Best Practices: Recording High-Converting Prospect Videos

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High-performing videos are short, specific, and actionable.

Winning Structure (30–60 sec)

1. Personal hook
2. Relevant insight/problem statement
3. One clear next step

Delivery Tips

- Look into camera
- Use clear audio and good lighting
- Speak naturally, not scripted/robotic
- Keep energy high and pace tight

Personalization Checklist

- Mention recipient name/company
- Reference one real context point
- Tailor CTA to their likely priority

CTA Examples

- “Reply with your top priority and I’ll send a custom walkthrough.”
- “Would Tuesday or Thursday work for a quick call?”

Mistakes to Avoid

- Long intros
- Multiple asks in one message
- Generic templates with no personalization
- Overloading with product details