



Authentic Sales & Outreach Videos Production Checklist

4 steps to plan and shoot Sales & Outreach videos on your smartphone for maximum personality, professionalism and effectiveness.

1) Craft Your Message

- **Plan what you want to say.** Keep your messages as short and meaningful as possible. *(Sharing short video messages on a regular basis is better than sharing one longer message one time and hoping for a miracle.)*
- **Focus on what matters to your viewers.** *(What are their pain points? What keeps them up at night? What solutions do you provide that they can't live without?)*
- **Write an outline or complete script if you need to.** Just make sure you are able communicate the message to the camera in the same way you talk to friends and colleagues.

Tip: If you have a complete script, read it aloud and keep making changes until it feels 100% natural.

*Tip: Using a smartphone app like **PromptSmart Pro**, your phone can shoot your video and be an automatic scrolling teleprompter at the same time.*

2) Shoot the Video*

- **Sit where there's a light source in front of you.** A window with curtains or blinds to control the amount of light is often ideal. Just make sure you're not backlit (lit from behind) so viewers can't see your face.
- **Access your phone's video camera,** then click the 180-degree icon to turn it around into **selfie mode.** You need to see what your viewers will see.
- **Stabilize your phone** in a flattering position. [Click here](#) for tripod recommendations to hold your phone steady. *Tip: It may look best to position the phone slightly above your line of sight.*
- **Connect an external microphone (optional).** [Click here](#) for inexpensive microphone options.
- Press the **Record** button and **talk directly into the camera lens just like you're talking to a friend.** Press **Record** again as soon as you're done talking.
- Record your video message as many times as needed until you get an uninterrupted "take" that feels friendly, relaxed and says what you want to say. *An uninterrupted take should require NO editing.*
- **Watch the video all the way through** to make sure it feels right. *It doesn't need to be perfect, just REAL.*

**[Click here to access Robert Cassard's recommended equipment list](#), including inexpensive smartphone video apps and accessories to professionalize your videos even more.*

3) Upload your Video to YouTube**

- **Open a YouTube account** if needed
- **Upload your video**, choosing a video thumbnail image
- Make the video **Public** (if you want it to appear in Google and YouTube searches) or **Unlisted** (so people can't find the video except when you share a link).
- Copy the video's **Share** link.

***Download Voodoo's YouTube Upload Guide for detailed recommendations.*

4) Add your video to Video Brandcaster and start sharing!

- **Login to your Brandcaster account** and click **Add YouTube Video**.
- **Fill in the fields** [Name, Description, YouTube Share link and Length] and **Save**

The video appears in your Video Library ready for sharing immediately!

You can click **View** to watch the video in your customized video frame. You can then **copy the URL address from your browser bar** and use it to embed in emails and share anywhere else.

To **post your framed video directly to social media accounts** like Facebook and LinkedIn, click **Share** followed by the icon for a specific social media service. This will open a pop-up window with the currently available sharing features from each service.

That's it. You're on your way to effective one-to-many outreach, and personalized communications with customers and prospects!

For more information, contact:

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