10 Steps to Creating your Scannable "Video Business Card"

Step 1: Setup an in-person or online conference *interview* to discuss the marketing points for the script. Questions can be reviewed ahead of time, but it's near impossible to gauge someone's level of excitement without seeing the face and monitoring their vocal response.

Step 2: Decide on the *backdrop* for the video. The scene should be selected as to not distract from the subject's face and message. It should reinforce your brand.

Step 3: Approve the *script*. The standard script for the business card is designed to be less than one minute in length to keep your audience engaged. There may be an instance where a longer video is needed, and it will be charged according to the timeframe required to produce the spot.

Step 4: Book a *video session*. Make sure the backdrop is property staged for the day of shoot.

Step 5: Choosing *what to wear*: Clothing color is determined according to the background selected. Solid, pale, and rich colors look best on-screen and are less distracting than prints. White should be avoided because it draws attention away from the face. Dark blue is great for men because it establishes authority. Green, red and orange should be avoided. Logos, other than your own, should not be visible because it may seem to viewers that you are endorsing a product. Shiny jewelry can cause strange reflections that are hard to pick up until postproduction, so it should be avoided.

   The position of the mic must also be considered. We use a <u>Lavalier lapel mic system</u> that uses a wireless transmitter that can be hooked to a belt or waistband. The mic is attached to the clothing in front. Mics can be hidden under clothing by attaching to a jacket, an undershirt, an undergarment, or an elastic band placed around the chest. And probably one of the most important things, "don't forget to smile!"

Step 6: A video is created using *studio lighting* to highlight your face and soften the skin. A **teleprompter** displays the script to lessen nerves and improve performance. The app advances the copy as you read. Coaching is provided that includes proper stance, body movement and facial expressions. Most videos can be shot with just a few takes. Continuous footage coming from a single take is always best, but If cuts are necessary keep in mind that there might be a slight jump in head placement. When cuts are done it is always best to move the camera position slightly to make a natural transition. Keep in mind that this service has a slight upcharge and may not be possible depending on the setting.

Step 7: Load it to a *video sharing platform* like YouTube or Vimeo. This requires you to establish an account. We have done this ourselves and would be happy to answer any questions.

Step 8: Once the video is uploaded, you obtain the *URL*.

Step 9: A *QR code* is then created using the URL. There are basically two types of QR codes. A "static" QR code can be produced for free on-line. The code is uneditable, so it is important to make sure that you type your URL correctly and it remains at a fixed position. You can also purchase a "dynamic" QR code. This is great for monitoring the effectiveness of your marketing campaign because it is completely trackable. The URL can be edited and updated for future campaigns. It requires a subscription to work. Pricing typically starts between $5-10 per month and plans vary with the number of codes they allow at the basic price package, total of scans and the users. Several companies provide both free and paid services including: Beaconstac, Flowcode, Shopify, Bitley Europe, and QRTiger. By listing these companies, we are not endorsing any and we recommend that you do your own research to find the best plan or service to meet your needs.

Step 10: Print your *business cards* with QR code. The code should be provided to the printer in digital format to maintain the smoothness of the pattern within the code. It is recommended that you get a sample layout to try out the QR code to see if it works correctly. It is recommended that the QR code be no smaller than 0.7" x 0.7".

Video Coaching Tips

1. **Read the script** several times "out loud" the days before the scheduled video shoot in a standing position. If you can, tape it to the wall and try different facial expressions, head tilts and hand motions.

2. The script has been written to have a certain rhythm and flow. The words <u>should</u> come out of your mouth effortlessly. If you find any words and phrases to be problematic, please note them and we will try to **adjust the wording** to something more familiar to the way you communicate.

3. If we mutually decide to leave the script as is, any problematic words or phrases should be **read slower**.

4. Reading the teleprompter can make you a little uncomfortable at first despite practicing beforehand. **Be prepared** to throw out the first few takes of a session. As you settle in, you will become more relaxed and natural. Don't worry. We will be coaching you through the process.

5. What makes you happy? Let us know what you like to do and what brings a smile to your face. This incite can prove to be helpful to the director. Keep these **happy thoughts** in your mind as you are giving your marketing pitch.

6. Speak clearly and **enunciate**.

7. **Be yourself.** Use natural facial expressions and hand motions. Don't exaggerate too much. Act like you are making a sales pitch to a new client.

8. **Be enthusiastic** about your topic and happy to be meeting the person watching. You are engaged in a convincing conversation.

9. Dress like you were **meeting a client**.

10. **Face the camera** with both your eyes and shoulders. This position will make your body look slimmer than if your shoulders are turned.

11. The director will be looking for anything that may be distracting to your message, like a strand of hair covering your eyes or a blouse bunching up. Please be open to any adjustments that need to be made onset. Film magnifies everything. We want to avoid things that may distract a viewer from your message.

12. Sometimes having a table nearby to lay one's hand can be comforting. If this is something that you think might be helpful, make sure that you let us know when selecting and planning the staging for a set.