

Your video should attract potential Central Florida Livestock Buyers to purchase your market animal. After your video is complete ask your FFA Advisor, 4H Club Leaders and/or other community members to view and critique it. Give yourself plenty of time to make edits or revisions before the due date.

Below are some tips for a great marketing video.

### **DO**

- Keep back ground sounds out of your video. For example: traffic, phones ringing, gun being shot and other animals. The buyer needs to hear you and not be distracted by something other than the exhibitor/market animal.
- Edit out your assistant yelling "Action" while filming.
- Have your animal live in the video along with yourself.
- Look straight into the camera while speaking to it. Eye contact is a sign of sincerity and great self-esteem.
- Memorize your script.
- Make sure buyers and video judges can hear you.
- Test the lighting of the area in which you are filming your video. Your audience should be able to see you and your animal clearly.
- Be enthusiastic, happy and interesting. No one wants to see a boring video. Your imagination and youthfulness are an ingredient for success.
- Make sure to mention your animal's ear tag, repeat the day of the show, sale and times.
- Encourage the buyer to come see your animal and/or visit with you before the fair even starts. Use this video as an actual marketing tool to encourage perspective buyers.

### **DO NOT**

- Read your script from a phone while holding it. This is not genuine, and buyers will immediately stop watching.
- Forget to introduce yourself and what club you represent at the beginning and end of the video.
- Look mad or upset that your parents/leaders are making you create a video.
- Make it obvious that you are reading from poster boards or read directly from note cards. A buyer doesn't want to hear posters being thrown to the ground.
- Have your judges or buyers be bored. They really want to know why they should buy your animal. Make the video fun! Be different! The judges are watching a lot of videos. Do you want to be the same as everyone else? Nope!
- Make the transitions from screen to screen choppy. They should be smooth and unnoticeable.
- Make the judges bored.
- Sway or fidget. It is okay to move around just be aware of your surroundings. Keep your hand movements in check.
- Copy your siblings' video even if you are showing a different species.
- Fill your video with fluff so you meet the time requirements. While it is okay to have a few pictures, less is more. The purpose of this activity is to see you and the animal in action, plus learn about your project and experiences.