

# The **10-point** checklist for making great videos

01.

## Check the sound quality.

Explore using a microphone, like the iRig Mic Cast, to ensure you're coming through loud and clear, and consider the use of a windjammer in windy outdoor environments.

02.

## Lights, camera, action.

When making a sales video, try to find a go-to area that can be used regularly. One that benefits from plentiful natural light (if outdoors), or where lighting can be set up (if indoors).

03.

## Finish how you started.

Whatever the main focal point of the video is, it should be the first and last thing the customer sees, so that their attention is grabbed at the start, and a positive impression is left.

04.

## Preparation is everything.

Before you press record, make sure you've remembered the customer's name and the key information about the vehicle, so that you can readily mention it when recording.

05.

## Give them a call to action.

Consider what the right sign-off should be for every video you record, and make sure there can be no doubt in the customer's mind what they need to do or what happens next.

06.

## Add some professional touches.

Boost your video quality by using a tripod to mount the camera so that it stays stable, and utilise the Multipart function within CitNOW to stitch different sections of a sales video together.

07.

## Take another look.

It's always important to check over finished videos before sending them to the customer, making sure that all the information the customer is looking for is both present and correct.

08.

## Make use of your equipment.

When putting together a workshop video, clear visuals are key. Use the tools at your disposal such as tyre tread depth gauges to give the viewer a clear picture of the condition of their vehicle.

09.

## Boost your ratings.

Ask customers to rate the videos you send them - the more feedback you get, the better you'll understand how good your videos are, and where to make improvements.

10.

## Get the vital measurements.

Remember to regularly check your video stats to see which customers watched their videos, view your average ratings, and understand the success of your videos in detail.