

The Content Creator's Lounge Presents:

How To Create Awesome Demo Videos For Your Business in Under 30 Minutes!



Special Guest:
Miguel Hernandez



Hosted By:
Jon Acosta
Founder, Content Creator's Lounge



The Agenda:

- 1) Good vs. Bad Demo Videos
- 2) The Demo Video Process: Explained
- 3) Secret Tools to Create Your Videos
- 4) Tips for Hiring Animators
- 5) Q&A

But first, an apology...



9PM EST = 6PM PST

... stupid.





Who is Miguel Hernandez?

Good vs. Bad Demo Videos

- **BAD** Demo Videos: Common Mistakes
 - Too long
 - Too boring
 - Bad sound design

[Jon Queues Up **BAD** Demo Video Example]

<http://youtu.be/OxfpcjjQsHY> - Social Twist

or <http://youtu.be/vCuKdXEhDOs> - Footlogix

Good vs. Bad Demo Videos

- **GOOD** Demo Videos: Common Traits
 - Short
 - Engaging
 - Great sound design

[Jon Queues Up **GOOD** Demo Video Example]

<http://youtu.be/U33vtMieqCM> - Tio MobilePay

Animation Video

VS.

Live Action Video

Which is right for *my business*?



The Demo Video Process: Explained



CLIENT QUESTIONNAIRE



**SCRIPT/STORYBOARD
CONSULTATION CALL**



**POWERFUL SCRIPT
& STORYBOARD**



QUALITY CARTOONING



**PROFESSIONAL
VOICEOVER**



**REGULAR REVIEW,
UNLIMITED CORRECTIONS**



FINAL VIDEO COMPILED



**SET YOUR VIDEO
TO WORK**

The Demo Video Process: Explained

ANIMATION VIDEO STEPS

Define Concept

Write the Script

Storyboard

LIVE ACTION VIDEO EXTRA STEPS

Shoot Video

Hire Video Crew

Location Scouting

Choose Music

Begin Animation/
Editing

Hire Voiceover

Revise Edit/ Animation

Render Out Final Video

...That's a really long process.

Secret Tools to Create Your Videos

- DIY Demo Video **Templates**
- DIY Demo Video **Animation Tools**
- Royalty Free **Music Resources**
- Video **Producer Marketplaces**

Secret Tools to Create Your Videos

- DIY Demo Video **Templates**
 - Videohive.net
 - Keynote (for Mac) > GrumoSchool.com
 - Prezi.com (for Mac or PC)

Secret Tools to Create Your Videos

- DIY Demo Video **Animation Tools**
 - PowToons.com
 - GoAnimate.com
 - Animoto.com
 - VideoMakerFX.com

Secret Tools to Create Your Videos

- Royalty Free Music Resources
 - audionetwork.com
 - cinephonix.com
 - pond5.com
 - AudioJungle.com

Secret Tools to Create Your Videos

- Video producer **Marketplaces**
 - [Wooshii.com](https://www.wooshii.com)
 - [VideoBrewery.com](https://www.videobrewery.com)
 - [Videopixie.com](https://www.videopixie.com)

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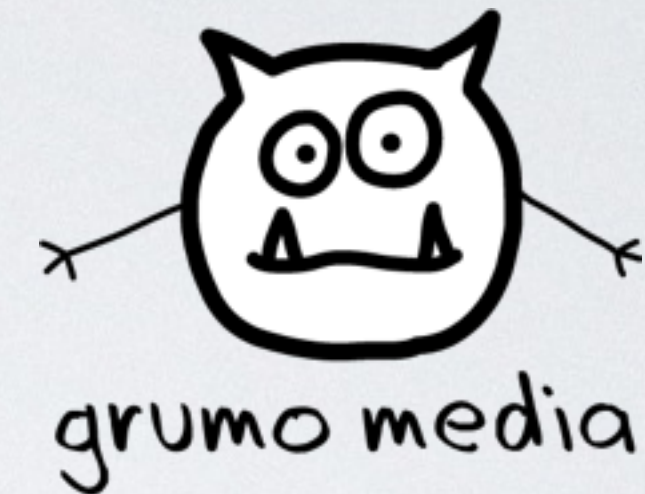
Q & A.



Thanks for Joining Us!

Miguel **Hernandez**

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Learn more at: grumomedia.com



CONTENT **CREATOR'S** LOUNGE



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