee shop, or in your car? Pick a location that is most representative of the customer experience. Then imagine what the viewer should see happening there.

Documentary

The documentary is really a full-on portrait of your business. You want to convey not only what you do, but who your clients are, your reputation in the community and a firm sense of the customer experience. It could take the form of a day in the life of your business, a portfolio of case studies, a description of your unique process or it could be closer to a more traditional “corporate video” with an introduction, description, testimonials and recap. We will spend up to two hours of time with you to craft this message.

Think of things that are fun, exciting, comforting or inspirational about your business. We want to feel the passion of the people who work in the business and the emotional reasons your clients come back. Do they have peace of mind? Is it fun? Do they get more time for things they love?

You can have two locations in this package. Does it make sense to visit a client, another location, a completed job or somewhere else?

What is visual about your business? In addition to objects like products, rooms and exteriors, think about things with action and people. *Serving* a plate of food is more interesting than a plate of food. People *using* a space is more interesting than the empty space. Other examples are *loading* a truck, *giving* a gift, *greeting* a customer, *delivering* a product, *creating* a product, *treating* a patient, *using* a tool – or better yet, *operating* a machine with lots of impressive lights and moving parts. We can put many shots together to create a montage or a process.

In the end, the viewer should feel that there is something special going on with your business and they are drawn to experience it. We have established multiple emotional connections with them so that they are eager to convey to others what they know about your business.

Technical Considerations

Choosing a Location:

For the Intro, Story and Featurette, we will shoot in one location. Choice of location should be guided first by its relevance to the story and visual interest. A landscaper for example may find it better to be at a client's location than at their office. Avoid locations (or times of day) where noise is excessive. Mirrors and reflective surfaces can be problematic. The Documentary allows for two locations. The best locations are those that convey the client experience thereby enhancing the viewers comfort level with your business because they know what to expect.

What to wear (or not to wear):

Most of these rules are purely due to the limitations of video cameras. Our newer cameras are better than they used to be, but still following these guidelines makes a big difference: Avoid wearing clothing with tight patterns like herringbone or pinstripes and also large patterns and geometric shapes. Do not wear white and other bright fabric (especially if you have dark skin). Try to steer clear of black and dark blue. Vivid reds and yellows can also be problematic. Avoid glasses when practical, especially ones with shiny frames. Do not wear highly reflective and noisy jewelry. Wearing makeup is a good thing (even for men), but avoid vivid red lipstick or lip gloss. Stick to softer tones. Make sure a lavalier or lapel microphone and a transmitter can be attached to your clothing. Be certain your makeup, wardrobe and hair are consistent with your message.

Graphics Requirements:

If you are providing us with graphics files or digital photos, please make sure that they are in the following format:

File Format: TIFF or TIF
Canvas Size: 720 X 486
DPI (dots per inch): 72

We can convert whatever files you give us at \$75/hour with a \$50 minimum.

Music:

For the Intro we will select appropriate music or none at all.

For the Story, you can choose from our small collection of music (or leave it to us)

On the Featurette or Documentary you may choose any of thousands of tracks from our music provider, www.gmpmusic.com. We include up to \$35 of music from this catalog (just tell us the track #).