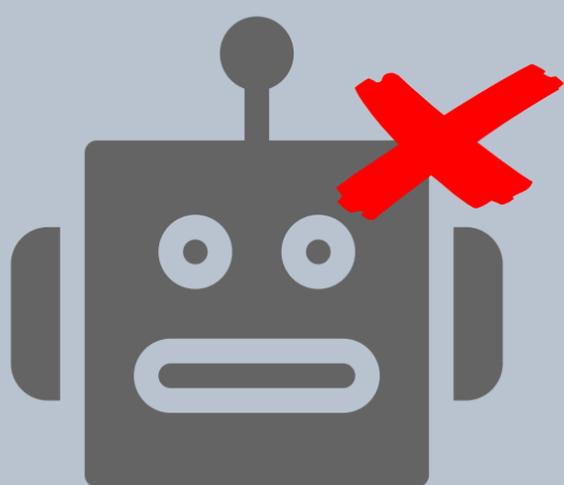
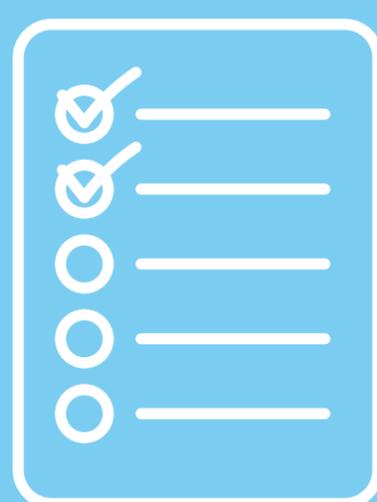


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PLAN

Video is fast to deploy but don't get carried away with speed at the expense of quality. Plan what you want to say and how you are going to demonstrate it before you start filming.



BE HUMAN

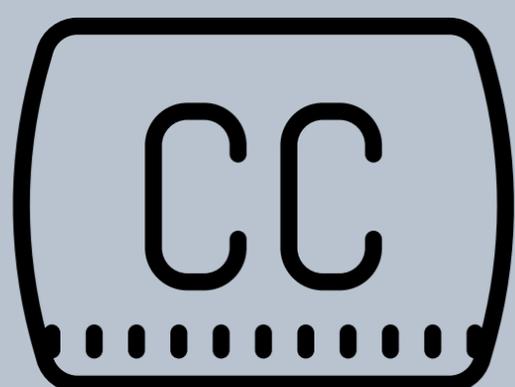
Remember that people will be watching this video to solve a very urgent and pressing business need, but that doesn't mean they'll tolerate dull and disinterested presenters.

Use context that they can associate with and language they are familiar with.

SOUND

Don't rely on your laptop or smartphone microphone. You can always use some headphones with a microphone. Your audience cares more about your content than your recording equipment.

Bluetooth ear buds with microphones are great at lifting sound quality whilst being unobtrusive.



ACCESSIBILITY

Not all of your audience will be able to listen to your videos. YouTube can even generate them for you automatically

Additionally, most video platforms now mute videos that autoplay so unless you want your audience to miss the first few seconds of your narration get those Closed Captions sorted.

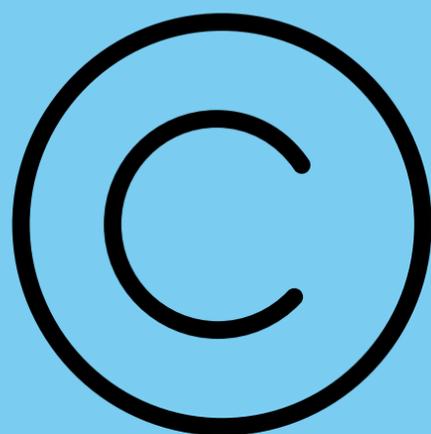
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BRANDING

Always start and end your video with a few seconds of your company logo with a title showing what the video is about.

Something as simple as this goes a long way to making your video an asset rather than an afterthought.

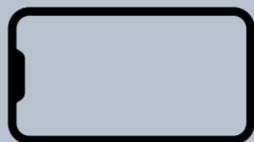
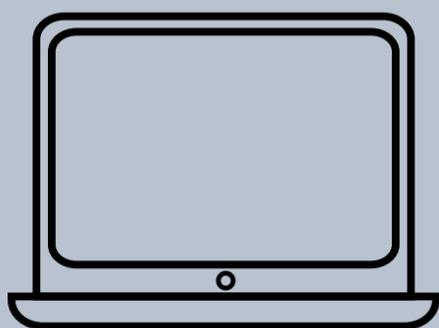


QUALITY

There are plenty of FREE software products out there that allow you to capture your screen in HD.

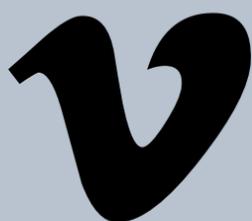
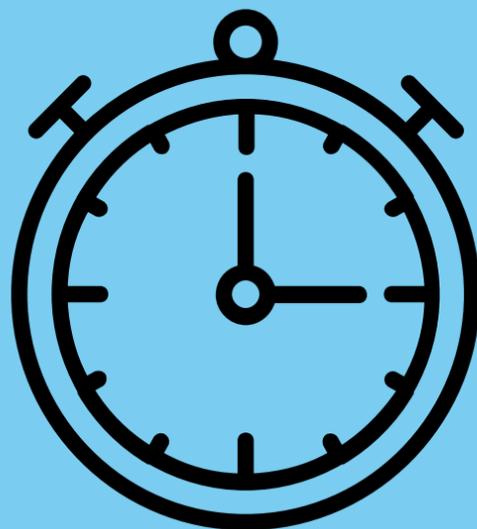
Your smartphone camera is probably fine IN LANDSCAPE.

Desk lamps are great to improve lighting - careful of shadows though.



DURATION

Make it short and snappy. Cover all the RELEVANT bases that your customer needs to know. Several short videos are usually better than one very long video.



HOSTING

Think about the content of your video, is there any IP that you need to be cautious with? Is YouTube or Vimeo appropriate? Does your video need to be unlisted or searchable?