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What do you say in a 2-minute introductory video?

A simple introductory video (starring you or a representative) on your website's home page can be a great tool to introduce your small business to the world (more specifically, to a real person who is checking you out and considering doing business with you – or one of your competitors.)

With that mightily important person in mind, what do you say, knowing that the person is on the hunt for your product or services, but has limited time and patience, and would be delighted if you could distill how you can solve his or her problem inside of 120 seconds or so?

The idea is that this video is a video elevator speech. It's all you on camera speaking to your most important prospect in the world. Here's an outline of the key points to cover:

- **The problem:** Summarize your understanding of your prospect's problem. If there's something that's causing your prospect pain, let him or her know that you know.
- **The solution:** Tell that person how you can make that pain magically disappear.
- **Summarize your business:** Say exactly what it is you do and why you're better than the rest. Be concrete rather than abstract. Avoid airy, confusing statements in this segment. But if you want to throw in a poetic zinger after you've stated clearly what you do, go for it.
- **Say why you, the business owner, are passionate about your business:** Tell a 15-second story about why you're excited about this business you have chosen to pursue.
- **Drop some names:** If you have a notable client or two, mention them and the great work you've done for them.
- **Let the person know the next step:** Encourage a phone call or email to discuss the client's needs, offer a no-obligation consultation, offer a free case study located on your website... Let the person know you're ready to start solving their problem.

Do's and Don'ts and Preparing for Your Video Shoot

There are a few things you need to keep in mind when preparing for Your 2 Minute Video Shoot. Here are a few Do's and Don'ts and other things to keep in mind.

- DO:** Review and practice your script to insure that it says what you want to say, it is easy to say, and it doesn't go over 2 minutes
- DO:** Bring your script to the video shoot as a word document, preferably on a Flash Drive
- DO:** If you sign up for having us help you with your script, or having us write it for you, make sure this is done ahead of time. We can't be doing it at the time of shooting.
- DO:** Please show up at the correct time, your appointment will end at the appointed time regardless if it starts late. No refunds will be issued for no-shows.
- DO:** Have Fun! Smile! Remember, every potential client is going to see this and you want to be seen as a friendly, nice person.
- DO:** Bring the Background Graphic you wish to use if you are being shot against a Green Screen. The highest resolution image you can get. JPEG images are preferred.

- DON'T:** Wear black if you are being shot against a black screen
- DON'T:** Wear anything green if you are being shot against the Green Screen
- DON'T:** Wear white, not even a white shirt beneath a jacket
- DON'T:** Wear clothing or ties with tight patterns, it creates a moving moiré pattern that can be very distracting to your viewer
- DON'T:** Worry about getting it right the first time. 30 minutes gives us plenty of time for multiple takes and we'll be there to direct you to make sure you get the best take possible.
- DON'T:** Be nervous! (I know, much easier said than done!) Remember, it's just you talking to a potential client, one on one.

Appointments are from 8am to 2pm, September 22, 2012. Please book your appointments and make payments directly from our secure website. We may expand that time frame if needed. All shooting will be done at:

Centerville Seminar Center
875 Centerville Road
Building 2, Suite 5
Warwick, RI

If you have any questions or concerns please feel free to contact us at:

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