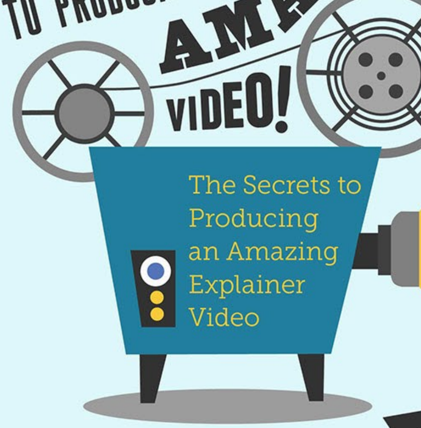
6 STEPS TO PRODUCING AN AMAZING VIDEO!



The Secrets to Producing an Amazing Explainer Video

BY

Rip Media Group

When it comes to **advertising**, writing a good script is essential to your product's success. Rip Media Group's CEO, Maury Rogow, discusses the **6 secrets** to a successful commercial script in his new book "**Rise of the Entrepreneur**".

RipMediaGroup.com

1. THE EXPERIENCE

IT'S NOT ABOUT YOU, IT'S ABOUT YOUR BUYER.

LOOK AT THE EXPERTS:

The best brands show how they improve your life.

Good advertising focuses the buyer's experience.

WHAT'S IN IT FOR ME?

Will it make me money?
Will it make my life better?
Can i be the first to share it?
Am i the last one to see it?
Is it fun?

QUICK TIP:

Resist the urge to show off all the cool things that your company or product does: its about your buyer's experience.

2. CREATE A BUYER PROFILE

WHO IS YOUR BUYER?

You need to know who you are speaking to!

HOBBIES?

OCCUPATION?

MALE OR FEMALE?

STYLE?

AGE?

RELATIONSHIP STATUS?

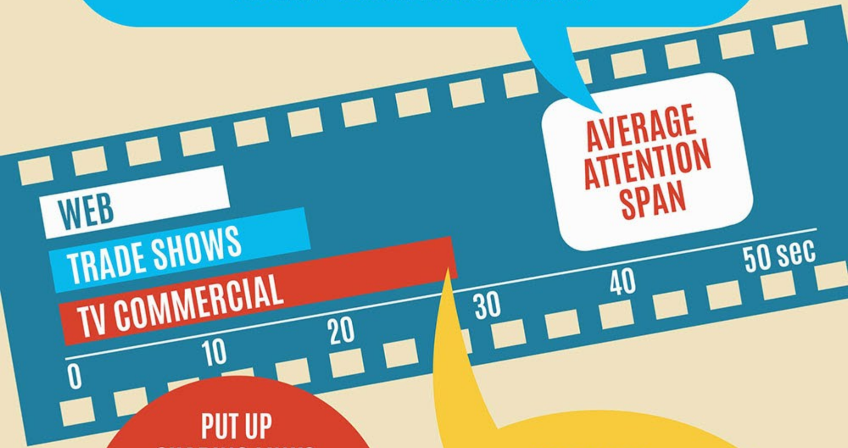
GEOGRAPHY?

EDUCATION LEVEL?

3. K.I.S.S.

KEEP IT SHORT AND SHARABLE

YOU DON'T HAVE MUCH TIME TO GRAB YOUR VIEWER, SO KEEP YOUR MESSAGE BRIEF!



PUT UP SHARING LINKS, CREATE A CONTEST, ASK FOR COMMENTS AND OPEN UP TO THE WORLD AND WELCOME THEM IN!

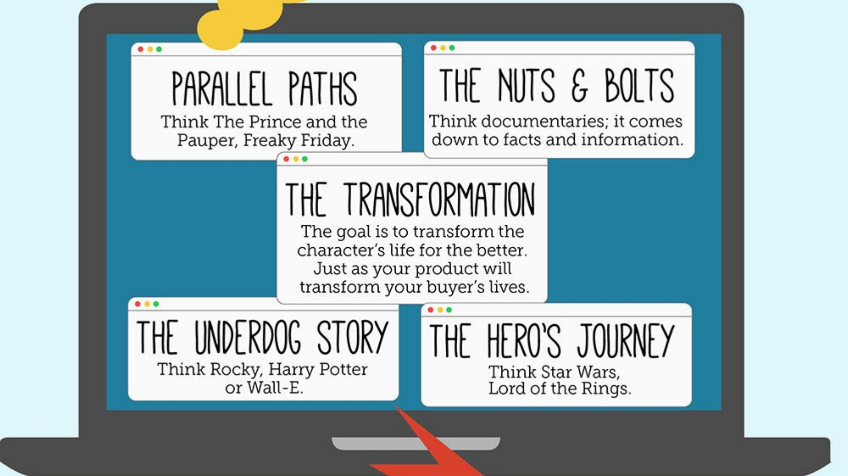
CREATE A WEBSITE THAT POPS UP IN SEARCH ENGINES SO PEOPLE CAN FIND YOUR VIDEO.

FOR MORE HELP ON VIDEO SEARCH ENGINE OPTIMIZATION, REACH OUT TO THE RIPMEDIAGROUP.COM TEAM.

4. THE STORY

TYPES OF STORIES THAT WORK:

MOVIES CAN BE EXCELLENT EXAMPLES OF GOOD STORYTELLING, AS THEY FOLLOW A THREE-ACT STRUCTURE OF EXPOSITION, CONFLICT AND RESOLUTION.



PARALLEL PATHS

Think The Prince and the Pauper, Freaky Friday.

THE NUTS & BOLTS

Think documentaries; it comes down to facts and information.

THE TRANSFORMATION

The goal is to transform the character's life for the better. Just as your product will transform your buyer's lives.

THE UNDERDOG STORY

Think Rocky, Harry Potter or Wall-E.

THE HERO'S JOURNEY

Think Star Wars, Lord of the Rings.

REMEMBER THE 3-ACT STRUCTURE

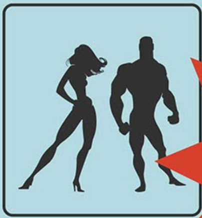
- The Pain
- The Dream
- The Solution

5. THE S.T.U.F.F.

NEWS

The 5 Most Powerful "Buying" Emotions!

Your story must evoke a powerful emotion in the viewer that inspires them to learn more.



SEXY:

What makes your product sizzle? What makes it cool?

TOUCHING:

Is there something about your product or service that brings an emotional tie to past or future desires? Nostalgia? Hope? Empathy?

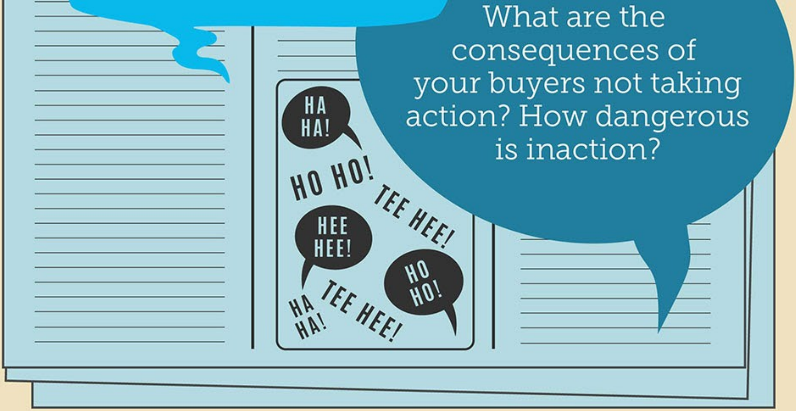
UNIQUE OR UNEXPECTED:

Creating a whiteboard animation or a motion graphic video is certainly unique, but what is the unexpected twist that we can demonstrate?

FUNNY:

How can we demonstrate your humor and that you are accessible to buyers?

FEAR:


HA HA!
HO HO!
TEE HEE!
HEE HEE!
HO HO!
HA HA!
TEE HEE!

What are the consequences of your buyers not taking action? How dangerous is inaction?

6. TEST IT

RECORD & LISTEN TO YOUR SCRIPT:

DOES MY ULTIMATE BUYER NEED TO KNOW THIS?

There are auditory learners and there are visual learners... make sure your script appeals to both.

If not... delete it.

25%
25%
25%
25%
75%
60%
80%
30%
80%
90%
40%
60%
55%
85%

MYSTERY:

Did you leave your viewer wanting more?

CALL TO ACTION:

Now that your buyer is interested, make it easy for them to take the next step.

ASK FOR HELP

IF YOU WOULD LIKE HELP

Producing your video, our production team would love to help! Just reach out to us at:

RipMediaGroup.com

We love producing explainer videos with motion graphic animation, live videos, whiteboard animation (a.k.a. speed drawing) and helping you reach your goals!

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