

Follow these four easy steps to make a great promotional video!

STEP 1: INTRODUCE YOURSELF

This is more than just saying your name and your business, but please start with both of those. Remember, most people will watch videos for the first 15 seconds and decide if they want to go on, so if you at least get your personal information in there, you will achieve something.

Here we want you to appeal to your audience and have a heartfelt moment. Thank your audience for being supportive of everything going on with you. You want to make sure you're establishing a connection with them which will translate to a new audience as well. If you have that kind of relationship with your following, other people will want in on it.

STEP 2: EXPLAIN WHAT YOU DO / HOW PEOPLE CAN PARTICIPATE

Here is where you have to assume you're talking to a toddler and hold their hand along the way. This doesn't mean you're thinking less of them, it means you're explaining what you do in the most simple of terms so literally *everyone* can understand.

You either provide a service or product and this is where we need to know about it. Walk us through the process of how someone can get their hands (or brain) wrapped around the thing you sell. For example, during the COVID-19 pandemic, restaurants have been pivoting to curbside pickup.

After you let them know about your product or service, then walk them through the process: "Our dining area is not open to the public, but we are now providing curbside pickup! Call in your order, we'll let you know the price and how long it takes, then when you pull up to our parking lot, call us again and we'll walk your order right out to your car. You can pay over the phone or once you arrive."

This walks through literally every step and answers questions along the way.

STEP 3: BE VULNERABLE AND AUTHENTIC

Be real. Show you have a connection to what you do. We've had people thank their crowd and nearly cry on camera. The more emotions you convey and show you care, the more people will feel with you.

In the COVID-19 times we've had restaurant owners talk to their fans and let them know how much they miss them.

“We just want to let you know that we’re thinking about you and we miss all of you. We can’t wait for this to be over so we can all hang out again and see your smiling faces in our restaurant. Dessert’s on us!”

Something cute, something endearing, something emotionally impactful. If people like the business owner they’re more inclined to like the business. We assume you’re passionate about your business as well, so let’s show the world!

STEP 4: CALL TO ACTION

Now is the time to tell the audience what you want them to do. If you don’t, they might not do it!

Be as **specific** as you can be for your video closer.

If they have to call your business, give them a phone number.

If you want them to go to your website, literally say, “Check out our website at…” and list it on the screen.

Great language for an event is, “Join us..” then you list your location and date. It makes people feel invited and not forced.

And end with something positive that’s also assuming and reassuring their business along the lines of, “We’ll see you soon,” or “We can’t wait to hear from you!”