

## ***4 Tips to plan video***

### ***Tip No.1***

Once you have researched your content and you start planning how to put your content together. Be sure to have a bullet point list of some kind ready so you can stay organized.

Your videos need to have a coherent flow to them, so the information is presented in the right order.

There is nothing worse than a tutorial video where at the end of the video the creator randomly says:

“Oh, and I forgot to mention to do X, Y and Z”

“Oh, yeah. Also, don’t forget to tick this checkbox; otherwise the thing I mentioned in the beginning will not work”

As this will only confuse your audience and you lose credibility at that point.

Make sure you know all the points you want to make before you record anything.

A good way to do this is to do a dry run or a practice recording of your tutorial, so you get a natural feel and you know you haven’t missed anything out.

### ***Tip No.2***

Have all your tabs and relevant resource ready on the screen before you record.

This allows you to flip between each screen, PDF’s or documents easily without humming and hawing.

Keep them in an organized way so that you look professional.

There is nothing worse in a video where the author spends ages flipping through tabs and getting lost in an unorganized mess.

Even if it just a few seconds, it is frustrating for the user and it detracts from the value of that tutorial.

### ***Tip No.3***

Think about your screen and how that portrays who you are as a person.

You would be amazed how many tutorials I have seen where the creator has 25 tabs open on the screen, including personal stuff like banking apps or their Facebook page.

Often you can also see peoples past search history and bookmarks, at times being inappropriate or of a very personal nature, but in any case, it makes you look unprofessional.

You want to have a clean tutorial so only have the tabs open which you are using for that exact tutorial. No personal stuff or anything else.

Use incognito mode so your own personal preferences won't show. That way it is clean, neutral and professional.

### ***Tip No.4***

If you are recording yourself on camera. Think about your background. Keep it clean and professional.

Again, I have seen so many tutorials where someone is sitting in a dirty office or in a laundry room or something like that. Tidy things up and make it look nice.

It does not have to be perfect, but you want people to respect you and see you as someone they can trust.

If you are recording yourself in a Starbucks with loud background noises and sitting next to the toilet door, people may not take you seriously and they certainly will not buy from you.

You will be amazed at how many people do not care about this.

I hope you take some of these tips and realize that a lot of this is common sense.

This is where you can add more value by including these points in your video. Trust me when I say that it does make a HUGE difference to the quality and user engagement of your videos.

And there you have it guys. These are some simple tips for you to organize yourself a bit better and to offer more value to your viewers.