

## Best Practices for Video Success

**Your video gives potential clients insight to you and your practice. Best Financial Advisor wants you to succeed when filming your video. Please read through the following tips to ensure your video is successful.**

- **Practice!!!**
  - This is the single best thing you can do to ensure the success of your filming.
- **Dress the Part**
  - Wear the type of apparel that you would want a prospective client to meet you in. (No stripes, they will create a video distortion)
- **Review Your Documents**
  - Are there any charts/diagrams/illustrations you like to show new clients? Please provide them to Best Financial Advisor in advance to your video shoot.
- **Practice!!!**
  - Write down and practice OUT LOUD what you want to say several times prior to your filming.
- **Hone Your Message**
  - Not sure what to say? Review our "video questions sheet" to assist with crafting what you want to say.
- **Clean Your Space.**
  - Review your desired filming location and make certain that the space represents your practice in the best light possible.
- **Practice!!!**
  - Know your message so well you can say it several times without needing your script, this will help make your video feel more natural.
- **Be Mindful of Your Surroundings**
  - Is there anything you specifically do NOT want in your video? Be certain to notify Best Financial Advisor in advance of anything you do not want included (the exterior of your building, a specific room in your office, etc.).
- **Have a Team?**
  - Designate certain parts of your message to each individual that would be included in your video.
- **PRACTICE!!!**
  - This is ESSENTIAL to your video success.

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- **Brand Yourself**
  - Provide a high resolution logo, letterhead, and color scheme if available to Millionaire Corner in advance of filming.
- **Ring, Ring**
  - Please switch all phones (office/cell) to silent during filming
- **PRACTICE!!!**
  - The more you practice the better your video will look and sound ensuring your video is a successful reflection of you and your firm.
- **RELAX!!!**