

# MyNAMS Insiders Video Marketing Challenge

## Checklist

### I have identified what is holding me back from video creation

- Budgetary constraints
- Equipment lack
- Technophobia
- Perfectionism
- Camera shyness (for any reason)
- Other \_\_\_\_\_

### I am aware that not all video creation involves getting in front of the camera. I could choose to use a:

- Power Point video
- Screen Share video
- Animated or cartoon video
- Actor stand-in
- Other \_\_\_\_\_

### I have identified the type of video that would work best for me and my audience:

- “As it happens”, slice-of-life, real-time breaking news item or events (e.g. Vine, Instagram)
- Demonstrating how to do something
- Interviews
- Panel discussions

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- Customer testimonials
- Sales video message
- Other \_\_\_\_\_

**I have identified the goal I want to achieve with this video:**

- \_\_\_\_\_

**I am not camera shy, or..**

**I am camera shy. I need to work on:**

- Self-image
- Voice projection
- Focusing on my audience
- Just practicing
- Other \_\_\_\_\_

**I am practicing smiling when doing video presentation (a pleasant expression rather than a forced grin)**

**I am aware that slightly smiling relaxes both presenter and audience**

**I am practicing video presentation**

- On my own
- With a family member or friend as my audience
- With more than one audience member
- Other \_\_\_\_\_

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**I am making a conscious attempt to change the habit of camera shyness for more confident front-of-camera habits**

**I have determined the budget I will need – and actually have – for video creation**

- Need \$ \_\_\_\_\_
- Have \$ \_\_\_\_\_

**I have learned all the video creation aspects I need to learn in order to get started comfortably**

- Online
- At a local college course or workshop
- From a book
- Other \_\_\_\_\_

**I have made a list of/purchased all the equipment I will need in order to create my particular type of video:**

- Video camera/camera with video-creation capacity
- Mobile phone
- Microphone and headset (USB, noise-cancelling)
- Memory card (64gb minimum)
- Separate microphone
- Screen cam
- Green board
- Special lighting
- Tripod or grip

## MyNAMS Insiders Video Marketing Challenge

- Relevant software or services:

- \_\_\_\_\_

- Other \_\_\_\_\_

### I plan to create:

- Webinars

- Google+ Hangouts

- Screen share videos

- Power point videos

- Instagram or vine clips

- A vlog

- Other \_\_\_\_\_

**I am committed to adding regular video content to my marketing!**