PLANNING YOUR NEXT WINNING

SCREEN CAPTURE

VIDEO TUTORIAL

MUST-HAVE

CHECKLIST

Screen Capture Video Marketing Checklist

Creating your screen capture video takes a little planning and preparation before jumping in. Having a checklist helps you determine the steps you need to take to create a quality video. Follow this checklist as you create your video.

Planning

- [ ] I have chosen an overall message for my video. I know what I want my viewers to learn or take away from this video. I have chosen great content my customers find valuable.

- [ ] I have determined how long I want the video to be. I have gone through the slides/ software / product to get an idea of how long it will take to present the information.

- [ ] If the video is longer than two or three minutes, I have made it into a series of videos. The look and feel of these will be consistent from one to the next by adding my branding and visuals.

- [ ] I have determined the style of video I want. Is it professional style, personal, friendly chat, informal or just music and titles?

- [ ] I have created my storyboard. It includes what I want to say when, where I want to add images, and the length of time each section should be. My Storyboard includes:

- [ ] Introduction and summary of your service

- [ ] Key features or unique selling points, flows from beginning steps to the end

- [ ] Testimonials from customers

- [ ] Comparison of pricing plans or a comparison against competing products

- [ ] Final summary, with logo and branding.

- [ ] My titles and captions are written out. I have chosen great titles with keywords that grab my viewer's attention. I have decided where I want to highlight certain areas of my video with callouts and images.

- [ ] I have created my voice script. It includes headings for section and script for each bullet point. I practice reading it several times so that it will be smooth when I begin recording.

- [ ] I have a quiet, echo-free workspace. I have eliminated background noise like fans blowing or dogs barking, whenever possible.

- [ ] I have determined where I will be uploading my video and how I will share it. Will I be using YouTube exclusively or several other video sharing sites? Will I embed it on my website?

Tools

- [ ] I have researched the different screencast software and determined which one is right for my needs. I have determined if I need extras like voice recording included and editing features.

- [ ] I have downloaded and installed my screen cast software. I have played around with it making test videos so that I am familiar with the controls.

- [ ] I have a good set of headphones and an external microphone. A USB microphone gives the best sound quality.

- [ ] If my software doesn't have editing built in, I have downloaded my editing software.

Recording

- [ ] My desktop screen is clear. I have removed or hidden icons and closed unnecessary tabs. I have changed the background on my monitor to a plain one so it doesn't distract from the screencast recording. I have turned off any instant message sounds.

- [ ] I have my software open for both my screencasting program and my presentation, set at the point I want to start recording.

- [ ] I have captured the scenes in the order of my storyboard. I follow the steps in a consecutive order that it is easy for the viewer to follow.

- [ ] I have selected the area of the screen I want to record to keep from having to crop later on.

- [ ] My cursor movements are smooth and precise. I hover over an element for a moment before clicking to help my viewer follow my movement. The mouse movements are at a minimum and the mouse clicks are obvious.

- [ ] I have made my cursor more visible by changing the size or appearance.

- [ ] My script is in front of me and easy to read. The pages located near my monitor where I can easily see them. I speak slowly and enunciate properly.

- [ ] I pause the recording when I get flustered or lose my place. I can edit in transition slides if I need to later.

- [ ] I have added narration by clicking the record voice icon in my screencast software. I have explained the steps I am taking while the screen is recording.

- [ ] I have stopped the recording a few seconds beyond the end of my script. I can trim this later.

Editing

- [ ] I have imported any images, video clips and icons that I had chosen ahead of time to my video.

- [ ] I have trimmed (cut) the ends of the video to remove the dead space.

- [ ] I have cut and spliced the video to remove any mistakes or slow parts. I add transitions if necessary to make the video smooth.

- [ ] I have added text callouts to my video. I have captions and clickable links like my URL, to tell my viewers what to do next. My text reinforces my message.

- [ ] I have highlighted important areas of the video with color or callouts.

- [ ] Overlay images, including my branding watermark, have been added.

- [ ] I have cut or cropped, moved or deleted elements that don't work or distract I have added background images and transition images for a smooth flow.

- [ ] I have added a music soundtrack and set it so that it ends when the video does.

- [ ] I have replayed my video looking for mistakes, poor transitions and bad images.

- [ ] I am comfortable with the final product and ready to post it.

Producing

- [ ] I have saved my video for my own copy. I do this in case it is lost or removed from the video sharing sites I place it on.

- [ ] I post my videos to YouTube and other video sharing sites. I also embed my video on my website to increase the amount of time people spend on there.

- [ ] I have chosen the highest quality recording as my master copy, typically, a 1280×720 H.264 mp4 file with 96-bit audio. I export the highest quality possible to online services.

- [ ] I change and export the size necessary for different devices like tablets and smartphones if the option is available.

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