


7 PROVEN TIPS

FROM MY
A TO Z FRAMEWORK

A close-up photograph of a camera lens, likely a Canon, with a white text overlay. The text reads "Business Videos that Stand Out" in a small, italicized font, followed by a horizontal line and "7 PROVEN TIPS" in a large, bold, white font. The background is a blurred, warm-toned scene, possibly an interior setting with a lamp.

Business Videos that Stand Out

7 PROVEN TIPS

**TO CREATE
BUSINESS VIDEOS
THAT STAND OUT ONLINE**

ELSEWINE RIETVELD

ABOUT THIS PDF

In this fillable PDF, you'll find **7 tips from my A-Z framework** to get you started making your business videos that stand out.

The tips are easy to implement and it will make a huge difference when you apply them in your videos.

You *could* use this just as a 'knowledge based tool' that you glance through once or twice... But you could also take real **action** on each tip in here by trying it out and writing down your findings/ideas in the fillable box. And from then on implementing it each time you make a video.

To make it even more actionable, there's a workpage at the end to collect your:

- **The 3 best tips** (the ones that made the most difference for YOU)
- **The 3 action steps** you're going to take first

PS I've kept the name/letter from my framework, but as I chose the 7 tips that are best to start with, it's not just A-G and they are not in order.



ABOUT ME

I'm Elsewine Rietveld, confidence trainer from the Netherlands.

I used to be a deer in headlights when it came to public speaking and appearing on videos. So if you're uncomfortable in front of the camera... I hear you!

Over the years I've created many videos and discovered what works – and what doesn't. I've selected my most remarkable findings in my A-Z framework.

I give you 7 of those tips for free here!



MAKE BUSINESS VIDEOS THAT STAND OUT

WITHOUT

HAVING TO FIGURE IT ALL OUT BY YOURSELF OR HIRING AN EXPENSIVE CREW

EVEN IF

YOU'VE NEVER LAID HANDS ON A VIDEO CAMERA BEFORE

LET'S GET STARTED!

*Elsewine
xx*

1. APPEARANCE



A

Most important: Be yourself!

It can be tempting to copy the style of a successful person, or someone you admire. But that style works for them, not for you! And when you do business, people want to get to know YOU with all your quirks, humor, fun and experience that you bring to the table! This is what draws people in and makes them want to work with you.

Describe yourself/which elements do you bring to the table:

2. BACKGROUND



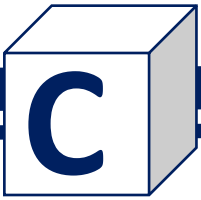
B

Most important: Not distracting!

A lot of people worry about getting the 'perfect' background. However, YOU are the one that they should be watching, so most importantly, your background must be non-distracting. You can pick a white wall in your house, or hang a piece of cloth in front of a closet – make sure the print is calm! If you have lights from a window coming in, you can also just have your room as the background. If you want to 'dress up' you could always buy a nice bouquet of flowers and place that in a corner.

Write down which 2 places are ideal for your videoshoot – do you need anything extra:

3. CONNECTION



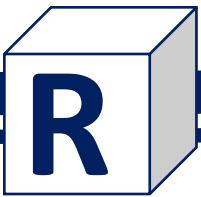
Most important: EYE CONTACT!

Yes, I am shouting here... this is a tip I cannot say enough. And something I see going “wrong” a lot. If you want to connect to your audience, find out where the lens is on the device you use and look there, not at yourself!

So many bloggers, live videos and even (professional!) ad videos I see, people look away and I immediately lose connection and interest to watch the rest of the video.

Write down/draw: where's your lens in your device, and practice looking there:

4. READING



Most important: NO READING!

Yes, I am shouting again... This one is related to the tip above, about eye contact. So many people, even in professionally created videos, use either a flipover sheet behind the camera, or an autocue. By reading, you lose all connection with your audience! You are the expert, and you know what to say.

You can write down some bullets to structure your story, and between passages/takes look down what your main elements were.

Brainstorm ideas to make your video and extract it into bullets:

5. GEARING UP



Most important: Use what you have!

A big item that often blocks people, is that they have no “professional” equipment. It is important to have good quality image and sound, but you don’t need dolby surround-cinema-quality. Most phones, laptops and tablets have great quality. You could use a tripod with a grip or handle to hold the phone, or lift your laptop to eye high. Try out all your devices and see which set-up suits you best.

Describe which devices you have and which is easiest for you to use (+ maybe a small extra you need to borrow or buy, like a tripod or grip):

6. KILLER CONTENT

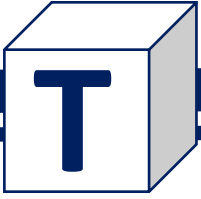


Most important: Choose one topic!

The content that you share is important... But a big pitfall for the most of us is, that we fear our content is not enough, combined with the fact that we are an expert on the matter... this leads to having too much content in the video, so the message gets lost in between the massive content topics we talk about. Instead, choose 1 topic per video and elaborate/give examples, but stay on topic!

Break down your big topic. Write down 3x a one-topic idea for your videos:

7. TEST



Most important: ALWAYS test your setup!

It happened to me... And I see it often mentioned on social: I've created a video, but *"oh no! there was no sound/ there was a beep or buzz in the sound/ my backdrop was lit funnily/ I forgot a button on my blouse..."*

So before you shoot, make a 10 second video and watch it back, to see if the lights are ok, there's no lipstick on your tooth, the sound is actually working and the clutter in the back is not visible... well, you get it. Test your footage!

Create a reminder to check your sound and image before you shoot:

**THIS IS IT
7 PROVEN TIPS FROM MY A-Z FRAMEWORK**

**NOW FILL OUT THE PAGE BELOW
AND MAKE YOUR FIRST VIDEO APPLYING THE TIPS!**

THE THREE...

3

Write down the 3 things that were the most remarkable (new/insightful) to you:

Write down the 3 action steps that you are starting with this week:

JUST DO IT!

I hope these tips and action steps help you to be more comfortable in front of the camera, and that you start making your own compelling business videos! Yes, NOW!



No more postponing or procrastinating... Grab your phone and make your first video TODAY. Then watch the video, and if you don't like it, throw it out.

But,

And yes, here comes a big but:

Don't throw it out too soon; remember, **Real is better than perfect.** So don't go deleting good videos just because you're stuttering once, or there is a small mistake. It just makes it real, people connect to it easier.

And if it is really not good (really!), just see what you can learn from it, so you'll do better next time. Keep practising.

Also, you can always replace the video on your homepage or salespage after a few months. That's what I did too, when I gradually grew into making even better videos.

*Elsewine
xx*