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**TIPS FOR CREATING A**

**PROMOTIONAL VIDEO   
*One-minute in length***

**Who is your target audience?**

**What is your objective?**

**Describe a common problem associated with your product or service  
  
Describe a solution your product or service provides**

**What makes your product or service unique?**

**Make an irresistible offer**

**End with a “call to action”**

**Do not exceed 145 total words  
  
Read the script at a normal pace and time yourself**

**Make any necessary changes to conform with the one-minute time frame**

**Memorize your script until it flows naturally without pauses**

**Practice, Practice, Practice!**