

# Phillips MediaSource WhitePaper

---

## 5 Quick Tips for Better Video Storytelling

A video can tell customers more about your business than any words can represent. While a storybook written in words offers room for imagination, a video without any words can tell a more accurate, yet imaginative story as well. Video storytelling in business refers to the art of telling your story, or instructing your customers, through a series of shots and sound. If you want to tell a good story through video, whether it's about your company or about a product, keep reading.

### 1. Remember that sound comes first

At a video session with Patrick Hughes at a Mequoda Summit, one learned that his number one “must” is good audio quality. Whether you're tailoring cuts to a music track, or conducting interviews, make sure that the sounds is clear. For interviews, use an external microphone, preferably one that clips to the collar of your speaker. “People will forgive bad video, but couple it with an inaudible interview or an out-of-place music track and the story is lost,” says Hughes.

### 2. Recreate video journalism

If you feel like a blank slate, just refer back to video journalism because those are exactly the techniques you need to master. Each video should have a beginning, middle and an end with a feeling that's been evoked. Think about movie trailers.

### 3. Wrap it up quickly

For the videos we're talking about, length is not a requirement. If your story doesn't require five minutes to tell it, try wrapping it up in sixty or ninety seconds. Just like we're learning the value of brevity, we do the same in video.

### 4. Try speaking without words

Interviews are just one form of communication, try imagery instead. If you're shooting behind the scenes “about us” video at your organization, get shots of people working, presenting ideas and representing what it's like to be a human in your business. Narrate with images.

[> read more](#)

### 3. Hold the shot long enough to evoke emotion

Emotion is what helps people make decisions. Remember that scripts often remove emotion from the story you're telling.

To tell a story about your business, remember what you want to show: who is there, what they do, what your culture is like. To tell a story about your product, show what it is, how it works, an emotional reaction to using it, and how it helps the customer. Start without words, and only use them if they can improve the story—the Google Chrome videos are great examples.

#### Let's talk.

Michael Grant  
T. 214-741-1300, extension 202  
michael@phillipsmediasource.com

Thanks to Phillips Productions,  
Muquoda, Amanda MacArthur  
and Patrick Hughes



Online and Offline Marketing | Content Development | HD Video Production

Phillips MediaSource | 750 N. Saint. Paul | Suite 1000 | Dallas, TX 75201 | 214-741-1300 | phillipsmediasource.com