Personalization Best Practices for Video Outreach

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Personalization is the main advantage of video outreach. Keep it relevant and short.

What to Personalize

- First name
- Company name
- Context trigger (recent event, role, pain point)
- CTA tied to their situation

High-Performing Format (30–60 sec)

1. Personalized opener (10 sec)
2. Clear value statement (20 sec)
3. Single next step (10 sec)

Do This

- Mention one specific detail about the recipient
- Speak clearly and maintain eye contact
- End with one direct CTA

Avoid This

- Generic scripts with no context
- Multiple CTAs

- Long intros
- Heavy jargon

CTA Examples

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