

The VIS Video Checklist

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This is an overview step-by-step checklist of the basic steps you need to do to create your high converting video for either your clients or your own business.

This does not drill down into the finite details, but is more of a desktop checklist to make sure you are on task and not skipping over key steps in the process.

■ STEP ONE – WRITE YOUR SCRIPT

- HOOK
- PROBLEM
- IMPLICATION
- SOLUTION
- RESULT
- CALL TO ACTION

■ STEP TWO – RECORD YOUR SCRIPT

- RECORD YOUR VOICE WITH AUDACITY SOFTWARE OR CAMTASIA

■ STEP THREE – CREATE YOUR SLIDES

- GATHER ASSETS, I.E. IMAGES, LINKS, GRAPHICS, CONTENT ETC.
- USE POWERPOINT / KEYNOTE / PREZI

■ STEP FOUR – RECORD YOUR VIDEO

- USE CAMTASIA OR SCREENCAST-O-MATIC TO RECORD YOUR VIDEOS
- USE VIDEOMAKERFX FOR ANIMATION STYLE VIDEOS

■ STEP FIVE – EDIT & UPLOAD

- USE CAMTASIA / MOVIE MAKER (WINDOWS) / IMOVIE (MAC) TO EDIT YOUR VIDEO
- UPLOAD EITHER TO YOUTUBE OR AMAZON S3 TO START SHARING YOUR VIDEO

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