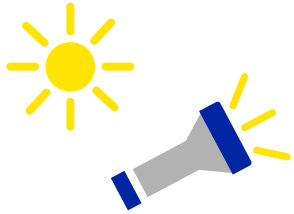




CitNOW Workshop | Video Top Tips

Explore these valuable video tips to elevate your content and create simple and transparent customer experiences.



1 Surroundings and lighting

Be mindful of your surroundings. Remain professional and presentable. Ensure lighting is sufficient particularly when showing the underside of the vehicle.



2 Preparation

Preparation is key – what's been found in the VHC? What's the best way to inform the customer? Considered using Multipart? Prepare the vehicle. Practice and watch yourself back.

3 Video length

Customers are time poor with the average watching time of video being less than two minutes. Keep it short. Keep it simple. Keep it memorable.



4 Framing

Keep the camera on the vehicle. Use the rule of the magic third – split your frame by three and place the vehicle within the middle third of the frame.

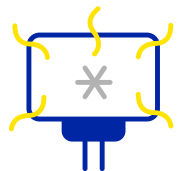


5 Personalisation

Personalise the video by stating the customer's name, advising them on their vehicle's condition and thanking them for using your business.

6 Clear audio and steadiness

Use a microphone for quality sound. Ensure the customer can hear your voice clearly. Are you using CitNOW Clarity? Relax and deliver your video at a steady pace.



7 Be professional

Be professional when presenting your business. Be courteous, friendly and welcoming.

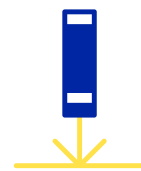
8 Discovery, Origin, Correction

Apply simple language. Where work is required, break down your story into Discovery – what's the issue? Origin – what's caused it? Correct – How can it be fixed? What if it isn't fixed?



9 Explanation

Use visual aids. Use percentages to support readings. Outline minimum recommended limits. Define timeframes to explain life remaining. Highlight the impact of not replacing now.



10 Call to Action

Leave a memorable call to action including a summary of your video, contact details, next steps and ask customers to rate your video.

