

# THE 3 VIDEOS YOU SHOULD SHOOT 1ST



1

## 80% VIDEO (FAQ)

An 80% video is a valuable sales tool that answers 80% of the questions most of your customers have. This video will help a potential buyer become familiar with your company by answering most of their questions before contacting you. It will also build trust with the interested buyer, include a CTA (call-to-action), and save your sales team valuable time.

- Have your sales team compile a list of most asked customer questions & address them in the video.
- Don't be afraid to talk about your average cost for products or services.
- Include, up front, how you help your customers solve their problems & how you do it with your product or service.
- At the end, include a CTA (call-to-action) for next steps: phone call/email.

2

## PRODUCT/SERVICE FIT VIDEO

Product service fit videos answer who a product/service is for and who a product/service is not for. Address pros & cons. The tone of this video should be educational and not condescending. You can use this type of video on your products or services website pages, which tend to get the most traffic. This is a short video(s).

- Answer the question for who your product/service is a good fit for and who your product/service is not a good fit for.
- Tone should be educational & empathetic. Do NOT be condescending; a product/service fit video is where you can really build trust!
- These videos should be short in length. You should use them on your products/services pages that get the most website traffic.

3

## EMPLOYEE BIO VIDEO (SIGNATURE)

The employee bio video is a short 2-3 minute video that your sales team or other customer-centric employees record to go into their email signatures. These videos should not be highly produced, but rather should be authentic, personal, and should tell a story. Employees should talk to your customers as if they were in the room. Bio videos that are not pre-written, tell a story that is relatable, and authentic will go a long way with potential customers. A thumbnail (below) is a typical way to present. The bio videos work great if hosted on a platform like YouTube and linked to from email signatures!

- Tell a story! Be relatable in your bio video and use storytelling to connect with potential customers. Don't script it; be authentic!
- Create a thumbnail (like below) to go into the signature of your email. Upload your bio videos to a platform like YouTube, and link to them from the signature thumbnail.

EXAMPLE



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LEARN MORE WITH OUR **FREE PRO TIPS & INSTRUCTIONAL VIDEOS** AT [WWW.1UPCREATIVE.CO/PRO-TIPS](http://WWW.1UPCREATIVE.CO/PRO-TIPS)