

# HOW TO SELF-PRODUCE THE BEST COMPANY VIDEO EVER



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White Lens  
PRODUCTIONS

01	.....	Introduction to Video Marketing
02	.....	Pre-production Strategy
03	.....	Who Are You
04	.....	What Do You Do
05	.....	Who is Your Audience
06	.....	What Problem Do You Solve?
08	.....	Your Unique Selling Proposition
09	.....	Steps to Do Business With You
11	.....	Call To Action
12	.....	Client Testimonials
14	.....	Production Tips - Script Writing
15	.....	Production Tips - Audio
16	.....	Production Tips - Video Viewing Considerations
17	.....	Production Tips- Video Length
18	.....	Production Tips- More Pro Tips
19	.....	Production Tips - Importance of Feedback
20	.....	Conclusion

# table of contents

# introduction

We call this a “Video Business Card”. A Business Video Card quickly explains your business in a way that resonates with your ideal client. It is like a cheat code in marketing; when done right, your audience almost can’t help but reach out to you.

Producing your own video can be done by you, and with a little planning and strategic planning, you can produce a video that will help your business grow and scale. We invite you to use this document as a roadmap to produce your best video ever.

This is the same formula we have used at White Lens Productions to produce award-winning videos for companies like yours over the past 20-plus years. We know the power of video and how it can help your business launch. We want to give you these free “ingredients” so that your next video will be amazing.

Think about each section and write down your answers (or ask around and come up with answers in your next staff meeting).

Are you ready? Ok

**Lights . . . Camera . . . Action!**



# Pre-production Strategy

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## Pre-production – Your Game Plan

Want a video that resonates with your audience? Follow these steps, and be sure to answer each question. These are guided questions to help define your business identity and your offerings. The other important part of this equation is identifying and addressing your target audience and their needs. Take your time during this part; it is the essential step for a great video.

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*You can use this guide to help you through the 8-step video creation process. This quick guide is designed to highlight each step so you can streamline the process.*





# Video Elements

THE 8 KEY ELEMENTS FOR CREATING YOUR BUSINESS VIDEO

## 1. WHO ARE YOU?

Emphasizing the importance of clearly stating who you are and what type of business or organization you're in

- Never assume the audience knows who you are. This isn't necessarily your name (although it is always a good idea to say who you are), but this is the type of business or organization you are in.
- You should clearly state who you are.

YOUR ANSWER

*Example: "My name is John Smith, and I'm the owner of AAA Roofing."*



# Video Elements

## 2.WHAT DO YOU DO?

A brief and clear explanation of the primary services or products you offer.

- Make this brief.
- Clearly state what exactly you do. Even if your business does a lot of different things, keep it to one main point. You want your customers to know EXACTLY what you do and not guess.
- Don't make it confusing!
- Don't use insider language unless your very targeted audience uses this type of language across the board.

YOUR ANSWER

*Example: "AAA Roofing is a residential roofing contractor serving Central Texas."*



# Video Elements

## **3.WHO IS YOUR TARGET AUDIENCE?**

Identify and clearly state your target audience.

- Clearly state who your perfect target audience is you are talking to. This makes the video very personal, and they know you want their business and can help them.
- If you have a wide range of target audiences, make a video for each audience or make it generic enough to encompass everyone. Just don't make it too generic.

YOUR ANSWER

*Example: "We help hard-working homeowners with their roofing issues."*



# Video Elements

## 4. WHAT PROBLEM DO YOU SOLVE?

What main problem does your target audience have / what do they want that they can't get without your help?

- This is the hook of your video, believe it or not!

When we talk about our customers' problems, we get their attention. They are only looking at the video because they have a problem that needs to be fixed. Or they want to become something or a version of themselves, and they can't get there without some help. So many businesses don't talk about their customer's problems or desires. They are genuinely wasting marketing money. This is where you will beat your competitor when it comes to videos and marketing.

- Keep it to one central issue if you can. Clarity is essential here.





## 4. WHAT PROBLEM DO YOU SOLVE? CONT.

- Mention with an adjective how this problem makes them feel. Or how their desire to get from one place to another makes them feel.

YOUR ANSWER

- *Example: "With the recent hailstorms, do you suspect your roof might have been damaged? We know how daunting it can be to get an honest roofing evaluation from a company that is not just trying to sell you a new roof and not feel like you are getting taken advantage of."*
- *Example of getting ahead: "Are you ready to finally win "Yard of the Month" but can't seem to get rid of those frustrating trouble spots? We're here to help you be the envy of the neighborhood yard gurus. Get ready for your new yard sign!"*



# Video Elements

## 5.YOUR UNIQUE SELLING PROPOSTION

What do you do that is unique to your competitor?  
Why should they use you?

- This is when you talk about yourself. Keep it brief and ALWAYS reflect on how it helps your customers.
- If it doesn't help your customers, do not mention it.
- Have you been in business longer than most of your competitors? Do you have a unique selling point? Are you less expensive, faster, better quality?
- What is the main reason someone should use you over the competition?

YOUR ANSWER

*Example: "We are local here in Central Texas and use only quality roofing products. We are not a fly-by-night roofing company. After the storm chasers leave, we will still serve our community if you have any follow-up questions about our warranty work."*



# Video Elements

## **6. STEPS TO DO BUSINESS WITH YOU**

Demonstrate the ease of doing business with the company.

- Show how easy it is to work with you. Even though you know what it takes, don't assume your customers know this.
- Keep it simple.
- Don't presume that your clients know the intricacies of the process. Keep it straightforward and limit it to no more than four steps.
- The last step should illustrate the benefits the customer will receive upon completing the transaction with you.
- For an added bonus after each step, add a value that each step will bring to your customer. This reduces the perceived risk of doing business with you.





# Video Elements

## 6. STEPS TO DO BUSINESS WITH YOU Cont.

### YOUR ANSWER

1.

2.

3.

4.

1. **Step One** - Set up a free roofing evaluation.

- We will determine the condition of your roof. We will give you a written, honest assessment of the condition of your roof.

2. **Step Two** - If you need a new roof, we will help navigate the insurance paperwork for you.

- The only thing you need to do is pick out your color and the date of the installation.

3. **Step Three** - Your new roof will be installed in one day, the old material will be hauled away, and when we are finished, you won't even be able to tell we were there, except for your fabulous new roof on your home.



# Video Elements

## 7. CALL TO ACTION

Most companies never put this in a video or marketing material. Have a call to action and the next step for your customer.

- Make it direct and to the point.
- Keep it simple, and it should be your first step.
- Don't be vague in your call to action.

YOUR ANSWER

*Example: "Click below to schedule your free roofing evaluation."*

C

Call

T

To

A

Action



# Video Elements

## 8. TESTIMONIALS

Let your customers brag about you to show that you can be the business that can solve their problems and help them win the day.

- Tips for Crafting a Compelling Video Testimonial
- If you're planning to incorporate a client testimonial, it's essential to keep it concise. **Request the following from your client:**
  - What was the issue they faced, and how did it make them feel before engaging with your company?
  - How did you solve the problem?
  - How do they feel about it now?
- If you don't have access to a client testimonial, consider using numbers or other company logos to build credibility. For example, "We have successfully provided new roofs to over 5,000 homeowners in Central Texas, just like you."

YOUR ANSWER

# PRODUCTION TIPS



Here are a few things to keep in mind when shooting your video for yourself. This section is on the value of scripting, achieving great audio and visual quality, and some advice on shooting the project.



# Production Tips

## **TIP #1** **WRITE OUT WHAT YOU WANT** **YOUR VIDEO TO SAY**

A script is your best friend

- This is vital for a good video. We have already given you the questions to fill out. This is called pre-production, and successful brands of all sizes do this.
- Think of this as your game plan for your video. If you follow the game plan, your video will convey the message you desire to your desired audience.
- You can script out the entire video or use it as bullet points to talk about. It is entirely up to you and the style of video you want.
- For small businesses, customers really like it when owners or key workers are in the video, so keep that in mind.



Once Upon A Time...



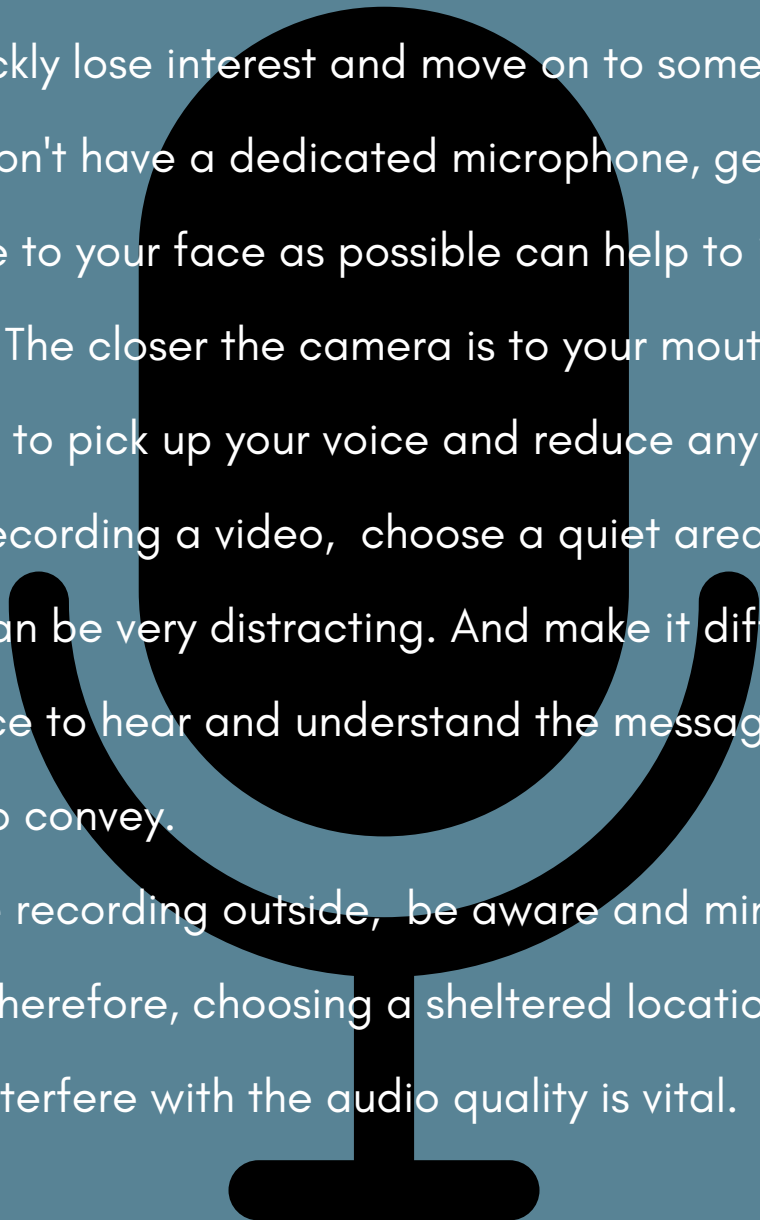


## Production Tips

### TIP #2

## AUDIO IS THE MOST IMPORTANT PART OF YOUR VIDEO!

- Clean audio is crucial when recording a video, as it is the most important aspect of the video content. **It's more important than having a fancy camera recording your video.**
- The audience is LAZY. If the audio is too echoey or unclear, they will quickly lose interest and move on to something else.
- If you don't have a dedicated microphone, getting the camera as close to your face as possible can help to improve the audio quality. The closer the camera is to your mouth, the better it will be able to pick up your voice and reduce any background noise.
- When recording a video, choose a quiet area. Any background noise can be very distracting. And make it difficult for the audience to hear and understand the message that you are trying to convey.
- If you're recording outside, be aware and mindful of any wind noise. Therefore, choosing a sheltered location where the wind won't interfere with the audio quality is vital.





# Production Tips

## TIP #3

### WHERE AND HOW WILL YOUR VIDEO BE VIEWED

Plan ahead on where your video will show. If you are going to use the video for social media, shooting the video in vertical mode is a good idea (especially if going mainly on Instagram or Tic-Tok).

If the video is going to be on your website or on YouTube, shoot the video horizontally.





# Production Tips

## TIP #4 HOW LONG SHOULD YOUR VIDEO BE?

This is always asked. The key is that the shorter, the better for a “first touch” video. There is a reason why commercials on TV are 30 seconds. They know that is about as much an attention span that most “generic” audiences have when watching disruptive advertising (meaning, they didn’t really ask to learn about you).

### KEEP THESE IN MIND

1. Keep it as short as possible, but still hit the 8 key points.
2. Try for no more than 90 seconds.
3. If you need more time, place an additional video in your website or social media's “about us” area.





## TIP#5

### Where to shoot your Video?

Honestly, it really doesn't matter as much as people tend to think it does.

The key is to make sure the area is as quiet as possible, and the lighting is adequate for filming.

We do recommend filming in your element.

For example, if you are in construction, film it on a construction site - shooting it in a coffee shop would make no sense.

## TIP #6

### Keep the Video Moving

You should divide your video into sections and avoid doing it in one take. Try changing the camera angle between each take and moving it closer or farther away to keep the video interesting and help with editing.

To complement what is being said in the video, use what is known in the industry as "B-roll," which is footage that helps to convey your message and tell your story to your audience.

# More Pro Tips



# Production Tips

## TIP #7

### GET HONEST FEEDBACK



Once you have shot and edited your video, get honest feedback. Did it convey what you needed it to convey? Big brands do this all the time; they use focus groups and get their feedback. Suppose Coke is doing this; it's probably a good idea for you to do this as well. Don't get feedback just to feed your ego! Get honest feedback.

# In Conclusion

Shooting a business video can be a lot of fun. But it can also be challenging. Oftentimes, your vision of the video and what is produced are two very different things. While some companies can and do pull off making their own videos (that is why we made this document for you), many find it frustrating and too time-consuming. After all, you are in the industry you are in for specific reasons, and producing videos probably wasn't part of it.

Please don't hesitate to let us know if you need professional help or honest feedback. We want to help you out in any way we can.

We would love to partner with you if you would like White Lens Productions to come alongside you and help you produce an amazing video that meets or exceeds your expectations. Just reach out to us – you can even text us at 1 (512) 970-0248 or email me directly at [jerry@whitelensproductions.com](mailto:jerry@whitelensproductions.com)





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