

**Checklists and tips
for successful
easy-to-make
business videos**

Before the shoot checklist

- Clean your smartphone camera and check the image focus works
- Film in a quiet place, or use a mic
- Pay attention to lighting and beware of backlighting
- Find a clean and pleasant background
- Make your speaker comfortable
- Be sure you have enough storage space and battery power on your smartphone

After the shoot checklist

- The message is clear
- The speaker is comfortable
- Lighting is good
- Audio is good
- The speech was supported by videos
- Language tics were cut out of the video
- The music and/or background audio are clear
- The visual identity is fit to

So, how many points?

- Less than 3 : oulala, what happened ? 🤔
- 3 or 4 : your video is **Korrect**. Keep going! 💪
- 5 or 6 : your video is **Kool**, almost there! 🙌
- 7 or 8 : your video is **InKredible** ! Bravo 🎉

Tips for your formats

1

Choose a clear and familiar format for your target (testimonial, tutorial, etc.)

2

Choose codes that speak to your audience

3

Think of your format in such a way that it is easily reproducible

4

Focus your format on short sequences, which are easier to produce

5

Introduce your own questions and themes

6

Ask your staff for ideas for themes

7

Find some points of differentiation to make your format unique

8

Find a nice name for your format.
(at Kannelle we have #StartUpLife)

9

Choose formats that are less than 2 minutes long