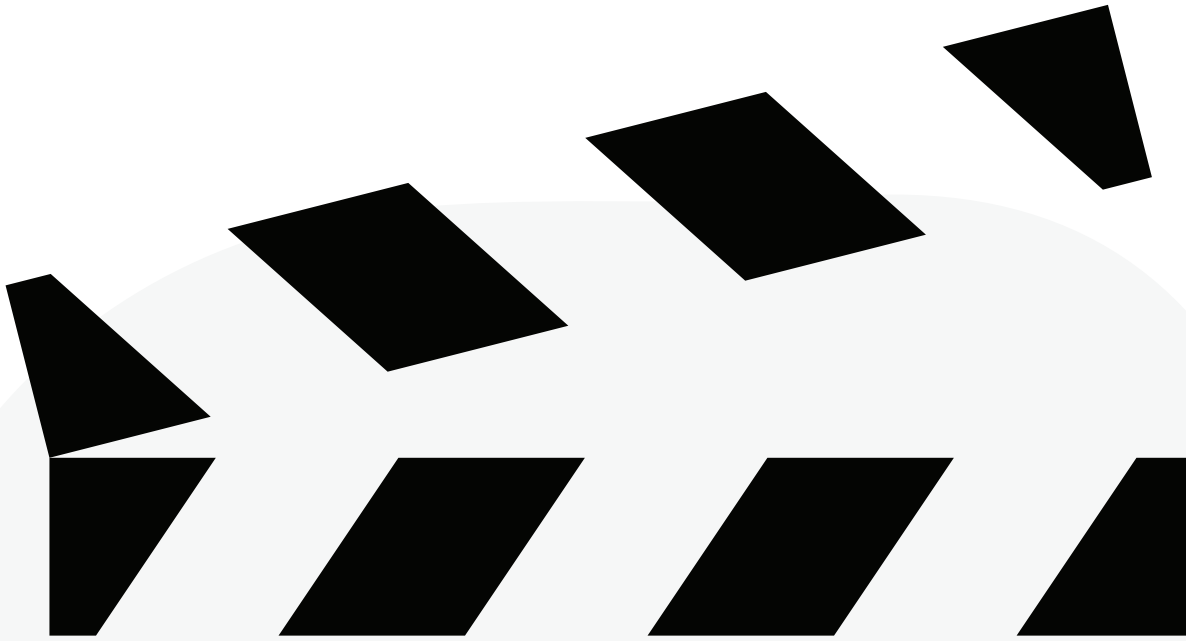
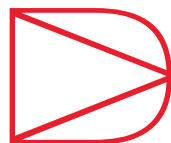


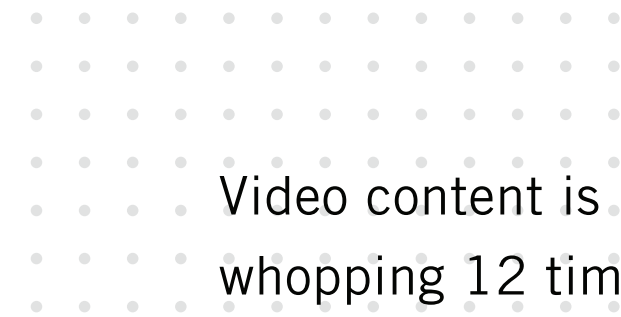
60 SECONDS, HUGE RESULTS



THE  
**1-MINUTE  
VIDEO**

**CHECKLIST**





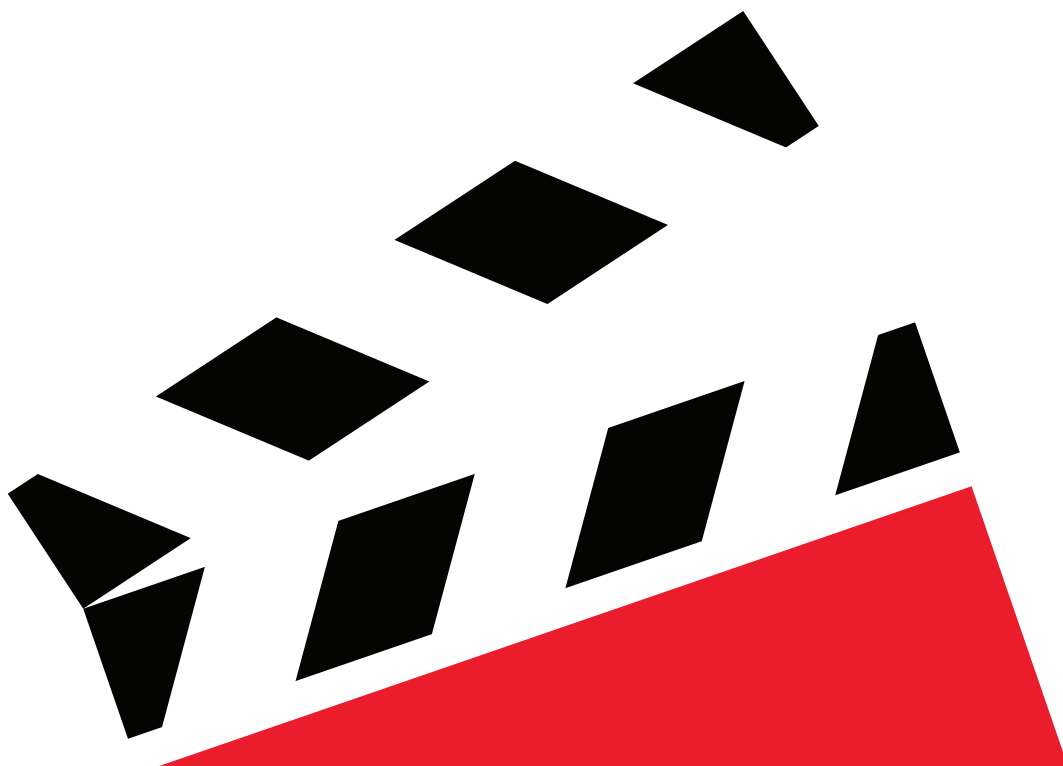
Video content is king right now. Videos get a whopping 12 times as many shares as text does. But many entrepreneurs are afraid to get in front of the camera and shoot a lengthy video.

- ✓ You might be worried about filling time.
- ✓ Or you're nervous you might not look as polished as the influencers you see.
- ✓ Or you think video needs a lot of editing to catch as many eyeballs as you'd like.

But making a short, one minute video hack can catch huge results. On social media, your viewers' eyes are attached to movement, so even the smallest amount of video content goes a long way into making your business memorable and catching a piece of the attention economy.

Who knows, your video might even go viral and nab you a few new clients!

There are few things you want to focus on as you create your social media videos.



# Use these 3 tips to get started and post your first video today!



Tip #1

## Make a plan.

Pressing the record button without a plan in place might be a bad idea. Before you record a video, create a catchy title to present your topic with. Topics with value perform better. For example, our highest performing videos always tell the viewer exactly what they're going to get before they click. A great title adds value.

Tip #2

## Include your personality.

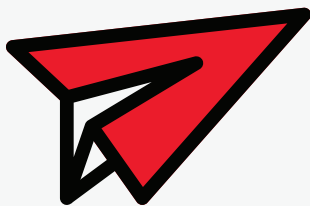
Your topic might not be entertaining, but that doesn't mean you're off the hook. You need to be engaging throughout the video to make sure people stay on the broadcast for the entire duration. Present your information and give people content, but remember to be yourself. If you can start your video with a short anecdote, it will go a long way to engaging your audience. You don't need a long-from introduction in every video, but you should start with your name.



Tip #3

## Keep it simple.

You don't need the latest edition of that fancy video editor to post your video. That couldn't be further from the truth. Often, your video won't need any post production at all. Videos that look more casual and less produced blend in on social media because they look like something our friends would post. This means people are more likely to stop and catch your video because you look like one of their friends!



# Ready to get started?

Use this checklist to be prepared to make tons of new videos that catch attention, pique your audience's interest, and get you more followers and fans in no time!

## 60 Seconds, Huge Results Checklist

**Video title:** \_\_\_\_\_  
\_\_\_\_\_

**Content planning:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Call To Action:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



### Find Your Best Light

Invest in a small halo light so you're not constantly at the mercy of the sun. You can find an inexpensive halo light on Amazon that makes you look nice. If you don't have a halo light, shoot your video facing a window to capture that natural light.



### **Keep It Neat**

Face it, people won't trust you to fix their problems if it looks like you can't organize the shelf behind you. Make sure you always shoot video in a neat place. Hang art on the wall, organize the space behind you, and make sure everything looks nice.



### **Content Matters**

Once you've chosen a topic for your 1 minute video, you'll need great content to go with it. Guide your viewer through 3-4 main points before the video ends. You shouldn't be reading off notes directly.



### **Practice Makes Perfect**

Before you press record, always have a practice run prepared. Even talk through your video just one time can make a big difference once it's time to record. You can always do a second (or third, or fourth...) take if you mess up.



### **Aspect Ratio**

For these short term videos, recording horizontally on your phone works best because you can easily transfer the video to Instagram, Facebook, or an email. Many of your viewers will be watching on a phone, so make it easier for them.



### **Bring The Energy**

People will only want to watch you if you have high energy in your videos. Think about what level you'd be if you were having a conversation with someone... then amplify that by 3.



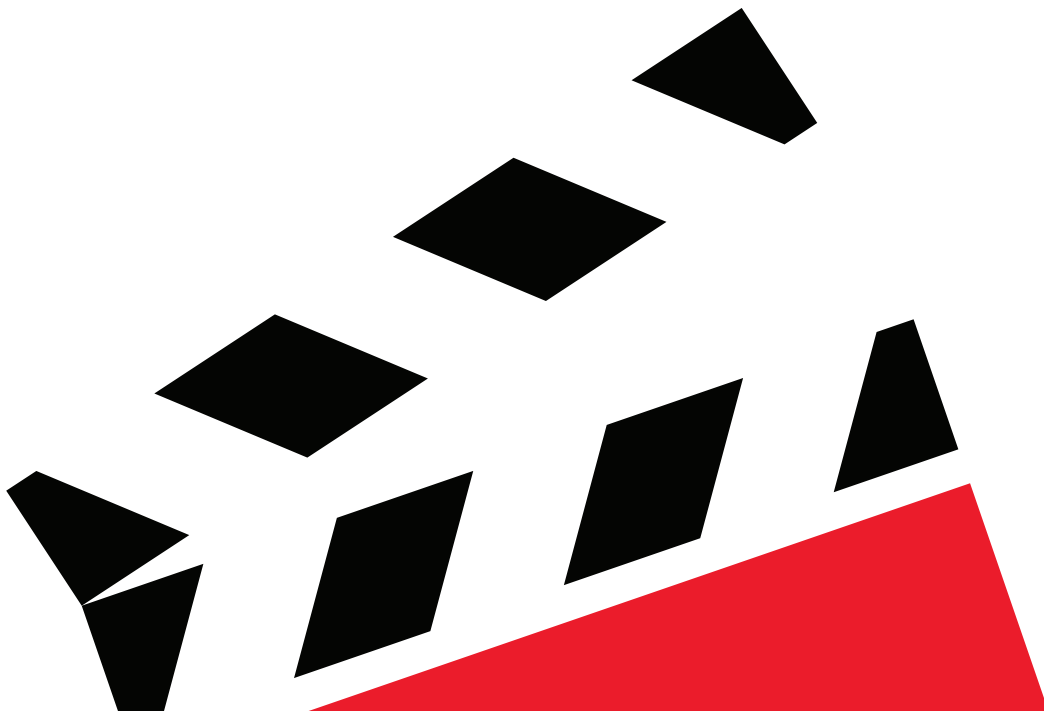
### **Be Consistent**

Once you've recorded one short video hack, you'll probably have an idea about what you'll talk about next. Keep up your momentum and shoot to release 2-3 videos each week!



### **Posting: The Final Frontier**

Once you've created your video hacks, you've got to choose where to post them. Facebook and Instagram stories are a great place to start because they're at the top of the feed on their respective apps. You can also shoot out these videos in an email to your list.



# Suzanne Evans

Founder of Driven Inc.

Suzanne Evans was built for crisis. She went from secretary to a 7 million dollar business in record time. Her company, Driven Inc, has been on the Inc 500/5000 list of fastest growing companies for 5 straight years. Her NY Times Best Selling book, “The Way You Do Anything is the Way You Do Everything”, set hundreds of thousands of business owners on their fast path to success. Suzanne has grown her brand from humble beginnings inside a 350 square foot Manhattan apartment to her own office where she works with clients around the world. She currently lives with her family in Chapel Hill, North Carolina.



