

Image-Preference Tool

A 60-second sales-video has 8 ‘scenes’.

Each scene requires a video clip, graphic or photo.

The worksheets on the following pages will help you visualize your scenes and supply images/video clips (if you have them). If you don’t have any, we will provide them from our library of existing photos, art and footage.

In addition to images, we suggest selecting a few words from your elevator pitch (“voice-over”) to appear on-screen.

Estimated time to complete this worksheet: 10 minutes

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it’s free) to: production@marketingvideos.tv

Be sure to save this .pdf file to a location on your local hard drive before entering information.

Scene 1 – Grab their attention

Copy line #1 from your elevator pitch into the voice-over field below.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

If you are supplying a video clip that needs to start in the middle, note the time code for when you wish it to begin (e.g. “start at 8 seconds”).

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it’s free) to: production@marketingvideos.tv

Scene 2

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

If you are supplying a video clip that needs to start in the middle, note the time code for when you wish it to begin (e.g. "start at 8 seconds").

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 3

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 4

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 5

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 6

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 7

Every item on this form is optional except the image.

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv

Scene 8 – Call to Action

Every item on this form is optional except the image.

In this scene, your voice-over should make a general call to action that will never go out of date. (e.g. *“contact us today for more information”*). The specific call-to-action can be made using our alternate-ending system (e.g. *“fill out the form to the right of the screen”*).

Voice-Over: _____

Up to 20 words can be recorded by our voice-over artist

Headline: _____

(This text will appear on-screen in large print. Copy up to 10 words from the voice-over into this field)

Image: _____

(Specify the file name and any details you want us to know. 1 graphic, photo or video clip per scene.)

URL to send prospects to: _____

(i.e. <http://domainname.com/special-offer>)

When ready, zip all your files together and send them via <https://www.wetransfer.com/> (it's free) to: production@marketingvideos.tv