



DIY Film Booth Video Checklist

Mark off each section when you plan your video to make sure you DIY video sticks to a tried and tested, highly engaging formula.

Some of the checklists have links to content to help you out. These will be added to over time.

Our video is under 2 minutes

We have used a prop/visual aid

We have a well thought out shopper's pivot intro

We have addressed the problem

We have provided a solution

There is a call to action (not selling if educational)

We have asked for engagement

The golden rules for great content

The video is informative

The video is actionable

The video is entertaining

The video contains an opinion

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