

Up Your Show

4 simple , but effective, ways to improve
and enhance your web video presence

Dave Summers





Agenda

The Elevator-less Elevator Pitch

Every Picture Tells a Story

Context is Everything

Defend the Shortcut



Topic one

The Elevator-less
Elevator Pitch



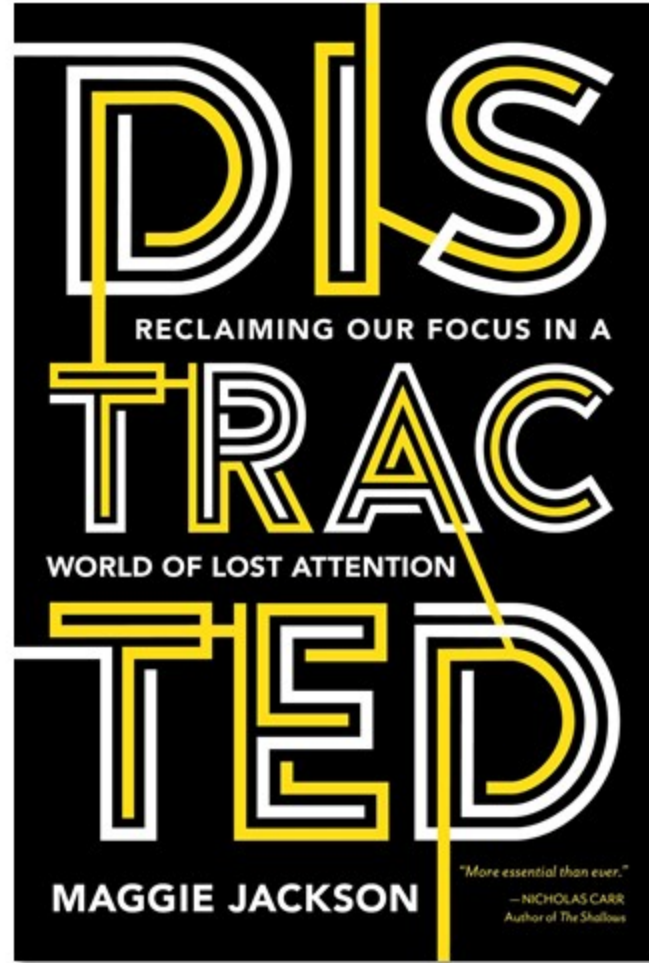
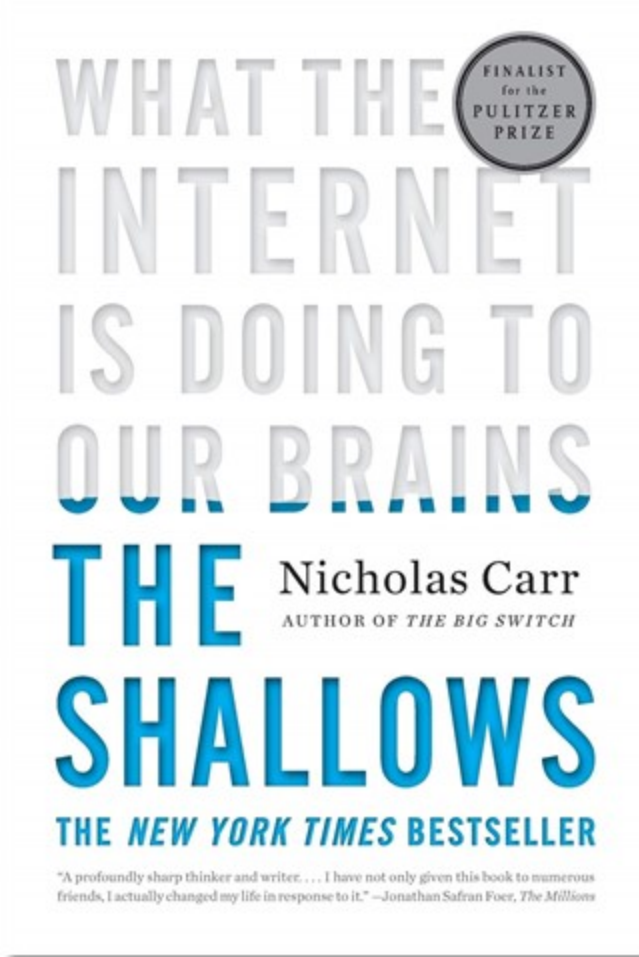
Back in the Day



30 seconds to 2 minutes



Short Attention Span



Pretty evil, am aright or am aright?

Sleep with the enemy.



Call to Action



What's your purpose?
Who's your audience?
Why should they care?



Web Video's Role



To provide digital, multimedia storytelling in an engaging, easily consumed, user experience.



Topic two

Every picture
tells a story



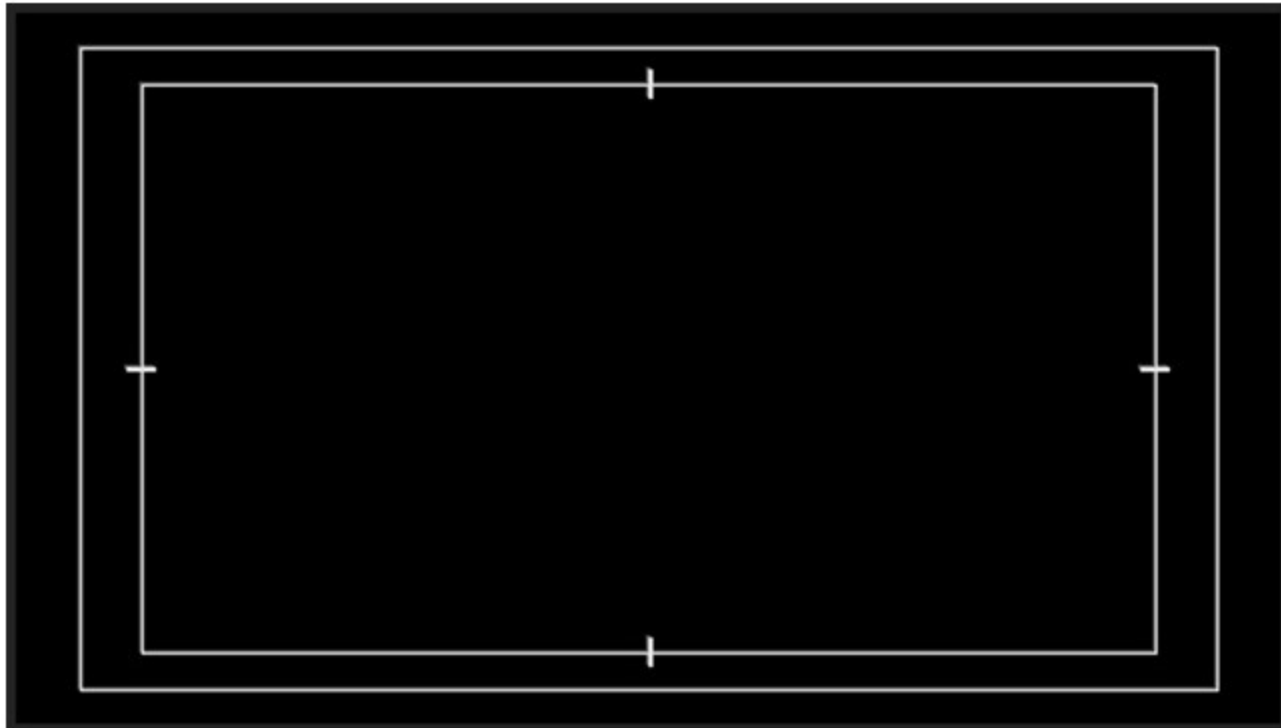
The Power of Imagery



Backgrounds
Lower Thirds
Reinforcing Graphics



Framing/What You Leave Out



Screen Real Estate
Title Safe



Authenticity is the Secret Ingredient



Your face
Your voice
Your message



Topic three

Context is
everything



Compared to What?



Anchor your observations
Establish time and scale



History/Backstory



How did we get here?



How Much is Enough?

TED Ideas worth spreading

You Tube

TED: 18 minutes
YouTube: 12 minutes
LinkedIn: 10 minutes
Instagram: 60 seconds

Linked in

 Instagram



Topic four

Defend the
Shortcut



Donner Pass



OK, so maybe not
the best reputation



Get to the Point



Personal greeting
State your case
Ask that one question

30 seconds to 2 minutes,
no kidding



Optimize



Practice



Good News: More is Always Available!



Don't boil the ocean

Link viewers to:

Your site

Your channel

Your social media feeds





Thank you!



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