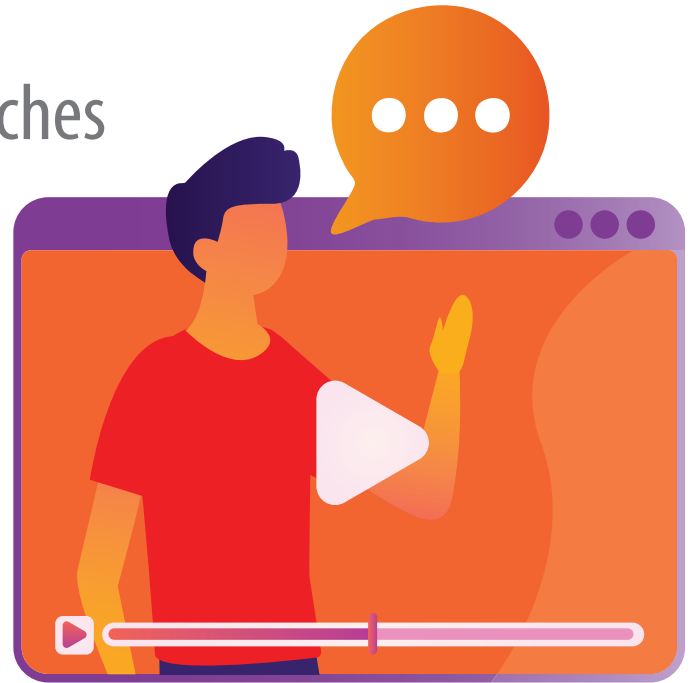


Checklist for Filming Video Pitches



Practice

- Practice.** Make sure you have practiced your whole pitch, whether it be in front of a mirror, with a friend or family member or using your phone! Practice is key to a well-done video.
- Time it.** Make sure your video is 30- to 90-seconds.

Filming Equipment

- Record with a video camera, iPad, or smartphone.**
You may film on any of these devices.
- Check the equipment.** Make sure your device is working, charged and you have the needed cords and any other equipment.

Filming Location

- Choose a quiet area.** Make sure the acoustics are fine – no loud noises in the background; no echoes.
- Check the lighting.** Make sure you have even lighting, shadows, glare or bright reflections can be distracting. If you are filming outside, avoid direct sunlight and glare.
- Use a plain background.** Avoid clutter if possible. Ideally, only you should be in the frame.

Filming

- Try a sample video** to test the sound and background.
- Set the camera at eye level or slightly above.** Use a flat surface or tripod to keep the camera steady.
- Look into the camera.** It's best to present your pitch without notes but if you can't, tape your notes to a nearby wall or hang from the camera. If you hold notes, look up often for eye contact.
- Avoid zooming** in and out or moving the camera.
- Film in landscape format** – horizontally versus vertically.
- Smile, relax and have fun!**

TIPS FOR KIDS

Elevator Pitch Essentials

30 to 90 seconds long

It's your verbal business card.

Goal – Make them more curious and then stop.

Two “PIPES” to a great pitch:

Projection, Inflection, Pace, Eye Contact, Stance

Projection

Speak clearly, articulate, and speak loud enough.

Inflection

Vary the tone and emphasize key words.

Pace

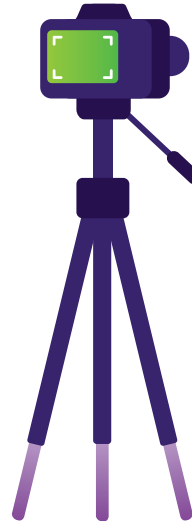
Talk at a normal speed for you – not too slow, not too fast – so the viewer understands and grasps your content.

Eye Contact

Look at the audience, individual or into the camera – but don't be creepy.

Stance

Stand straight, use hand gestures. Don't sway or fidget.



People, Information, Practice, Enthusiasm, Style

People

Know your audience.

Information

Make sure your content is clear and concise.

Practice

Be prepared; practice is critical to a successful pitch.

Enthusiasm

If you are not excited, the audience will not be excited. Smile occasionally; it draws people in, projects positivity, and is encouraging in building a relationship with the customer.

Style

Be yourself. Be sincere.
Be engaging and personable.