



FIVE POINTS FOR SUCCESSFUL VIDEO CONTENT CREATION

1 **Be Authentic**

Expressing yourself in a way that's genuine and true to who you are will better showcase your experience and help the content to feel more believable. Speak like you're engaging in a casual conversation with a friend more so than reading a rehearsed script.



Tip: Picture someone you know is in your audience, and speak like you're having a conversation directly with them when recording.



Use stories when possible to create emotional connections and make content memorable. Maintain open and positive body language to help convey enthusiasm and authenticity. Avoid crossing your arms or appearing tense. Keep your recording device at eye level — it's more natural to look straight at the audience than to angle your neck too high or too low.

2 **Keep It Short**

With video content, less is usually more. Keep videos concise and focused. Video length should be anywhere between 15 seconds and no more than 2 minutes — with the sweet spot between 30 and 60 seconds — to maintain view attention and maximize engagement.



Tip: Before recording, write down the one key point you want to make sure you emphasize, and identify the simplest way to communicate it.

3 **Consider the Setting**

Where you record can impact the output. Consider simple backgrounds — solid colors walls, a tidy office or a neutral space — to keep the focus on the message. Lighting makes a big difference, with natural light the best option. Minimize background noise and speak loudly, clearly and slowly so your audience can hear you. Props or visual aids, like charts or graphics, can also help to clearly make your point — just make sure they aren't too small to read or too distracting.



Tip: Keep it steady when recording, avoiding movement or zooming. A tripod or stand can help keep the recording smooth.



4 **Have a Purpose & Call to Action**

Great content without a call to action is like running a race without crossing the finish line. Make sure the ask is clear, direct and related to what you spoke about — even if it's emailing for questions, commenting on the video or visiting a website.



Tip: Asking questions to have clients respond to as a part of the video — including asking what other topics they'd like you to cover — can be a great way to drive engagement and shape future efforts.

5 **Posting & Hashtags**

Once your video is recorded and you're ready to post, add 3-5 hashtags that directly relate to your video and niche. Recent research and thought leaders in this space say the more specific your hashtag is, the better.

So, if you're giving tips about Medicare Supplements, use the hashtag "#MedicareSupplementTips" instead of just "Medicare," which is too broad.

Overall, don't overthink the hashtags. They help a little, but the impact is very minimal. Having high-quality content with a great hook in the beginning is the real ticket to success.

