



THE THREE KEY COMPONENTS OF ³⁵ GOOD VIDEO



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Whether you're a small business owner or you run a non-profit, this may sound like you: Marketing is some kind of magical voodoo and is really just a gamble on whether you will stand out, be overshadowed, or worse, blend in with your competitors.

You look at your competitors and they seem to have it all together. Either they are really lucky, or they have some kind of mojo that you just don't have. Honestly, it boils down to one thing: they made their voice heard.

We understand this. We have felt this way time and time again. That's also why you're here. YOU WANT TO BE HEARD! And you want to use video to shout your message loud and clear.

Congratulations! You are taking your first steps and we're here to guide you down the right path! In our many years of crafting video content, we have found three fundamental truths that are required to produce good video content and we are going to share those with you.

Now, when you received this PDF you were also given a video that demonstrates all of these points. However, we wanted you to have a hard copy of these things to keep around as a reference.

So, here they are!

1. HAVE A CLEAR MESSAGE

We find that many videos lack something that seems obvious: a clear message. We also call this “good content.”

A mistake that people often make, when making a video, is that they assume their viewers already know what they are talking about. This is mostly because we already know so much about our business or organization, that the information we are sharing is second nature. So, we skip over parts that seem minute to us and get to the parts that we are excited about. The problem, here, is that those small details could be cornerstone information that, if missing, will leave your potential customers confused about what you are trying to tell them.

For example, let’s say you grow and sell avocados at Uncle Frank’s Farm. Most unseasoned videographers might shoot some shots of a farm and someone harvesting avocados off of a tree. Some shots of a farmer riding a tractor, and someone carrying a basket of avocados. At the end, a title comes up that has the name “Uncle Frank’s Farm” and the phone number and address.

You get the video back and it looks beautiful. You never knew that your farm could look that good. You put the video up on your website and share it with all of your friends on Facebook, and your sales don’t increase. Why? You didn’t tell anybody anything. Are they hiring you for farming abilities? Who knows?

With a well crafted message, your video might look something like this:

There’s an early-morning opening shot of dew on a tree leaf. A hand enters the shot while reaching up to pluck a fresh avocado from the tree.

Cut to a shot where that avocado is then placed in a basket full of avocados. Then another shot of the avocado getting washed off in a sink. Then a shot of a crate of avocados getting loaded onto a truck. Then another shot of that avocado being cut up in a kitchen. Then another shot of guacamole being placed on a table surrounded by a happy family. Then a title pops up that reads “Uncle Frank’s Farm. Fresh avocados from our farm to your table.”

How much clearer is that message? We’ve all seen commercials where we were scratching our heads at the end, wondering what they wanted us to buy. Be very clear in what you want your customers to know.

2. GOOD LOOKING VISUALS

When I say “local car dealership ad” you can, most likely, picture a local dealership, or multiples, that make you roll your eyes when you think of their commercials, and, to you, they all look the same! They’re either shouting at the camera, out on the lot, while squinting from the sun, and you just hope that you never actually meet this person in real life because you don’t want to get yelled at. Right?

These commercials make you feel uncomfortable, even when they are muted.

There are a billion reasons behind this, but, it all boils down to one thing: it’s not visually appealing. It just doesn’t look good.

How do you combat this? Well, ideally, you hire the experts to take care of it so you don’t have to worry about it :)

However, for your DIY video needs, you really need lighting and composition.

Composition is how things are placed in the frame or on screen. Let’s look at some examples of good vs bad lighting, and good vs bad composition.

3. GREAT SOUNDING AUDIO

Most people feel like, with video, the picture and the sound are either 50/50 in terms of importance or maybe even 70% video and 30% audio.

We strongly disagree and here’s why:

Have you ever been driving somewhere, with the radio on, and you’re looking for an address. When you think you might be getting close, you either turn down the radio or turn it off so you can “see” better. That’s logical right? Of course it’s not! Why does it matter how loud the radio is? It’s not impairing your vision. But, it is impairing your ability to concentrate.

To make another point, have you ever watched a video that actually didn’t look all that bad, but, sounded horrible, and because of that, you didn’t like it? Or, you thought it “looked bad?”

We believe that sound is 80% of the experience and your brain believes it too, it just doesn’t seem that way.

We hope that these things will help you in your journey to creating captivating video content for your business. However, if this feels like more than you want to deal with on your own, shoot us an email at info@hamilbrosstudios.com to book a consultation and we can discuss how we can make this journey easier for you.