



Sales Video Tips

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Tips and tricks for making a sales video:

Surely you have already read 'Video Taping Your Round' in our September 2015 print. But in case you haven't, here is a quick refresher: Get a proper video camera (i.e. not an iPad), and USE YOUR ZOOM!

Now it's time to make the sales video you are going to publish and share online. If nothing else, remember this: **Put your horse's best or most impressive moment of the video first!**

This is your hook. If you put three minutes of walk at the beginning, you risk boring your viewer and losing the sale right there. Not that the walk can't be included, just move it later in the clip.

If you have a jumping horse that has exceptional show footage, put that in first. Then follow up with your chute jumping and/or flat video. If your horse's best trait is its beautiful canter, then by all means put the canter in first. Once the viewer is intrigued by the horse's best qualities, follow up with the other fundamentals to include in the video; by this point the viewer will want to know more.

If you have a program like iMovie, or something similar, it is a good idea to put your trainer's name and contact at the beginning and end. Include brief (3-4 seconds) text screens detailing the horse's age, competition height, and breeding at the beginning. This way if the viewer is watching videos of several horses, they will be reminded of the pertinent details and contact information.