



Checklist 15 – Sales Video

Project Name: _____

Date: _____

		Yes	No
1	Have you used Animation in your video?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have you recorded an in person video clip?	<input type="checkbox"/>	<input type="checkbox"/>
3	Have you included a membership overview in your video?	<input type="checkbox"/>	<input type="checkbox"/>
4	Is your video length between 4 and 12 minutes?	<input type="checkbox"/>	<input type="checkbox"/>
5	Does your video keep the viewers engaged to the end of the video?	<input type="checkbox"/>	<input type="checkbox"/>
6	Does your video explain the pain the viewer might be experiencing?	<input type="checkbox"/>	<input type="checkbox"/>
7	Does your video provide the solution to this pain?	<input type="checkbox"/>	<input type="checkbox"/>
8	Have you included proof or customer feedback in the video?	<input type="checkbox"/>	<input type="checkbox"/>

Notes



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9 Have you repeated the call to action and close near the end of the video?

10 Have you included details about your guarantee in the video?

Notes