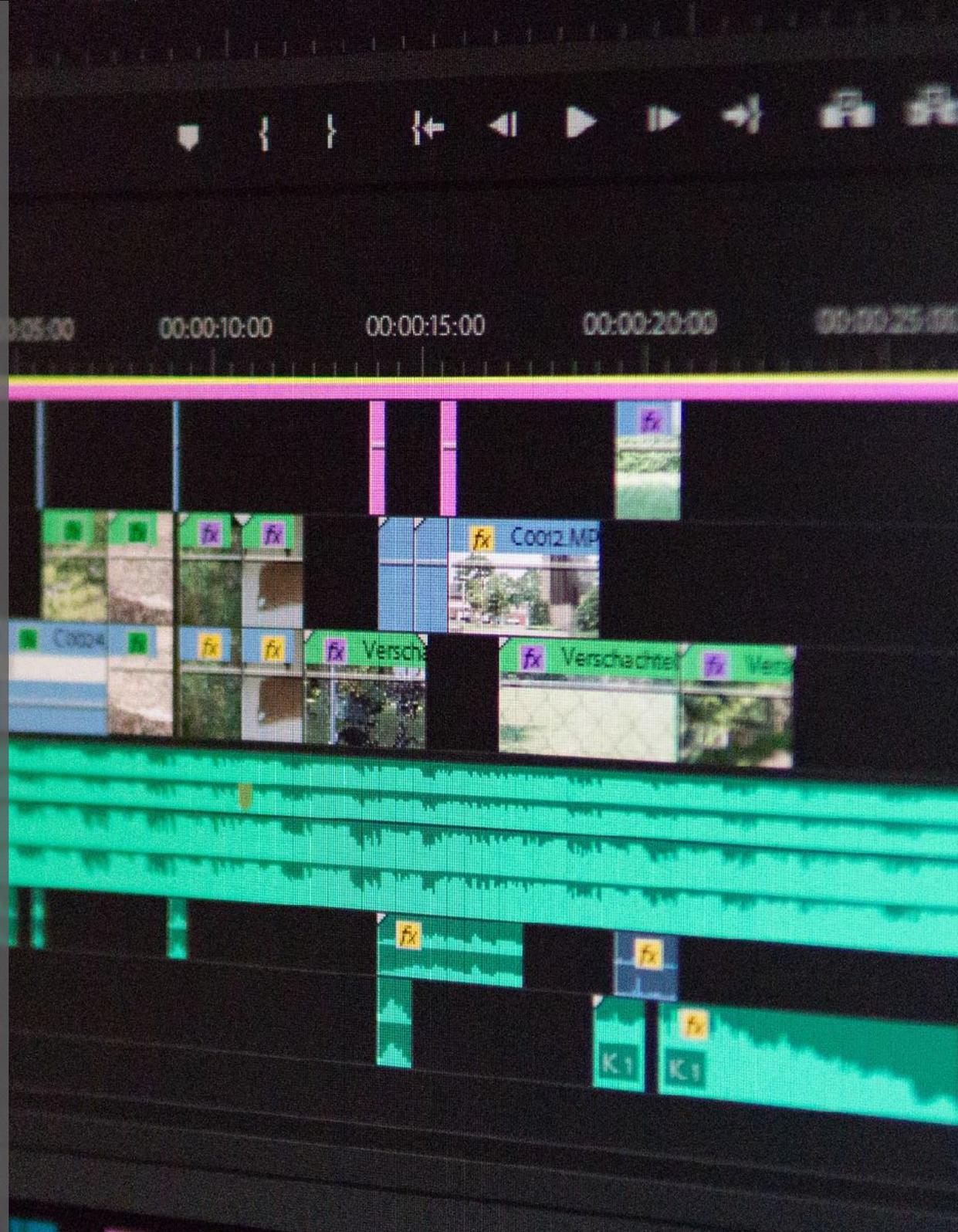


TOP TIPS FOR  
THE  
ULTIMATE  
WELCOME  
VIDEO





## **About Natarsha March**

Accredited Associate Professional Photographer  
Family Photography by Natarsha March

I've always loved video. I made loads of home videos through my teenage years and spend school holidays hanging around TVNZ on work experience. At age 16 I was offered a full time job in TV news video editing.

Over the 15 years I worked in TV I had jobs in news, current affairs, consumer shows, kids shows and reality TV both in New Zealand and Brisbane.

This PDF will give you my best tips on creating a sweet "Welcome Video" to introduce yourself and your studio to your clients.

# Tips for making a "Get To Know You" Video

## DURATION

Keep it under 90 seconds  
1 Minute is perfect

## INTRO

- Talk to camera.
- Use a microphone.
- Keep it short, smiley and unique to you

## VIDEO OVERLAY

- Shooting
- Interacting with clients
- Editing (only if you have to)
- Product

## LOCATIONS

- Show where you want to shoot more
- Show off your prop collection

## HOW TO CHOOSE

- Whether you sell in IPS or online gallery, show it off

## OUTRO

- Sign off with a slogan and a call to action



# DURATION

People have short attention spans. Keeping your welcome video under 90 seconds is ideal.

**Think succinct.**

If you're under 1 minute it makes for easy sharing on Instagram also.

It can be hard to leave things out, but if you try to put too much in you run the risk of losing your audience.

# INTRO

Start your video by speaking on camera. Introduce yourself and your space, people want to get to know you.

Use a microphone, bad audio is a total turnoff. Literally.

Smile! Exhale. Speak confidently and at a good pace.



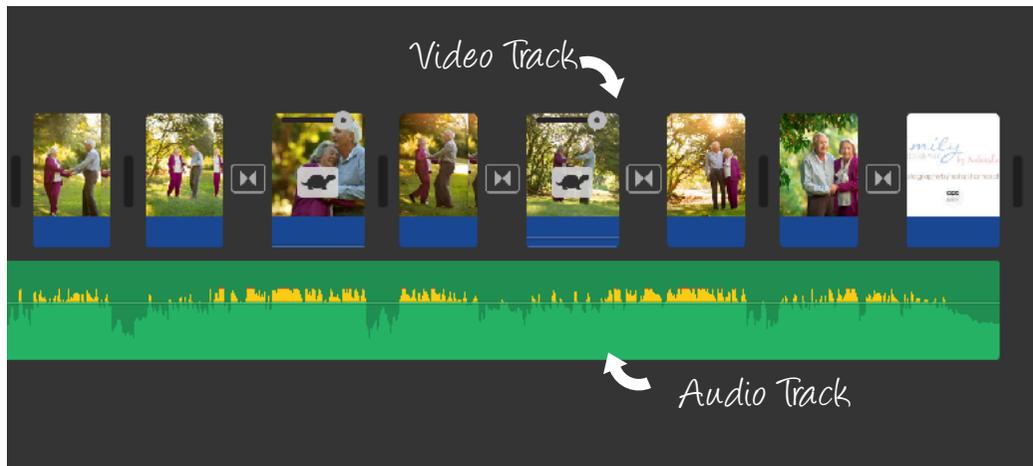
# VIDEO OVERLAY

There are two parts to any video: the vision and the audio.

If you write a script of what you want to say, you need to know what vision will be showing when that audio is running and they need to match.

Show your studio or favourite outdoor location, show you shooting in that location. Show your products, show your props, show clients looking happy!

Don't show a computer unless you have to. It's visually boring.



# CLIENT EXPERIENCE

Show people what's going to happen before, during and after their photoshoot.

Show a client arriving, show the client being photographed, show the client looking happy, show how they select their photos, show them gushing over their products.

## HOT TIP:

If you have a recent client with a big order, get them back to the studio to fake the photoshoot, you already have their big print to "present to them" at the end and can do the full video sequence in one go.

# OUTRO

(The opposite of intro)

Sign off your video, speak to the client specifically. Use your slogan or a call to action.

The very last frame of your video is your studio logo and its up for 5-10 seconds.



# WANT MORE?

If you have enjoyed this info and would love to know more about using free software to create awesome video for your business grab your copy of the massive 19 page PDF [here](#).

**Discount code: 150FF**

