

CREATIVE SOUL

V I D E O

Storytelling tips to make your videos look professional and memorable

1. Great stories are about interesting and memorable characters that personify your brand. We call them ambassadors; they pop on camera. They are typically the ones who can speak clearly and succinctly with enthusiasm on camera. Discover the ambassadors that can best tell your story.
2. Don't stuff a hundred pounds of content into a 10-pound bag. In other words, don't clutter your story with too much information. Keep it simple with a concise beginning, middle and end. Statistics suggest that we lose 60 percent of our viewers after one minute.
3. Set the hook! Open with your best pictures and sounds to hook your viewers. You don't want to lose your viewers by opening with boring logos and long intros. Get to the best pictures and sounds right away.
4. Emotion sells. Emotion makes a video memorable and authentic. We remember the emotion, not a long grocery list of services that your company provides. It's the people who breathe life into your story that we remember. The great Maya Angelou said it best, *"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."* The *feel* is the emotion (the juice) and we remember it.
5. Compelling videos contain wide shots, medium shots and tight shots; similar to how our own eyes view life. Tight shots are often ignored but are usually the most memorable shots in your story. Most amateurish looking videos are littered with a sea of shaky medium shots. Vary your video selection with steady wide, medium and tight shots. We call it steady sequenced video. **Life is not just a medium shot, but rather a variety of wide, medium, tight and even super tight shots.**
6. Use a light (or a light kit) to make your videos stand out, especially for interviews to highlight the face. The internet is inundated with videos that have poor lighting (or no lighting) and they scream AMATEUR. The root definition of "photography" is a combination of the Greek words "photo," meaning "light," and "graphia," meaning "writing" or "drawing." Thus, "photography" literally means "writing or drawing with light." **The key word here is light; without light, we have nothing.** Lighting is definitely an art form and it takes a lot of practice, but don't be an amateur and think that you do not need lights. You can buy a good and cheap LED light on Amazon for under \$100.
7. Every picture makes a sound. You have two tools to tell your story: pictures and sounds. Sound is often ignored. Don't rely on your cheap built-in camera microphone to pick up sound, it sounds amateurish, and when it sounds

amateurish, it ultimately makes your brand look amateurish. Use clip mics (lavalier mics) and get them on your interview subjects and hide the cord.

8. Microphones are meant to be heard, not seen. When you clip mics on people, hide the audio cord under their shirt so it can't be seen. When you see the audio cable outside a subject's shirt, it looks bad, and that can affect your brand.
9. Use a tripod. Steady video should resemble how our eyes see life. Our eyes do not shake, nor should your video – unless you are following a scene where your subject is moving around a lot, then a few handheld shots may be good to capture the moment. The key is to shoot steady, and the pros shoot steady.
10. Hold each shot for 10 seconds. When you are editing, there is nothing more frustrating than looking for usable shots. Each time you click record and stop, you create a thumbnail in your editing system, and it makes it MUCH easier to find those shots. In the end, by shooting each shot for 10 seconds, you save time editing, rather than shooting a scene for 5 minutes with all the shaky camera movements in between. Shoot clean and steady (wide, medium, tight and super tight) so you have individual clips (thumbnails) from which to edit.
11. Look for moments. A moment is a scene where there is emotion, like a hug, a high-five, a gentle kiss from a loved one, a warm smile. We remember the moments. **Isn't that the idea, to create memorable videos?**
12. After your video is viewed, your goal is to get people to come to your website or social media platform for more engagement. Don't leave them hanging, make it easy for viewers to contact you so they can join in further conversations. At the end of your video, this may be a good place for your company logo along with some text that provides contact information.
13. Leverage multiple social media platforms to reach more people with your videos. You should have a YouTube station with your company name. In today's media landscape, you want to make sure you are getting your messages in several sandboxes, (LinkedIn, Twitter, Facebook, Instagram) not just your company website. The bottom line is an integrated social media campaign should bring viewers back to you so you can build potential leads.
14. Have conversations, not interviews. Would you say to a friend, let's have an interview? No, you would say conversation. A conversation makes people more comfortable in front of the camera. It's good to be prepared with a list of questions, but don't bring out the list – it can be intimidating to your subject. Think conversation!

15. Honoring presence. Don't fuss about all of your fancy video gear and lights. It only creates stress for your interviewees. Do your best to focus on them by honoring their presence, not you and your important gear. Show sincere interest in your subjects. Listen to them. Lend your calm. You want your subjects to be comfortable in front of the lens. By honoring their presence, trust develops. Once trust is developed, the magic happens. **If I had to choose my favorite tip, *honoring presence* just might be it.**

16. Be interesting and dare to be brilliant and creative. After all its storytelling! Look for interesting and memorable shots. You don't need the title of Creative Director to be considered creative, it's already in you. When you are brilliant and creative with your video approach, you are ultimately being interesting. **When you are interesting you attract – not distract.** When you notice interesting things, incorporate them into your video.

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