

Video Marketing Tycoon

Your Video Checklist

Congratulations! Creating your first video is an exciting step. Before long you'll be an internet star. You're sure to provide your prospects and visitors great video content. Before you start blushing in the glow of success, use this handy checklist to make sure you've covered all your bases.

☐ **You've chosen your video topic.**

- ☐ Is your topic narrow enough? The more targeted and specific your topic is, the easier it'll be to talk about for three to five minutes.
- ☐ Does your topic provide value? Your video, like any website content, needs to offer value. Generally you offer value by providing new information. Additionally, entertainment offers value and it helps your video go viral.
- ☐ Is your topic "In demand"? Does it talk about something your prospects and visitors dying to know? Look to trends, keyword research and headlines for high demand topics.
- ☐ Does your content have an emotional appeal? Can you share a funny, poignant or rousing story? Tapping into emotions isn't necessary. However, it does help your viewers connect with you, your business and your message.

☐ **You have all the equipment to create a quick & easy video.**

This includes but is not limited to:

- ☐ Video camera. For example, the Flip.
- ☐ Tripod
- ☐ Good lighting. Natural lighting is best.
- ☐ Other _____

☐ **You've created your content outline.**

IE: You know what you're going to talk about.

- ☐ You've outlined the key points you want to discuss in your video.
- ☐ You've included a personal story or example.
- ☐ You've practiced a few times with or without the camera running.
- ☐ You've timed your content so you know about how long to talk.
- ☐ You've created note cards and positioned them near your camera so you don't forget what you want to discuss.

☐ **You've chosen your filming location. You've considered:**

- ☐ Logic. Does the location make sense for the video topic?
- ☐ Lighting. Is there natural lighting?
- ☐ Sound. Is the location quiet enough so viewers can hear you without being distracted by other background noise?
- ☐ Is it a comfortable location for you to film? If you're not comfortable it'll be difficult to sound natural.

☐ **You've filmed your video successfully.**

- ☐ You've edited your video to cut out the unnecessary extras.
- ☐ You've added any captions, tags, and music.
- ☐ You've uploaded your video to your website.
- ☐ You've included it in your content marketing strategy. (This might include linking to your video on social networking sites, submitting it to bookmarking sites and optimizing it for the search engines.)
- ☐ You've created systems to test and track for success!