

Creating Videos That Grow Your List Worksheet

You are ready to start doing videos but you're camera shy. You don't have to be on camera. Use this worksheet create videos that let you stay off camera while growing your list with videos.

Tips for Polished Videos

How can I make my videos more polished? Am I relaxed and smiling? Even if I'm not showing my face on video my voice needs to be relaxed and sound like I'm smiling. Do I have a bottle of water to keep me hydrated while I'm speaking? Is my script prepared and I'm familiar with it?

Have I determined the type of video I want to do? Is it going to be a screencast video? Will I be having someone else do the speaking or acting on my part?

Creating Professional Screencast Videos

What screen capturing program will I be using to create my presentation video? Am I familiar with it? Have I practiced using it before I begin recording? Camtasia? Screencast-OMatic.com? Is there another option that works better for me and my budget? Do I need editing capabilities? If not, will Jing work for me?

How will I create my presentation? Will I be using Google Presentation or PowerPoint? Is it based on the content I want to introduce from my script?

Do I need a template to create my presentation? What options are available? Are there free templates online that will work with my style? Are there templates I like on SlidesCarnival.com or Canva.com?

Have I gathered the images I want to use? My logo or branding? My Call to action?

What equipment do I need? Is the sound quality better with an external microphone like the Lavalier or with the internal microphone on my computer?

What should I do if I mess up and need to redo parts of my presentation? What indicator will I give myself to know where to edit? A loud noise in the audio spikes like an EKG. That spike could be an indication of where you messed up.

Do I have my notes in front of me to keep me on track? How much should I say or am I letting the slides do most of the talking?

Creating Affordable Spokesperson Videos

Have I created a good script the actor can follow? Does it include instructions and tips in the script such as hand gestures, pauses or movements?

Hiring Your Actor

Do I need a male or female to shoot the video? Does ethnicity make a difference? Do I need someone with a specific country or area of a country accent, such as southern United States or Australian? You can have black men, black women, white men, white women, other ethnicities, different country accents. There is so much diversity. Depending on what you need, you can find it.

Do you want to use a green screen in the background so that you can modify the background? Or do you want to give them an image to put in the background?

Do you want a certain backdrop? If they are saying I can be in a field of flowers or in my garage, which one works for you? Or do you want them to be in a specific place and not use a background? Do you want a plain color background?

Is my video going to be hi-def? If so, how can I create it? What lighting do I need?

Do I want it on mobile devices? Mobile devices have a more genuine feel.

Finding your Actor or Actress

What are my options for finding someone to act in my video?

Places to locate spokespersons:

- Can I find one on Google by typing in spokesperson service?
- Does Craigslist.org have talent services?
- Is Fiverr.com or PeoplePerHour.com the most affordable route to use?
- Is UpWorks.com an option for finding a spokesperson?

Have I watched their previous work to see if they are a good fit for me?

How much will it cost? Have I created a budget that will allow me to hire a quality spokesperson?

When I get my video back will I need to do any editing? Is it what I wanted? Did they follow the script? Where do I need to edit some things down, add images, add text to give me text templates? I can use Screencast-o-matic.com to edit the video.

How can I edit the green screen to add in my own background image? Is a free tool like Shotcut or Windows Movie Maker an option?

Do I need to hire someone on Fiverr to make my edits? Have I looked at their samples?

Marrying the Voiceover Audio to the Presentation

What tools am I comfortable using to combine a voiceover audio with my presentation video?
Some options to try are:

- [Shotcut](#)
- [Screencast-o-matic](#)
- [iMovie](#)
- [Windows Movie Maker](#).

Or would I be more comfortable hiring someone to do it for me through [Fiverr](#), [PeoplePerHour](#), [UpWork](#), [Video to Order](#).

Do I want to have the explainer video created and then have someone else to do the voice over? Would it make more sense for me to have the same person do the video and the voice over? Which fits in my budget better?

Do I understand what an explainer video is? Does it contain cartoons? What are they good for? Are they in my budget? What tools can I use to make my own? Animaker.com?