



SME Heroes
Communicate the right identity

If you need further help, do not forget about our in depth course on this subject:

[Create & Market A YouTube Marketing Video - Production & SEO](#)

Create Your Own YouTube Marketing Video Checklist

The 12 Steps To Success (tick each box when completed)

Step 1:

- ✦ Identify your niche audience
- ✦ Figure out what they are trying to buy

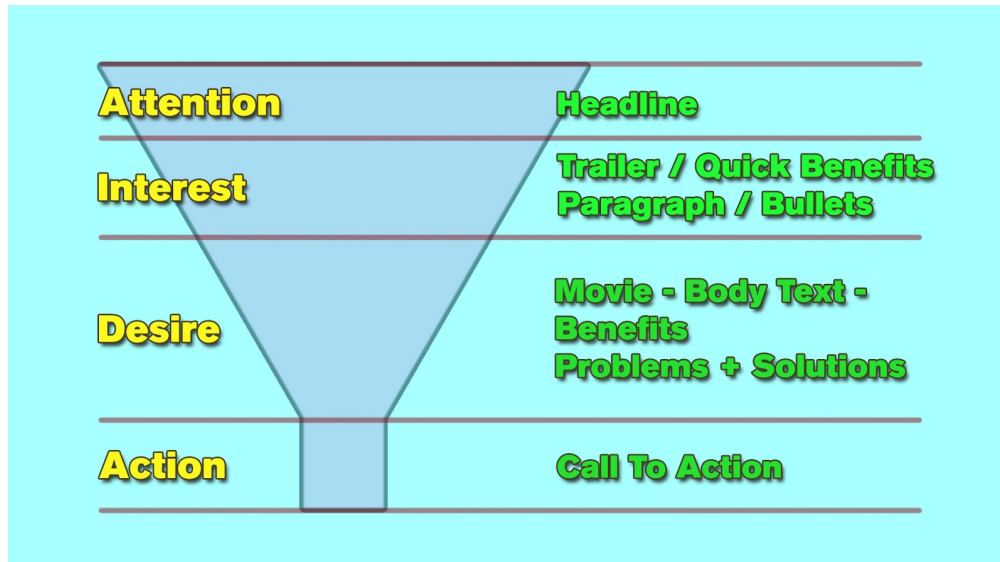
Step 2:

- ✦ Choose your video environment so that it is suitable for your niche audience
- ✦ Test your location for light and sound issues
- ✦ Get the appropriate permissions / releases

Step 3:

- ✦ Create your Script using AIDA
- ✦ Attention content - catchy title / opening sentence
- ✦ Interest content - opening paragraph featuring benefits
- ✦ Desire content - communicate and educate about how the service / product / expertise will help the potential client
- ✦ Action content - your main call to action / what you want them to do

AIDA Diagram:



Step 4:

- ✦ Choose your equipment
- ✦ Camera
- ✦ Lights
- ✦ Audio recorder

Equipment Images:



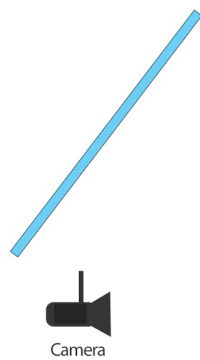


Step 5 - Lighting

- ✦ Make sure you have the appropriate amount of light
- ✦ Set up your lighting

Diagrams:

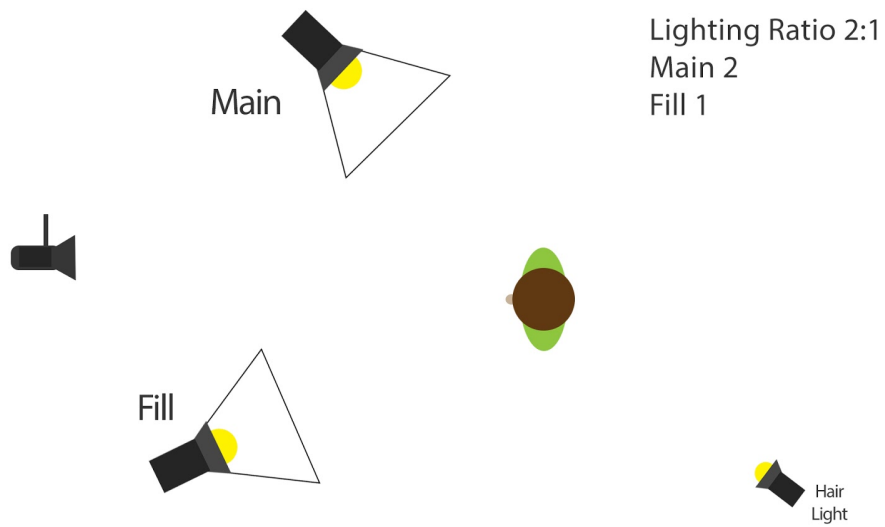
Window lighting:



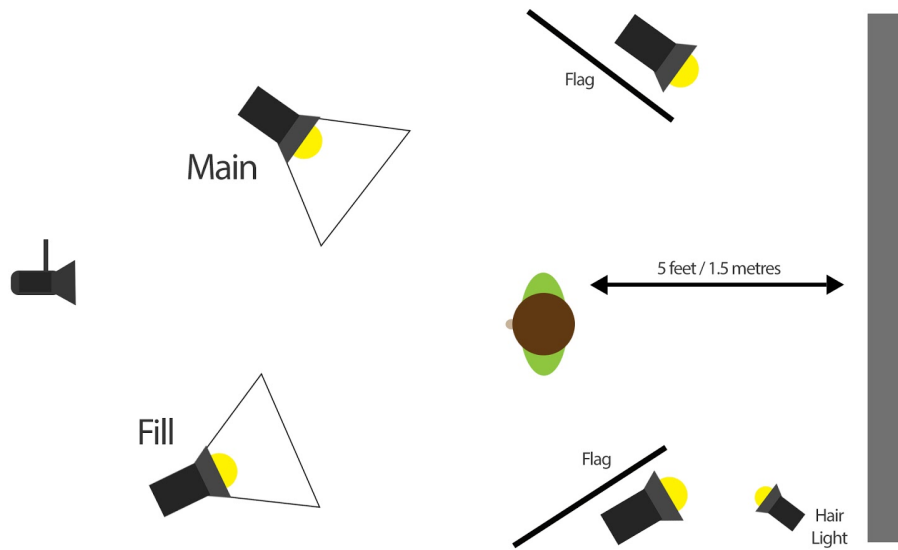
Window Lighting



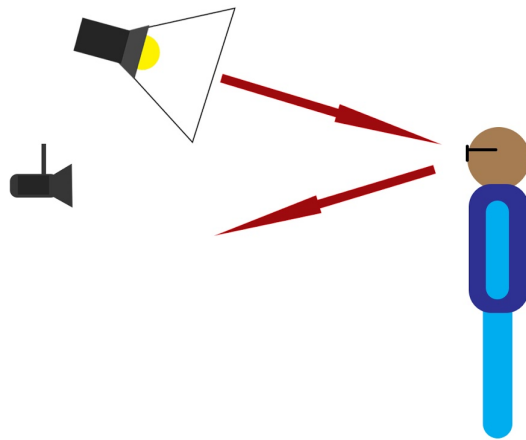
Subject lighting:



Background lighting:



Lighting subjects with glasses:

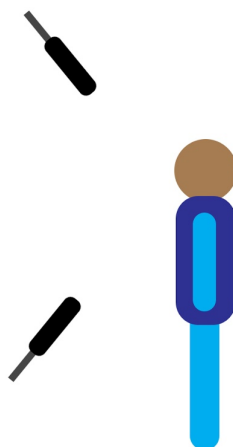


Step 6 - Sound:

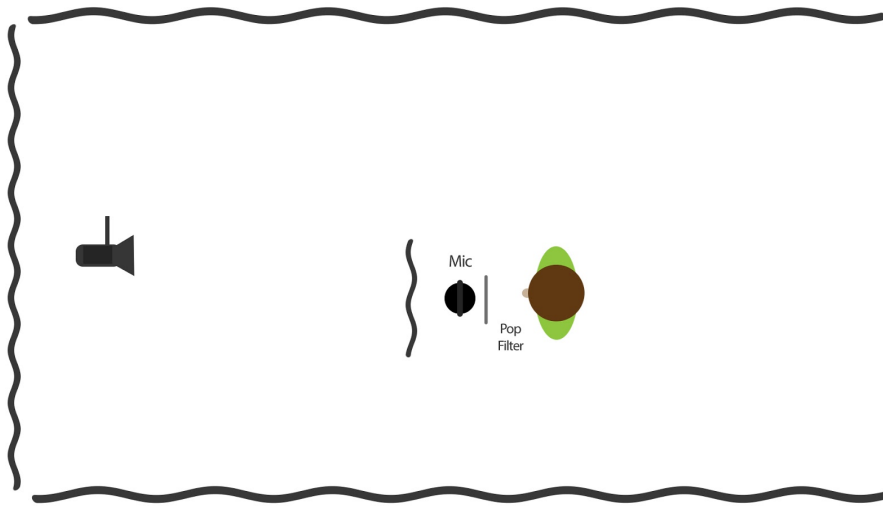
- ✦ Check for background noise
- ✦ Set up audio equipment
- ✦ Sound proof when possible / needed

Diagrams:

Shotgun mic position:

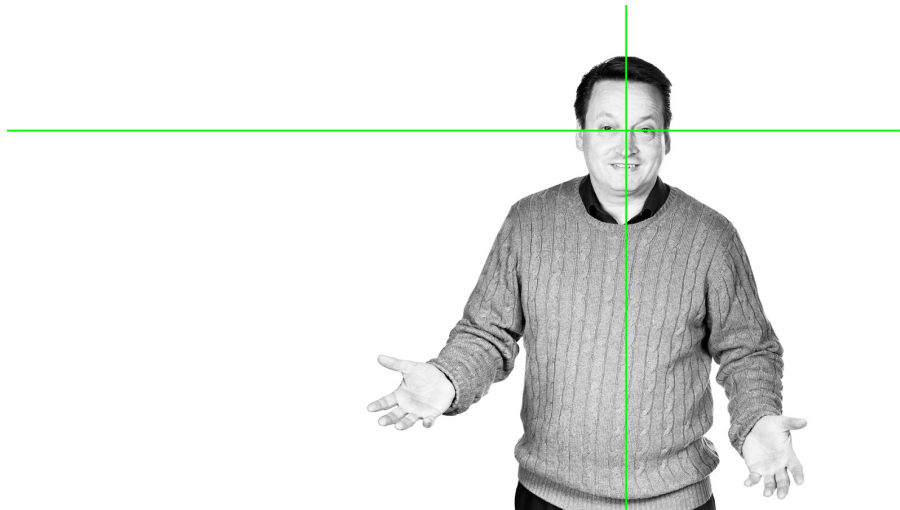


Sound proofing:



Step 7 - Presentation

- ✦ Be natural / talk to a friend
- ✦ Compose your shot



Step 8 - Basic editing skills to learn

- ✦ Cuts / transitions / fades
- ✦ Adding text / graphics / images
- ✦ Adding audio
- ✦ Adding additional footage
- ✦ Noise reduction (audio)
- ✦ Normalising / compression (audio)
- ✦ Exporting video in the right format (typically mp4)

Step 9 - SEO Titles For Your YouTube Video

- ✦ Balance your sales copy with your seo copy
- ✦ Write for humans but use keywords for search

Step 10 - SEO Descriptions

- ✦ Write descriptions in natural language
- ✦ Include relevant keywords
- ✦ Use 300 words when possible

Step 11 - SEO Tags

- ✦ Research your SEO tags (secret weapon)

Step 12 - SEO Annotations

- ✦ Setup your annotations with clear calls to action
- ✦ Use annotation cards for mobile devices