

CINC™

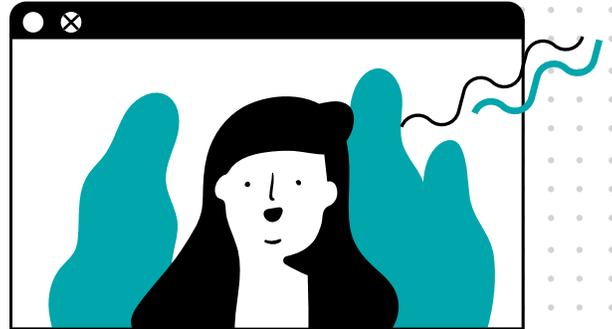
VIDEO MESSAGING

BEST PRACTICES



Start With A Script

You may think it's easier to skip this step, but taking the time to write up a script — or at least jot down your ideas — can save you time later on.



Eye Contact

Remember to look at your webcam and smile. It's fine to peek down at your script from time to time, but don't forget to focus on the webcam.

Lighting

In general, facing a window will result in a nice, even light that makes you easily visible against a background. Avoid areas with low light or too much backlighting (windows in the background are a challenge for webcams).

Audio Check

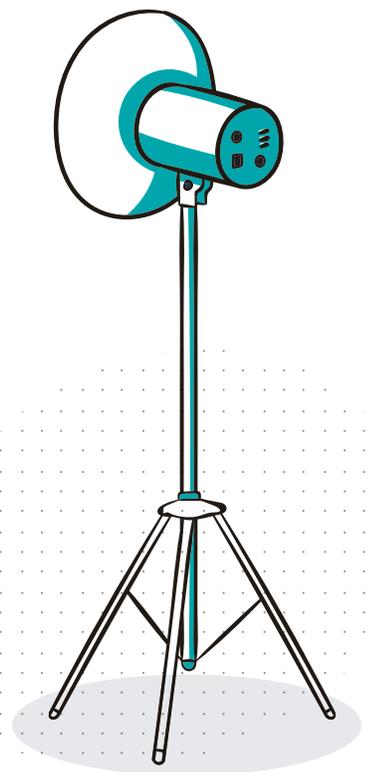
When setting up audio, consider using an external microphone. These allow for more control over the quality of the sound.

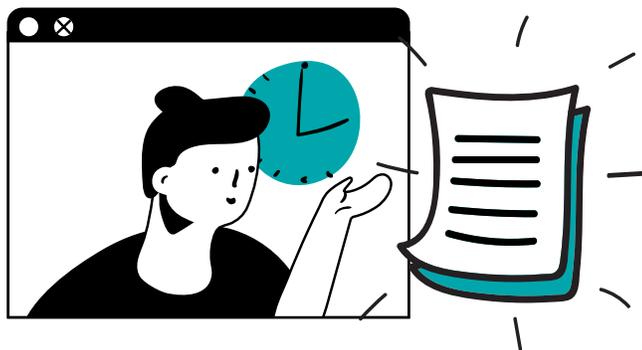
Positioning

Whether you are using a USB webcam or the built-in webcam on your laptop, make sure that the camera lens sits at or above eye level, no higher than your hairline. Once your webcam is in place, remember not to sit too close to the camera.

Clear Some Space

Offices get messy, and sometimes coworkers leave stuff behind. Avoid distractions by keeping clutter out of the frame. A quick clean up can do wonders.





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Sample Script

The following is a reference for talking topics and tips to use when producing your video. We strongly recommend creating a custom script for your business to improve engagement with your target audience.

1. The Purpose of my video is to _____

2. The Specific Audience I am speaking to is
(downsizers, people relocating... first time buyers etc.): _____

3. Build Script:

- a. **Intro:** Hi it's _____ from _____, if you're relocating to _____ then this video is for you.
- b. **Feature:** Speak about the features that matter most to the specific audience.
- c. **Outro:** Be genuine... invite them to call you.

4. Practice with Intent: Purpose

- a. In a mirror
- b. In front of someone
- c. Moving / not moving

5. Plan Shoot

- a. Are you using an intro /outro?
- b. What do you highlight?
- c. What do you skip?
- d. Pick an engaging first shot & last shot

6. Shoot

7. Edit with music that suits the target demographic

8. Post to Social Media and pay for targeted ads