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Video Interview and Appearance Checklist

How to do a totally pro video appearance or interview (online or in person)

Why doing video interviews and appearances is so important

Now that it's so easy to produce a good video and get it posted almost immediately, doing interviews online or at events is part of the game. Video lets people get to know you and trust you – crucial for business! We all know how important it is to do these video interviews, but we get nervous, right?

That's why we're sharing these pro tips with you that will make it so much easier. No matter if your company is big or small, you need to be prepared to give a great video interview.

Here's our Video Interview and Appearance Checklist. We've kept it short and sweet, just the proven essentials that we know work; Choosing what to say, preparing and practicing, plus some totally doable pro techniques that will make your interview shine.

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Choosing what to say

Knowing what you're going to say in advance is everything.

Alright, let's get right into it. It can feel challenging to figure out what to say during the interview, whether you're on Zoom, Skype, or in person at an event or show. Sometimes we feel nervous or don't know what to say when press and customers come by and ask for a video interview, so let's look at choosing what to say ahead of time.

- ▢ Memorize an opening and a closing blurb. Knowing how you'll open and close is key and will really change your comfort level.
- ▢ Choose 2 or 3 points in the middle. You may not end up using them all, but have few prepared.
- ▢ Consider what you want someone to do after they view the video. What's the Call to Action?
- ▢ Avoid the sales pitch. Focus on providing helpful or educational information. Maybe you have a use case and can tell the story of how using your product has solved someone's problem.
- ▢ Will there be an interviewer on video with you or is it you solo?

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Preparing and practicing

Practicing works!

Here are some key things to think about and consider in preparation.

- [ ] Grab 'em in the first 10 seconds. Say something that the viewer cares about in the very first part of the video.
- [ ] Keep it short. It's a time issue - when somebody views a piece of video content on the web or social media, they have minimal amount of time.
- [ ] Make sure that you prep and do your homework beforehand. You can do an awful lot of damage if you can’t talk about your product in a good way.
- [ ] Take control. With prep you can take control of the situation.
- [ ] Be concise.
- [ ] After they view your video, what one thing would you like them to take away?
- [ ] Practice! Do a few run throughs with a colleague. Video yourself with your phone and give it a look. Don't be too critical of yourself, but notice things like "um" and consider the conciseness of your message.

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Pro Techniques

These pro techniques will help your video interview be top-notch

- [ ] Have 1-2 people as your designated video interview people. If you're at a live event and it’s not a convenient time when someone requests an interview, then offer a time to rearrange. It's better to have the right person do it. Don’t have a "bad" person on camera.
- [ ] Breathe!
- [ ] Talk with the crew or interviewer in advance. Ask them if you can pick up, if you can do another take, if will there be a B roll, if they want you to look at the camera or look off camera.
- [ ] Plan where you want to do the shoot. Know what is in the background shot, have something behind you.
- [ ] Practice by doing a video yourself and posting it on your social media or website in advance.
- [ ] If you can’t do anything with your hands, keep them clasped in front.
- [ ] Hold a few seconds at the end for nice edit point.
- [ ] Want to see which lighting, software, and tools we use? Here's the list: https://kokoroinc.com/favorite-tools/

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Be totally pro on your next video appearance

Find out more here:

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