

Short-Form Video Content Guide.

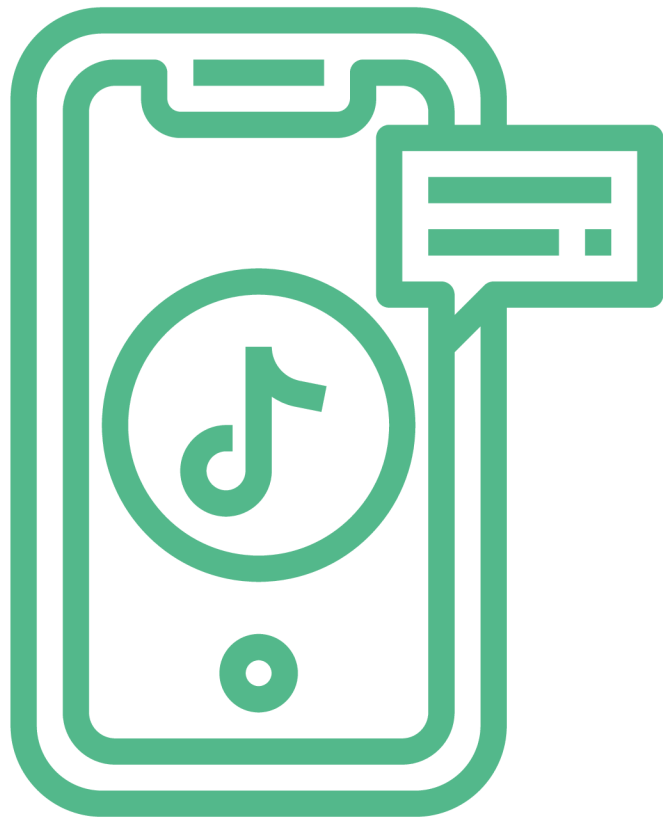


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Introduction

Welcome to Marketing Bound Agency's Short-Form Video Content Guide.

This is what you can expect from this guide:

1. Tips on how to source content ideas
2. Frameworks on how to write captivating scripts
3. How to record videos using TikTok or CapCut
4. Content recording tips



Sourcing Content Ideas

Content ideas can come from anywhere:

1. Competitors
2. Blogs
3. YouTube videos
4. Social media
5. Answer the Public



The best content ideas come from:

1. Questions from prospects
2. Questions from clients
3. Your CRM/sales department

Content Tip: Do not be scared to talk about the same topic over and over again. Why? Your content isn't seen by every follower/subscriber. Your audience is constantly growing. And your audience needs to see a message 7-12 times before they consider working with you.

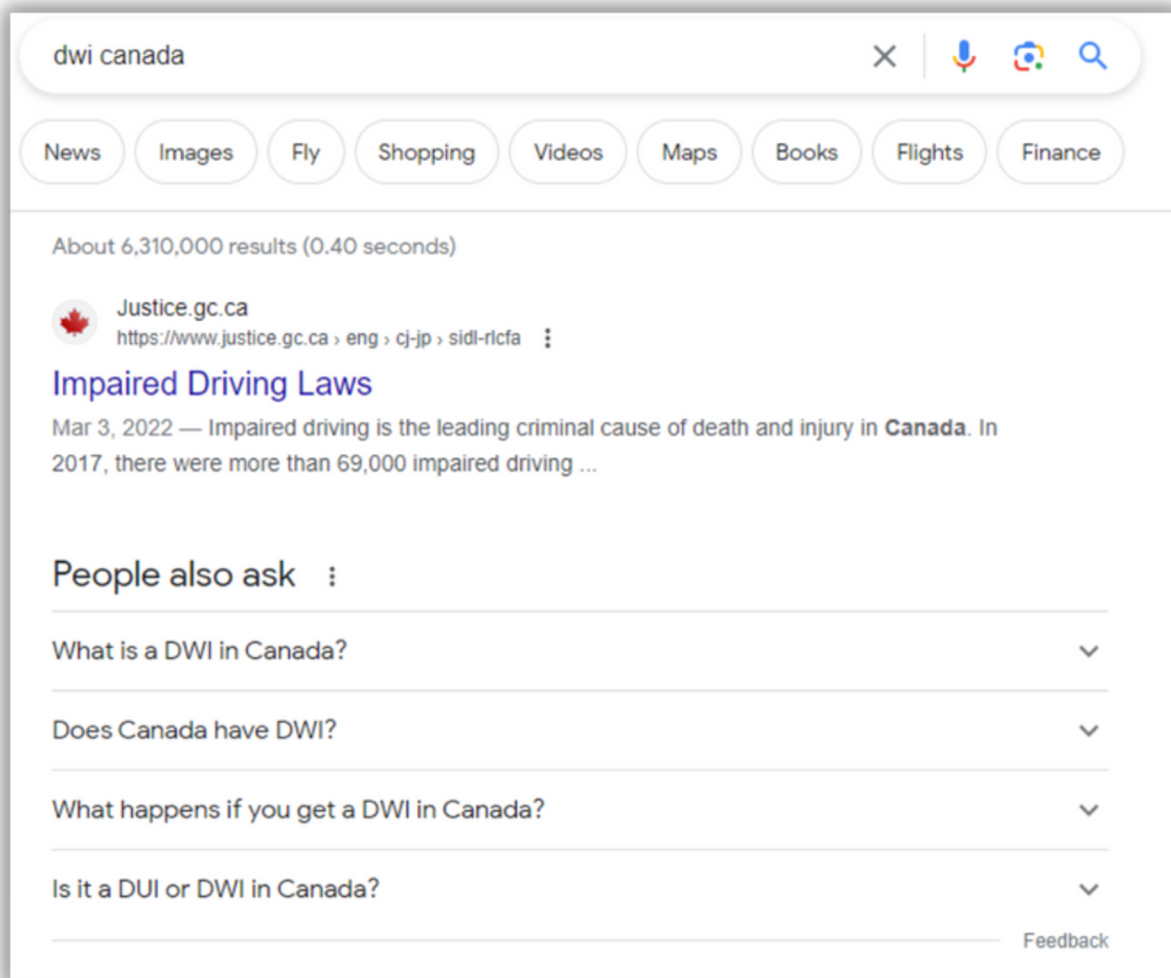
Criteria for good content:

1. Is it entertaining, educational or both?
2. Would this content help a prospect if you were talking to them on the phone?
3. Is the content distributed on the right platform(s) that will reach your target audience?

Quick Content Idea Tip

Google the topic you want to talk about - be as specific as you want. Google will recommend a dropdown menu of other questions people are asking related to the topic (as seen below).

Every time you click on one of those questions, new questions will pop up. This can give you an endless number of content ideas.



Writing captivating scripts

Hooks are the most important part of a video.

Your video needs to capture the attention of the viewer within 4 seconds. You want to give away the punchline right at the beginning.

Examples:

"Brenda was approved to visit the U.S. in record time, here is how we did it"

"There are four ways to get a Green Card to the U.S. They are..."

"The fastest way to get a green card to the U.S. is..."

"This is why everyone should get a NEXUS card"

"Quick reminder for those who want to work in the U.S."

"Stop scrolling if you want to immigrate to the U.S."

"Here are 3 tips people wish they knew before immigrating to the U.S."

Notice how the hooks tell you exactly what the video is about.

There are no greetings.

No introductions.

Get to the meat and potatoes as quickly as possible.

Your hook needs to generate curiosity so they keep watching.

Writing captivating scripts continued

Do you know the saying, "If you learned one thing from a book, then it was worth reading" ?

The same applies to content. If people scroll away from your content thinking, "I'm glad I saw that," then you have amazing content.

The best way to accomplish that is to have the mentality of giving away everything for free. This builds trust with your audience and portrays you as the expert in your field.

And so a great script is clear, to the point, and valuable.

Reminder: your target audience is people willing to pay for your services. Giving away free information will not deter sales; it will attract those willing to pay for your services.



ChatGPT

Let's chat about how not to shy away from ChatGPT. ChatGPT is **not** the best for creating content from scratch, but I recommend keeping the tab open when writing scripts.

When you are stuck on a sentence or want a different way of saying the same thing, ChatGPT can help spark inspiration.

Video Ideas

Here is how you can create 12 videos about one topic - it's about addressing different aspects of the topic:

1. Address myths
2. Provide tips
3. Identify common mistakes
4. What do people overlook?
5. Case studies
6. Step-by-step process
7. Offer resources
8. News about the topic
9. A hot take
10. Comparing it to something else
11. Reveal a secret
12. Controversial opinion

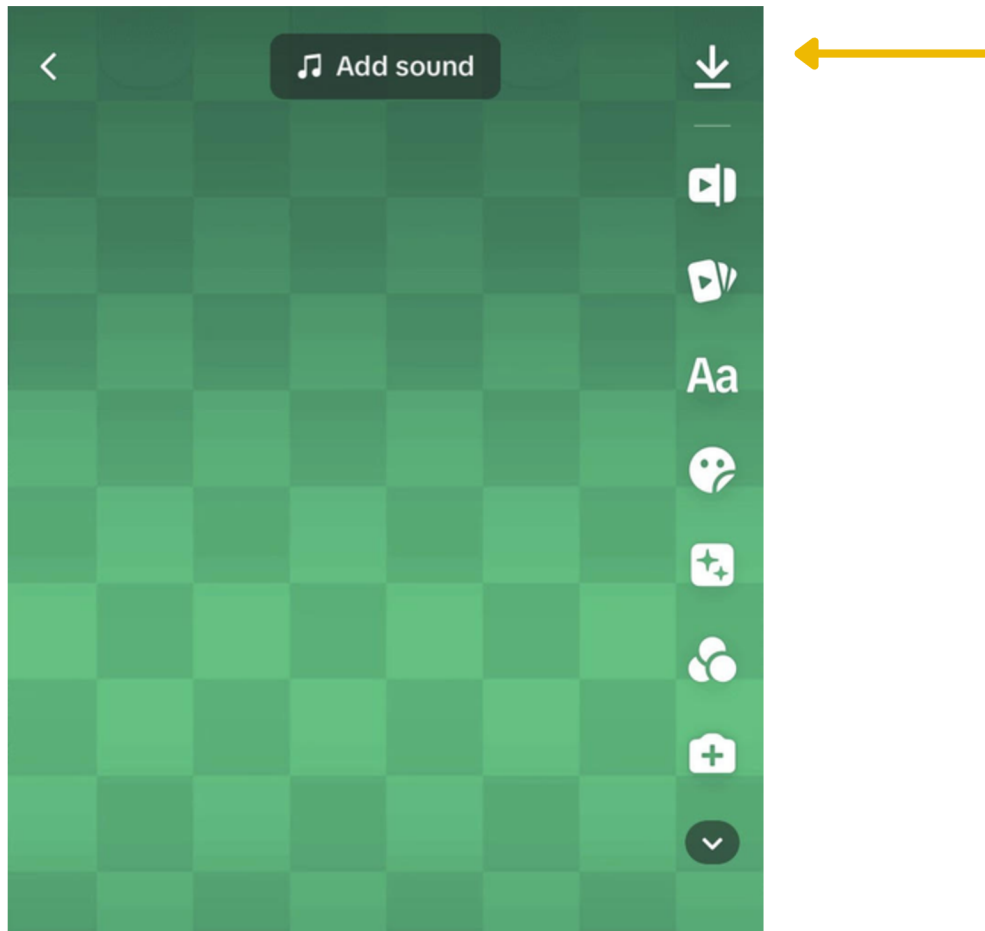


5 topics x 12 perspectives of each topic is 60 videos.

Ideally, you have a nice mix of topics every month with different perspectives.

Recording in TikTok

Download the TikTok app. Record a short video as a test. Press the pink checkmark. See if you have the "download" button. This is what it looks like:

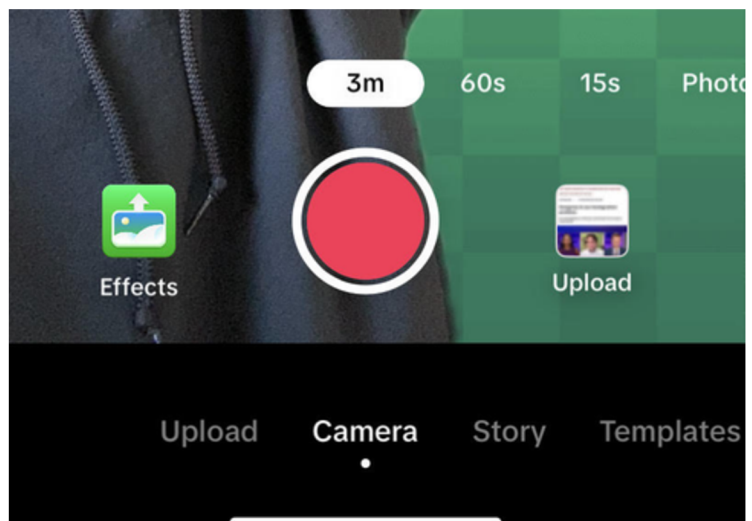


This is a new feature that allows you to download your TikTok videos without the watermark. This is huge! It allows creators to create videos in the TikTok app - leveraging all of their features - and being able to post on every social media channel. The only downside is that TikTok does not give every feature to every account. If you do not have this feature, you can download CapCut to do the same thing - it's an app owned by TikTok.

How to use green screen

1. Take a screenshot of the article you want to talk about
2. Open TikTok or Capcut
3. Press the + sign at the bottom center of the screen to start a new video
4. Slide the options right above the red/green button to 3m for 3 minutes
5. Go to "effects"
6. Search "green screen" with the microscope icon
7. There are a lot of green screen options, the only ones you need are "green screen" for photos and "green screen video"
8. Once you press on the one you need, your photos or videos will pop up. You need to select the one you need.
9. Adjust yourself on the screen by moving yourself and zooming in and out
10. Press the red button to start recording. You can start and stop the video as you would like.
11. If you prefer putting the camera on a stand and talking, you can use the timer to give yourself time to adjust.

This is what your settings should look like:



This is the timer:

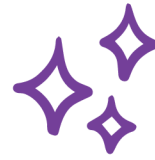


Quick Content Recording Tips

1. Adjust yourself to the middle of the frame with space above your head. You want your torso to be shown in the video. This allows the editor to optimize the video for each platform. It is also a pleasing distance from the camera making viewers feel comfortable.
2. Be sure to have good lighting.
3. Try to record in a place without background noise.
4. On TikTok, you can add the "retouch" filter, which smooths out your insecurities.
5. Try to start with a video with movement - either yourself or the camera. This helps capture the attention of viewers.
6. You want to add a title on your video for the first few seconds.

This is the retouch filter:





Want to outsource your content creation?

If you're a busy founder or busy executive, you may still want to focus on building your business rather than working on social media.

That's very common!

If you're thinking of outsourcing your social media, reach out directly to Laura@marketingbound.com or visit our website at marketingbound.com

