

VOLUME 3 ISSUE 6

# WEBWISE™

SMS WebWise™ is a bi-monthly newsletter dedicated to keeping SMS clients and prospects advised of new web site techniques and opportunities in the fast changing Internet marketplace.

Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to [anita@smsmktg.com](mailto:anita@smsmktg.com) with NEWS as the subject line.

## 7 Tips for *Perfecting* Your Next Training Video

Perhaps you have a sizable sales force, tons of trainees, or a plethora of product-users and you need to reach them via video to teach them how to use your product or sell your service. If this is the case, it's clearly not sensible to speak to or answer questions for each individual person. Instead, a video is what you need. Here are some tips on creating a training video:

**Keep each video limited to one main topic.** Trying to describe how to use multiple products in one



video can be very confusing. Either break up your video into clearly labeled segments, or produce separate, smaller videos for each.

If your video will be used on a CD or DVD, you can insert chapters to separate each topic.

**Don't assume your audience knows what you're talking about.**

Somebody who is new to using a certain product may have no idea of how to use it. Start from the beginning and explain it all, step-by-step.

Avoid speaking with industry jargon. Alternatively, provide a separate manual to explain various terms that may not be known to your audience.

**You may have materials for the video sitting in your filing cabinet!**

Oftentimes, still photos can be used to sufficiently depict a product or process, and it makes the video production process much more affordable. Animations can also be produced to show how to do something.

**Make your video available on your web site.** If it's a video not intended for public access because of proprietary information, then a log-in screen can be initiated. Having the video accessible on your site will make things much easier for your company and your audience.

**Load your video on jump drives or mini-DVDs to have available as handouts at trade shows, meetings, presentations, etc.** This will allow you to hand it out to others so they can view it at their leisure, or you can easily present it on the spot with any compatible computer.

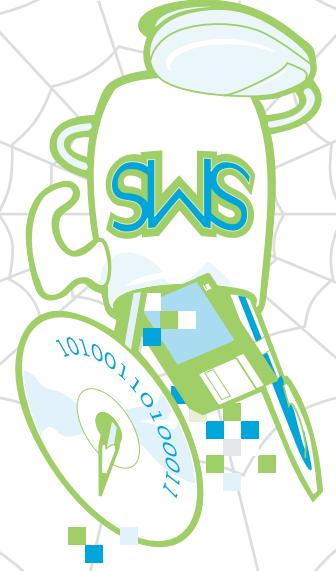
**Advertise your video as an added-value service.** Let prospects, customers, salespeople, etc. know that the video is readily available because this shows that you are willing to spend the resources to make sure your product is used properly.

If you would like more advice or if you are thinking about starting a training video, please don't hesitate to contact us at 856-697-1257 or [info@smsmktg.com](mailto:info@smsmktg.com).

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## “Sit, boy!” Training Videos Made Easy!



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### How Google Can Help You Keep Up to Date

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