

*Leadercast Sponsorship*

***Video Guide for Recording  
Your Message***

## **Length:**

All video messages should be between 30 and 60 seconds. These will be displayed on the Chamber's Facebook and Twitter accounts and this is the recommended length to increase the video views.

## **Recording Your Message:**

There are so many software's available, but these may be the easiest

- Your mobile device
- Camera on your desktop
- ZOOM

## **Steps:**

Record your message and make sure you are happy with it. Practice, Practice, Practice. Do as many takes as need to, - we are not all comfortable in front of a camera. Have someone else on your team deliver that message if you prefer – remember the idea is to showcase “Leadership”

- Make sure to have your logo displayed
- Save your file as an mp4
- Send it by DropBox to Lisa ( [lisa@cambridgechamber.com](mailto:lisa@cambridgechamber.com)). Please send no later than April 20th.

## **Select 3 questions to use in your Video.**

1. What is your name, what is your position and what company are you with?
2. Why is Leadership important at a time of Disruption?
3. What does leadership mean to you?
4. How important has leadership skills been for you in growing your business or climbing the ladder of management?
5. Leaders ask great questions, that's what makes a great leader. What is one question you like to ask?
6. Who was that great leader you always looked up to and why?
7. What makes a good Leader?
8. What advice can you offer others about Leadership?
9. Are you a good Leader?

If you should like us to do up a script for you – let us know! Brian (The Chamber Communication Specialist) would be happy to call you and get some messaging ideas.

**Here are some tips that will help you prepare.**

### **Be aware of your background and distractions, and lighting**

When filming, be sure that you record in an area with minimal distractions so that your viewer can keep 100% of their focus on your message. Make sure you have enough light to record your video.

### **Communicate clearly**

In order to deliver great video messages, you'll need to make sure that your communication is crystal clear.

### **Be genuine**

Feel free to practice recording your video multiple times. You can also record it multiple times and delete it until you feel you've got the shot.

### **Have a point**

Have you ever walked away from watching a video or listening to a speech and think to yourself, "What was that person even talking about?"

### **Keep it short**

Your video will be so much more effective if you keep it short and sweet.

### **Connect**

Although you'll be doing all of the talking, think of your video message as a two-way conversation.

### **Offer a solution**

All customers are looking for a better solution. By using video, you can successfully inform and demonstrate real-life solutions for your customers

### **Show customers who is behind the business and possible props**

Customers are always appreciative when they can see business owners presenting their own products and services. If you can, perhaps include a few samples of your product in the background?