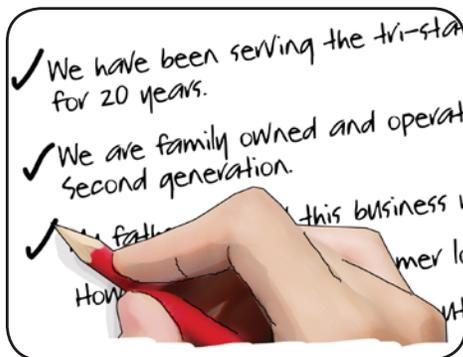


## 10 Steps to Your Awesome Business Video



- 1) **Set up the camera:** Take the camera out of its protective case and attach the supplied tripod to the camera base. Wipe the camera lens on the front with the protective case. The camera's battery is charged and ready to use.
- 2) **Get to know the main controls:** The main controls for your camera are on the back (black side).
  - A Turn the camera on by pressing in the power button on the right side.
  - B Press the red button to record. Press it again to stop recording.
  - C The + and - buttons above and below the red button zoom in and out. We recommend you avoid zooming in on your subject. Instead, move the camera closer.
  - D Review what you have recorded by pressing the arrow (play) button in the upper left corner. If you don't like what you have recorded, hit the trash can key in the upper right corner.
  - E The arrow keys on either side of the red button will scroll through each of your video clips.
- 3) **Record business information:** Turn on the camera in a quiet, well-lit room. Put the camera on its tripod, on your desk or on a table, no more than 4-5 feet away from you. Our editors will use the following information to create the graphics that show customers how to contact you. Record a clip of you stating the following:
  - Your name (Be sure to spell it out.)
  - Business name
  - Phone number
  - Website address
- 4) **Introduce yourself and your business:** Record your name and your business name. Pretend that you're in the room with a first-time visitor and you're saying hello. Record this in a quiet room that is well lit. Put the camera no more than 4-5 feet in front of you. Use the camera on its tripod, on a desk or on a table.
- 5) **Talk about your business:** Record 5-6 minutes of you talking on camera about your products and/or services, your equipment and/or tools, vehicles and your employees. Topics we suggest you include:
  - How long have you been in business?
  - If you are a family business, talk about the generations and relatives working in the business today.
  - Why did you start or buy the business?
  - How do you make your product/s?
  - What's special or unique about your product/s and service/s?
  - What do you emphasize or specialize in?
  - Talk about your staff, office, store, factory, equipment, experience and qualifications.
  - What do customers say about you?

Add any other information you believe is important for customers to know.

# AWESOME BUSINESS VIDEOS



- 6) **Shoot scenes that show your store, office, factory, job sites, tools, equipment and your employees:** These can be recorded without anyone speaking, because we'll add your voice from the previous segment or background music. This is called B-Roll because it shows background scenes. We suggest you shoot 5-6 minutes of B-Roll.

### What to shoot:

- Your product/s being made or your service/s being delivered.
- Your business sign.
- Employees working and/or with customers.
- Your store front, office or building.
- Your factory, tools and/or equipment.
- You in your workplace.
- Job sites.

### How to shoot:

- Move the camera slowly and smoothly to shoot or pan around a room or job site.
- To stop and feature something, hold the recording camera on your subject for 30 seconds before slowly moving to the next subject.
- When you change locations stop recording. Start recording again when you are ready in the new location.
- Remember to place the camera 4-5 feet from anything you want to highlight. This helps you fill the frame so the viewers can see all the detail you intend to show.

- 7) **Shoot your ending:** This is your opportunity to invite the customer to call you for an estimate or appointment. Make them a special offer. Give them a reason to contact you. This is the call to action. It can be as simple as, "Give us a call today," or, "Visit our website for more details," or, "Stop by our office/store/shop." Tip: Keep your ending short and simple. You don't need to include your name, address or phone number. We'll add these with graphics.
- 8) **Review the video you've recorded:** Have you said and shown everything you planned? If not, don't erase what you've already done. Just record new versions of the clips you want to improve. When you're done, you should have recorded approximately 10 minutes of video. If you go a little longer, that's OK. No more than 15 minutes.
- 9) **Pack and return the Flip camera:** When you're happy with the video you've recorded, turn the camera off with the power button on its right side. Remove the tripod, put the Flip camera back in its protective case, and put both the tripod and the camera back into the prepaid shipping package. **The shipping label will have directions on how to mail the package back to Awesome Business Videos.**
- 10) **Now it is our turn:** When we receive the camera, our editors turn your footage into an awesome video about your business. When it's ready, we will email you a link to view it. With your OK, we'll share it on our Awesome Business Videos Channel on YouTube and provide you with the web address and embed code so that you can share it on your business website, social media profiles and e-newsletters or any other way you communicate with customers.

### More Tips:

We want to help you create the best video possible. Visit our website at [AwesomeBusinessVideos.com](http://AwesomeBusinessVideos.com) and click on the Video Tips tab for more suggestions and best practices.

### Questions:

Contact us at [CustomerService@awesomebusinessvideos.com](mailto:CustomerService@awesomebusinessvideos.com)