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VIDEO MARKETING

21 Quick Tips for Making Way Better Videos!

1. **Relax... It's not brain surgery** - Let's face it. It's only video. No need to take yourself too seriously. So relax, be yourself, and try to have fun with it!
2. **Keep it simple** - What is the shortest distance between you and a finished video? Streamline the process and make it as easy as possible.
3. **Plan and Prep** - The more you prepare, the better your video will be. It's that simple. Whether you use a script, an outline, or even a full story board, planning will ensure a better final video.
4. **Pick your platform** - Find your "video sweet spot" and determine whether you prefer live vs. recorded videos, or on-camera vs. off-camera. What is your preferred platform?
5. **It's not about you** - It's never about you; it's always about them! Always ask, "what does my viewer need most from me right now?"
6. **Done is better than perfect** - Enough said!
7. **Work backwards from the result** - Reverse engineer your video, and begin with the end in mind!
8. **Be benefit-oriented** - Again, you've got to ask "what's in it for your viewer?" Emphasize the benefits and results in your video...
9. **Meet your viewers where they are** - Staying with the theme of being "viewer-focused," you should meet your viewers where they are - both in terms of the content you're providing, and the platform you are using.
10. **Repurpose. Repost. Recycle** - Most of your video content can be used over and over again, on different platforms and at different times. Repurpose everything!
11. **Experiment** - Try new tools, new formats, new platforms and new ideas... Don't be afraid to fail!
12. **Promo your promo** - The Internet is crowded and noisy, so you've got to promote, promote, promote. Rinse and repeat.

13. **Up the quality** - Content may be more important than quality, but quality still counts! Do whatever you can to enhance the quality of your videos. A little editing goes a long way!
14. **Find the right tool for the job** - There are TONS of tools out there for video, so the trick is finding the appropriate tool for the type of video you are creating. Fortunately, the best tool is often the simplest... like your smartphone camera!
15. **Include just one clear and compelling CTA** - Don't confuse your viewer with all kinds of requests. Use just one, direct call to action.
16. **Drive traffic back to your real estate** - Whether your video is on Facebook, YouTube, or some other platform, it's always a good idea to drive traffic back to the platform YOU control, like your website or blog.
17. **Think small** - Most videos are viewed on the small screen (i.e. mobile phones), so keep that in mind when you're creating your video.
18. **Add captions** - Many videos also play without audio initially, so add captions to your videos whenever possible.
19. **Think themes** - As you're planning your videos, think in terms of "themes" or series.
20. **Find your (video) happy place** - You should create a dedicated "space" for your videos, whether it's your desktop computer in your office or another appropriate spot.
21. **Just freakin' start!** - When it comes to video, the best advice is to simply begin. Start where you're at and get going!

Want more ideas? Get my FREE "99 Video Content Ideas" guide and never run out of video ideas again! Visit: www.loubortone.com/ideas