

VIDEO LAUNCH CODE

It's not about perfection. Instead it's about an elegant tradeoff between quality and ease in production.

The Video Conversion Threshold

The 9 Factors That Make Launch Videos Sell



- 1 Script:** Remember. Every. Second. Counts. Think of your script as a classified ad that reads like you talk, but where you have to pay for every word. Because you do, with lost attention for every unclear idea or over-communication; entertainment excluded, of course.



- 2 Lighting:** The best lighting is bright and cheery. Dim lighting is a definite no-no. Overhead florescent office lights are a total nightmare. Avoid at all costs! Try this instead: Use soft boxes with daylight-balanced florescent lamps. You'll get nice even light with soft shadows, which are very flattering to the human face.



- 3 Audio:** Audio is 60% of the impression of your video. Most people's videos sound like they're sitting inside a trashcan 20 feet away. Let your audio sound like you're having a private conversation by using a lavalier mic. The Audio-Technica ATR-3350 is only \$25, but has a nice warm tone. Definitely high ROI!



- 4 Composition:** Everything in the shot says something about you. What does a cluttered, messy room say? And where you place yourself in the shot says something as well. Don't put your eyes in the center of the screen. Instead place them on the top line of an imaginary tic-tac-toe board.

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- 5 Music:** We have found good affordable choices at Digital Juice, Audio Blocks and Audio Jungle. If you make a lot of videos, the best value is an annual subscription at around \$100 year for most of these.



- 6 Graphics:** Often it's best to minimize this, or add 3 weeks to your production schedule and buy a bunch of effects and learn After Effects. Motion Graphics done right is a steep hill to climb. The best way to keep it doable and still look good is to put text in motion with simple fades and not keep any text onscreen for more than 10 seconds at a time.



- 7 Pacing:** AKA editing. Threshold requirements are to vary shot size, angles, text and music. Keep any particular shot on for no more than 8 seconds at a time, and even that will tend to slow your pacing. It's tres important to keep up the energy of your video. Pacing will do that for you!



- 8 Performance:** The Expert space is about trust, and seeing you in your videos is a great way to build it with your audience. Remember, the camera filters out 50% of your energy, so project yourself more than in real life!



- 9 Web:** Use Handbrake at Quality setting 18 for YouTube or Vimeo. Your videos will be big enough to look good and small enough to start fast.