

CHECKLIST: Top 10 Video Mistakes To Avoid

1	Do you know <i>exactly</i> who you're speaking to? (E.g. doctors on the fence about buying your device or patients who just found out they have diabetes and are looking to learn more).	
2	Do you lead with something your audience wants to hear or something you want to say? (Hint: unless it's a product demo video your product shouldn't be the first thing you talk about).	
3	Have you cleaned up your script to get rid of any buzzwords or industry jargon that make your video longer and more confusing? Words like innovative, thought-leader and visionary have got to go.	
4	[PHYSICIAN VIDEOS] Do you have well cited references to back up your claims? Are they in your video's description or on the page your video will be hosted on so the physicians can read it themselves?	
5	Is your video boring for your viewer? Remember, you are not your audience, so try to put yourself in their shoes and ask yourself, 'is this giving information they care about or am I just droning on about my favorite product features?'	
6	Is your video properly color corrected? Some shadows and light changes are natural, but any big splotches that stick out?	
7	Is your video long enough? Sometimes your idea can be explained in 30-seconds but sometimes it needs a little bit longer (that's why TED talks are 12-minutes.)	
8	Do you have a clear call to action so the person watching your video knows exactly what to do next? (A few ideas: 'click here', 'ask your doctor for more information', 'fill out your email address below'.	
9	Does your video have at least one mini-cliffhanger so they're ready to hear from you or want to actually follow-up?	
10	Have you corrected your audio to be sure the sound levels are high enough to be easily heard and annoying pops are removed?	