

 Step 1

## Plan Your Ad

No matter what type of video ad you decide to make, you can always follow this simple flow.

Add ideas for your ad in each section.



First, give a summary of who you are and what you do

Start by introducing yourself and your business. This will help people put a name to a face, and make it easier for them to relate to you.

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Next, let people know how your business can help them

Put your passion into action. Tell people what you do better or differently, what makes your product or service stand out, if you have a promotion, or can give a '101' on what you do.

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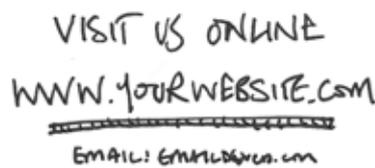
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Finally, let people know where they can get more information

Don't forget to let people know how they can reach you. Remember to include things like your email, phone number, street address, YouTube channel, and company website.

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 **Step 2**

## Be prepared

You don't want to be panicking and rushing around on the day of filming. Here are some essentials that you may need so you don't miss a minute of the action!

## Plan your filming locations

### Interiors

If you want to highlight your products, consider shooting your ad in-store, where the products are visible in the background. Write down a list of interior places you want to shoot:

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### Exteriors

If the outside of your property is a key asset, get a friend to shoot you proudly standing outside. Make sure to get your logo/facade in the shot too.

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## Check you have all your equipment



### Camera & Tripod

To make sure your shots are stable



### Memory card & Batteries

It's good to bring spares just in case



### Grab a friend

It's always good to have an extra pair of hands on set



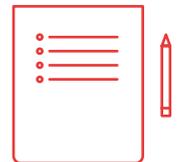
### Props

To help demonstrate your product



### Clothing & Costumes

Actors wearing branded uniforms



### This guide and a pen

Refer to your notes on set

## Step 3

# Get the best shot

Refer to these pro tips on set to make sure each of your shots look and sound great.



### **Test your camera**

If you can, do a quick lighting and sound test to make sure you'll be seen and heard.



### **Keep it stabilized**

Use a tripod or a flat surface, like a stack of books, to keep your camera steady.



### **Lighting for video**

Avoid harsh overhead lighting and instead light your scene from the side.



### **Frame your shots**

Make sure your scene looks presentable and represents your business.



### **Eliminate any background noise**

Ask for silence so the camera is able to hear you loud and clear.



### **Stay close to the microphone**

Try to be 3-5 feet from your camera so your viewers can hear you.



### **Film more than you think you need**

You may need the extra footage when editing your video ad.



### **Review playback after each shot**

Check your happy with your footage before moving on to the next scene.



### **Be yourself!**

Smile and act natural. Talk in your video as you would with a friend or colleague.