

DIY Video Toolkit

with Tiffany Williams

Creating Better Videos for Your Brand That Sell

What should you do before you spend time and money producing videos?

Name and define the three main parts of the video production process.

Who on your team can you delegate parts of your production process to?

What's a video you can create that will likely make your audience feel something or compel them to share it?

Why is it important for your videos to tell a story?

Identify three videos you can create and post next week.

What are the three most important components of shooting video?
