

A professional video studio with people and equipment. The scene is dimly lit, with a bright light source on the left creating a strong shadow. Several people are visible, some standing near a camera on a tripod, and others further back. The studio is filled with various pieces of equipment, including stands, lights, and a camera on a tripod.

# 7 ELEMENTS EVERY VIDEO NEEDS

By Justin Sherman, Founder Kyro Digital

## IF YOU WANT TO INFLUENCE PEOPLE IN THE CURRENT MARKETPLACE, YOU FIRST NEED THEIR ATTENTION.

It's no secret that getting someone to pay attention is becoming very difficult. Most people have an attention span of less than 8 seconds today, and they have plenty of options to keep distracting them.

This is why video works so well to keep people interested and engaged.

Video combines the sensory experiences of sight and sound, with the ability to tell stories and keep the viewer entertained.

But of course, that is only if the video is of good quality.

### What makes a great video, you ask?

Having worked with a lot of businesses to create compelling videos for their prospects and customers and teams, we have learned a lot about what component create a great video.

In this guide, we're going to narrow it down to 7 Elements to help you make better videos.

Before we get started, I want to let you know that creating great video is not easy. It takes some deep thinking, and commitment to not settle for average. But with the right focus, I am confident you too can create valuable marketing videos to interest, engage and grow your audience.

Also, this is not hype. These 7 Elements are a compilation of data methodically researched and tested. When used properly, they are virtually guaranteed to get people interested in what you have to say.

**So let's get started with the most important aspect of all...**

## ELEMENT #1

# ONE GOAL

When it comes to video for business, the biggest mistake we come across with our clients and in other videos we see is there is not one definite goal.

Think about it: any time you sit down to watch a video you have a purpose: to think, feel or do.

But the problem with most videos created by businesses is that they don't stick to one goal. They try to get people to think differently about a topic, donate to a charity, buy a product, and inspire them to eat healthy, all in ONE video!

(We've even been guilty of producing videos like these in the early days, but have since learned they are not useful or interesting to anyone).

### **Why is it important to have one goal for a video?**

Because you can then track if the video is successful and has achieved the goal.

If you have created a video to get more email signups and you get no email signups, then you know the video was not successful. Or if you want to get more people to purchase a product and you get lots of sales, then you know the video is successful. But if you try to do both things in one video, you can't tell if the video is successful or not.

Why do people want to do multiple things in a video?

### **Honestly, because they want to save money.**

Many businesses figure that they'll save money by making one video that has three different themes and purposes.

Of course, when the video doesn't achieve any of the three different purposes they lose money and waste viewers time. Worst of all, they then think that video doesn't work and pledge to never do it again.

(By the way, our goal in this guide is to help you define your one goal and give you the tools and framework to meet that goal, so here we go.)



## Think, Feel or Do?

A simple, yet effective way to break down what you want the goal to be is to consider whether you want them to:

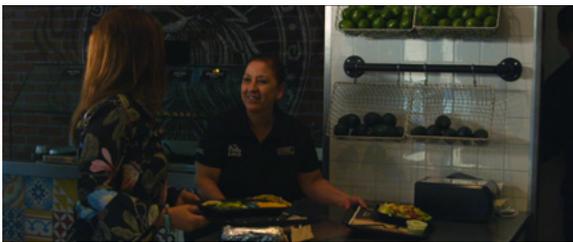
**Think:** see something in a completely different or new way

**Feel:** have an emotional reaction to a story, product or brand

**Do:** take some specific action that helps them (and guides them to become a customer)

Every video you make may have a different goal in mind, but narrowing down what you want the viewer to think, feel, or do will save you hours and hours of time (and thousands of dollars) in the long run.

Here are some examples of goals we have come up with for some of our clients:



**El Pollo Loco:** We want our employees to THINK differently about hospitality and inspire them to show unparalleled hospitality to each and every guest.

[WATCH VIDEO ►](#)



**Kovach Marketing:** We want our clients to FEEL connected to our brand by showing them the journey we have taken together in order to cultivate a lifelong customer relationship and show them how much we value them.

[WATCH VIDEO ►](#)



**OnsiteIQ:** We want general contractors to (DO) sign up for a demo after seeing how our system is a game changer in the construction industry.

[WATCH VIDEO ►](#)

Now it's your turn! What is the one goal of your video?

Here is the formula:

**With our video, we want (Target Audience) to (Think, Feel, or Do)**

Narrowing down this one goal, and then sticking to it will help you greatly in the next steps of making a video. If you know what your audience should think, feel or do it makes the creation of the story and the call to action much easier to accomplish.

## ELEMENT #2

# SIMPLICITY

Have you ever seen a video full of technical jargon, or complicated details? Was it fun and interesting to watch? Probably not.

Every business we work with has its own jargon and technical terms that means something to them, but in reality, a viewer doesn't care. They are a part of every industry. But, often times, they think that sharing all the technical information makes them sound impressive.

**In reality, it makes the viewer switch off.**

Donald Miller, the creator of Story Brand explains that it is our primitive nature to burn the least amount of calories as possible.

The problem with technical language and jargon is that it burns calories. People will naturally resist trying to understand.

### The 5th Grader Rule

When creating video content, it is wise to keep it very simple. Simple makes it more fun, easier to understand and much more shareable.

Internet memes are always simple. And they are shared like crazy. Why? Because people get it, they laugh at it, then they want to share it.

Your business doesn't need to make everything into a meme, but it does need to keep it simple.

A good rule is: if you can't explain your video idea to a 5th grader then maybe it's too complicated.

This doesn't mean you are talking down to people, but it helps you remove jargon and complicated technical details. Remember that you can always give people more detail in a later video (or during the sales process) so keep your videos simple.

Often when we work with a client, we will suggest they cut down a video from 5 minutes to **30-60 seconds**. This helps greatly because it caters to modern audiences who have shorter attention spans.

Trust me, as a video agency, we could make a whole lot more money if we did long videos, but instead, we chose to make less money by bringing the video length down. Why?

Because we know that people have short attention spans, and that simplicity is powerful.

**Bingo, bango, bongo!**

## ELEMENT #3

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# MAKE THE CUSTOMER THE 'HERO'

If you are a fan of TV shows, or movies, or novels then you probably already know that good characters are very important. If the characters don't grab you quickly, you'll start to tune them out, and eventually, you stop watching.

In a video created for business, one of the big mistakes a lot of companies make is that they think they are the hero. They are there to save the day and make the customer's life better.

### **Sorry to say, this is completely backward.**

The most compelling stories are where there is a character that is relatable. And in your videos, making the customer the 'hero' is the very best strategy.

To make it easier to make your customer the hero, you can start by answering these three questions:

**What does the hero want?**

**What is opposing them from getting that?**

**What will their life look like if they do or don't use your product or service?**

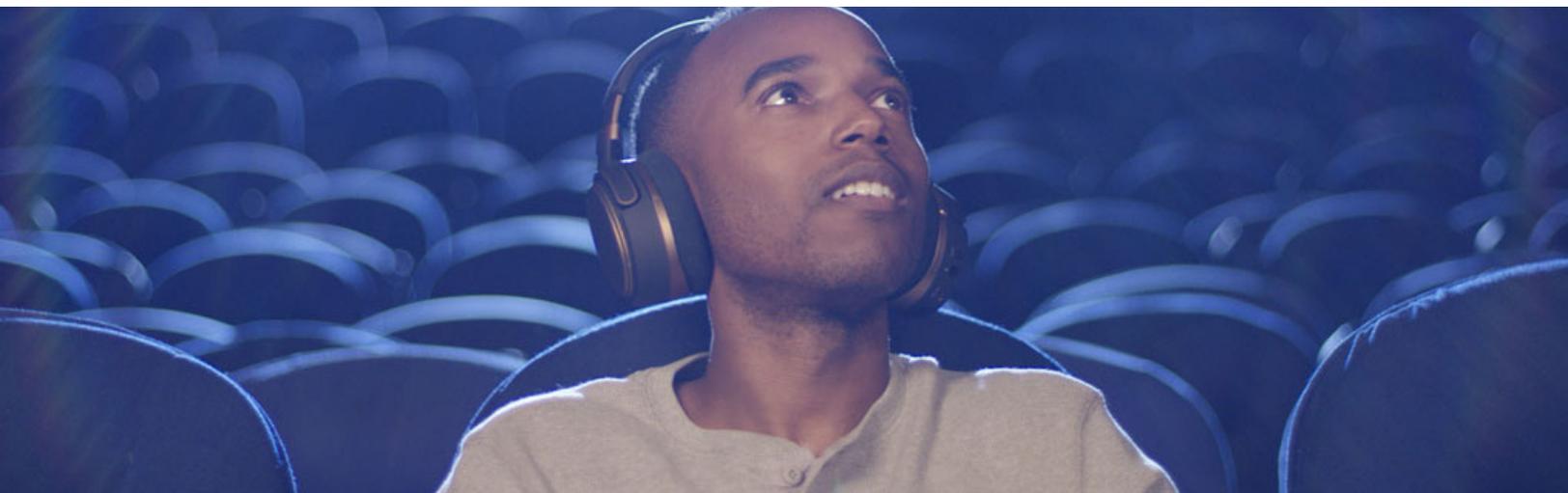
This might sound oversimplified, but any story that you choose to tell is much stronger when it has these three elements.

Watch a few episodes of your favorite TV show and you'll notice this common thread in the story.

If you can capture the same ideas for your customers in the videos you create, then you are going to grab and keep their attention.

Take a few hours and look at some of your best customers. Examine their 'story' before they found you, and what happened afterward. Make it into a story told from their perspective with them as the hero.

Do this before you start writing a script or shooting the video and you will be much closer to making an impact with your video.



## ELEMENT #4

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# EXPLAIN THE PROBLEM

Now that you are viewing your customer (or prospects) as the hero of the story you want to tell, you can go a little deeper.

One of the most compelling aspects of selling someone on why they should buy or work with you is when you can describe their problem effectively.

If you know the pain somebody is feeling, and the problems they face, make sure you let them know that you know.

When you can identify the problems your audience faces, or the pain they feel, they will become very interested in what you can do to solve it. This is a detail that many companies miss in their videos. They just straight to a solution without sharing anything about the problem.

Take some time and write down all the details that make up the problems your customer faces. The better you describe the problem, the more the viewer will trust that you can solve it.

## ELEMENT #5

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# SHARE YOUR SOLUTION

Now you are starting to develop an interesting story through a character and the problem they face. The next step is to introduce a solution.

Of course, like with any good story, you can't just give the hero the answers easily.

Your viewer must feel that the solution you provide has been hard-won through years of experience, trial and error.

In your video, you can show briefly how you have spent a lot of time learning and honing your craft to create valuable solutions. This makes it much more valuable in the eyes of the viewer.

The rule of scarcity applies here: if something is easy to get, we don't value it as much. We won't pay for it or fight to get it.

Take the time to explain how the solution you offers is unique if you can. Chances are, there are other businesses who offer something similar to you. Therefore, your story of how you developed your solution can help to separate you from the competition.

## ELEMENT #6

# YOUR VIEWERS NEW LIFE

One step beyond the solution is what your customer will experience once they have used your solution in their life. This can be a very compelling aspect of a video if used properly.

Within the realms of reality, share exactly what it is your customer would experience when they have their 'new life' working for them.

Remember that people are driven to both avoid pain and to seek pleasure. So when you show them how your solutions can solve a problem, and that there is something good beyond their problems, this can become very compelling for them.



## ELEMENT # 7

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# A CALL TO ACTION

The final step might seem obvious but it is incredible just how many people will miss it.

When a video is about to end, if you have followed all the elements, then the viewer is in a heightened state of interest and trust.

At this moment it is important to guide them to action. This can be done through an offer, an ask, a next step or a simple action (like, comment, subscribe). Whatever it is, make it clear and simple.

The less time it takes for the person to go from watching your video to taking an action, the more likely they will do it.

You might think that a person will take action on their own after watching, but the reality is they usually won't. Why? Because they are already moving on to the next distraction.

You must be clear in the next step so that they decided to make your action their next distraction.

This is not meant to be manipulative, it is meant to be helpful. If you guide the person towards taking an action they are one step closer to getting the solution you offer. They are closer to relieving their pain and moving towards their new life.

An action should be helpful and supportive, and most of all it should be easy to take.

### **Video is a Virtual Trust Builder**

In conclusion, remember that everything you do in your videos should have one clear goal.

If you stick to this time-tested process and use these 7 Elements, you will begin to build more trust with your audience.

Over time, video can do a lot to make people feel connected to you, and to see you as the 'go-to' person who they should depend upon for the product or service you offer.

Take the time to give your videos the attention to detail they deserve. The hard work you do in the early stage of video development will help you grow your business over the long term.

## **GIVE US A CALL**

**949.648.0571**