

BUSINESS VIDEO PITCH

The About Us or YouTube Channel Identity Video

Use this Guide to Create YOUR Perfect Pitch.

This should also be the **FIRST VIDEO** you consider making & carry on evolving

Getting your pitch right should be a massive priority for all businesses.

This makes potential new customers identify and what is unique about you.

It should engage and be informative. This leads to better returns on investment, more sales & a greater influence in your market place.

This video should be approximately 60 seconds long : which equates to about 150 words

1. POSITION

Who are you? Why they should listen to you?

2. PROBLEM

What are you fixing?

3. PROJECTION

What happens if they don't fix the identified problem/s?

4. PROPOSAL

This is what I have to fix it

5. PROOF

Testimonials, Linkedin, Twitter, Facebook, Youtube etc etc

EXAMPLE SCRIPT - This is 200 words - so could be cut down even more

Hi, I'm Gareth J Powell of PlayMountain.co.uk and we make videos, that make you money.

Over the years we have shot thousands of videos for a wide variety of clients and industries, created video workshops and provided 1-2-1 training programmes for corporate institutions and individual companies.

The question is... how do you get yourself noticed in today's digital age? And, the greatest tool to achieve this, is by making engaging VIDEO content!!

If you do not have high-quality video implemented into your marketing strategies and online presence, then you are really treading a fine-line. No doubt your competitors will have at least thought about it, if not they will have already implemented it!! This means... prospective new customers will most likely be looking at purchasing from those guys, potentially making your business ineffective, invisible and quite possibly redundant.

At PlayMountain.co.uk, we offer cost-effective video solutions and implement comprehensive social video strategies... that build and raise your audience, make your brand stand out from the crowd and influence your market place.

Check out our Website or Social channels for more engagement & client testimonials... Or please feel free to call us for any more info or to arrange a coffee