

Need to Make a Video? Start Here

Seven pointers to help you with
with some fundamentals -
before you hit record or
bring someone in



BY KREATIVE COMMS

Consultants for solopreneurs,
small business owners, and creatives



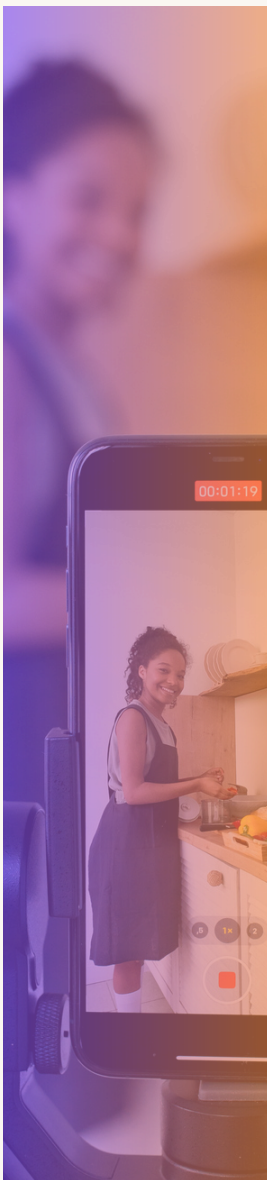
Why Have a Video?

Because it works. People still read content on websites and social platforms, but more and more, they connect through what they see and hear. A short, human-led video often says more than a polished blog post or perfect pitch. It builds trust, shows personality, and helps people feel like they already know you.

And here's the good news: you don't always need to be on camera. You can use your voice, your product, your process, even a set of well-chosen images. Plenty of great videos never show a face at all.

It doesn't have to be super polished either. Depending on your brand, something filmed on your phone or laptop, with a few thoughtful edits after, can do the job brilliantly. So many people put video off because they think it has to be just right, but in many cases, starting with something simple is all you need.

What is the point?



Before you start filming, ask yourself: what's this video actually for? Are you announcing something? Hoping to get a message out? Or just sharing what you do in a more human way?

Being clear about your goal at the start helps you stay focused, and stops the video from dragging or going off track. There's no right length or tone, but there has to be a central purpose. Even if it's a 30-second clip, knowing what it's meant to do makes all the difference.

QUICK CHECKLIST

What do I want this video to achieve?

Am I trying to inform, encourage, or invite someone to take action?

Can I summarise the point of this video in one sentence?

Who is it for?



Not every video is for everyone. The most effective ones speak clearly to the people who are most likely to care. This could be potential customers, clients, collaborators, or even people who don't know they need you yet.

Thinking about who the video is really for helps you strike the right tone. Do they need encouragement? Reassurance? A quick how-to? The more you picture them, the easier it becomes to say what they need to hear.

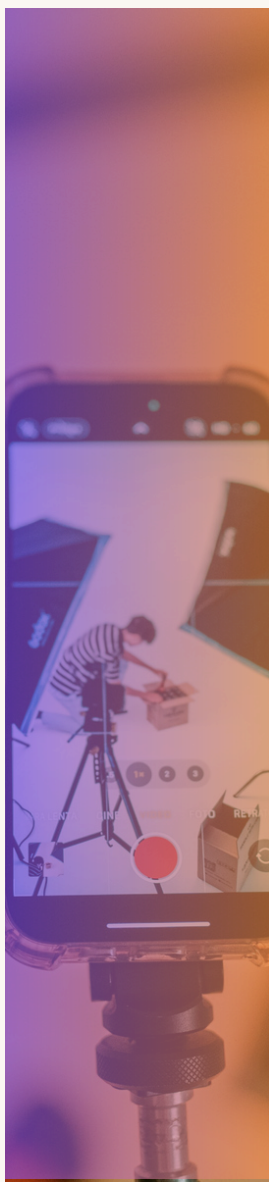
QUICK CHECKLIST

Who do I hope sees this video?

What do they care about or struggle with?

What tone or pace will feel right for them?

What Does 'Good' Look Like for You?



Success doesn't have to mean thousands of views or a flood of likes. Maybe a 'good' result is just having something out there. Or getting meaningful enquiry. Or showing up consistently for the next few weeks.

There's nothing wrong with setting a bigger goal, but it helps to also define what a small win would look like. That way, even your first video can feel like progress. You don't need to go viral, you just need to move forward.

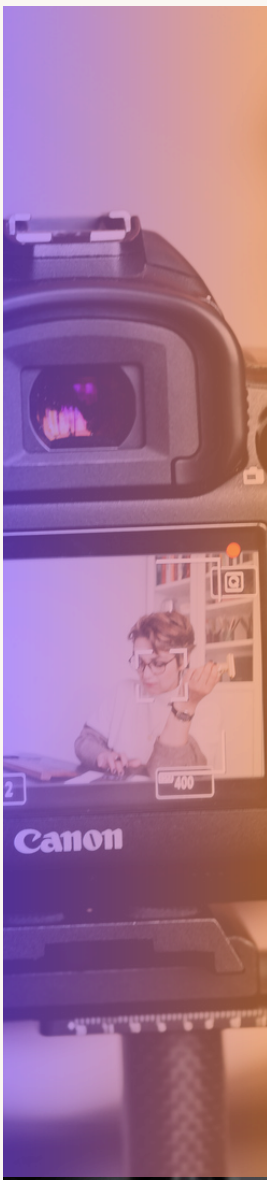
QUICK CHECKLIST

What would make this feel like a step in the right direction?

Am I looking for impact, connection, or clarity?

How will this video support my work, service, or sales process?

What Will the Video Look Like?



You don't need a fancy setup. Many people make great videos using just a laptop or phone and a little natural light. The main thing is that your message comes through clearly, not that it looks perfect or like an advert.

You could talk directly to camera, film a product in use, record a walkthrough of your space, or simply speak over a few slides. You don't even have to appear on screen if you don't want to. A voiceover, a hands-only demo, or a photo sequence with text can all do the trick.

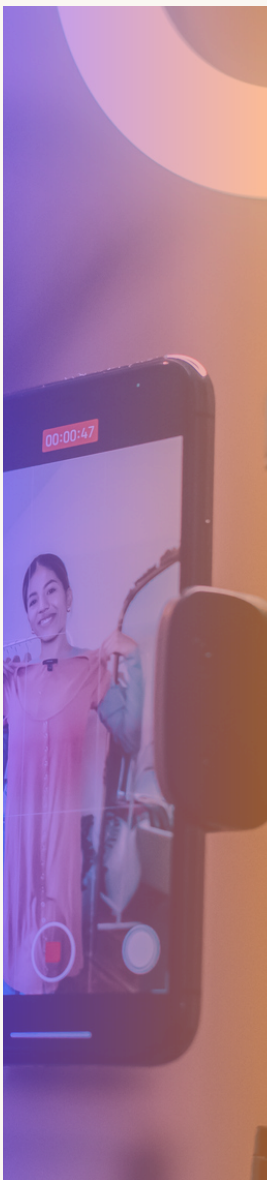
QUICK CHECKLIST

Does this need to feel personal, practical, or polished?

Would I rather show myself, show the product, or focus on the process?

What is a format that feels doable for me right now?

What Kind of Video Is It?



There are many styles of video, but don't let that overwhelm you. Think about what you want to say and choose a simple format that fits. Examples of few that work well, especially for smaller businesses or projects:

- 👋 Intro Video – Say hello and explain what you do.
- 📦 Product or Service Showcase - Your offer and how it helps.
- 📋 Explainer or How-To - Teach or walk through a process or tool.
- 🗣️ FAQ or Myth-Buster - Answer questions you're often asked.
- 🎨 Higher-End Explainer - A polished piece with animation or pro editing for a bigger moment.
- 🎭 Creative or Off-the-Cuff – Slick or quick, something playful, trend-inspired, or showing personality of you or your brand. Part of a series, a one-off,

QUICK CHECKLIST

Which of these sounds most useful to me right now?

Have I seen a video like this that worked well for someone else?

Could I start with something simple and build up from there?

Is This Video for Now or for the Longterm?



Not all videos are meant to last forever. Some are quick updates or behind-the-scenes clips, and just a way to show people what's happening. Others are meant to stay on your homepage or profile for months, even years.

Knowing the difference helps. A one-off update might only need a single take. A long-term explainer might need planning and a little polish. But don't let the long-term videos stop you from getting started. You can always update later.

QUICK CHECKLIST

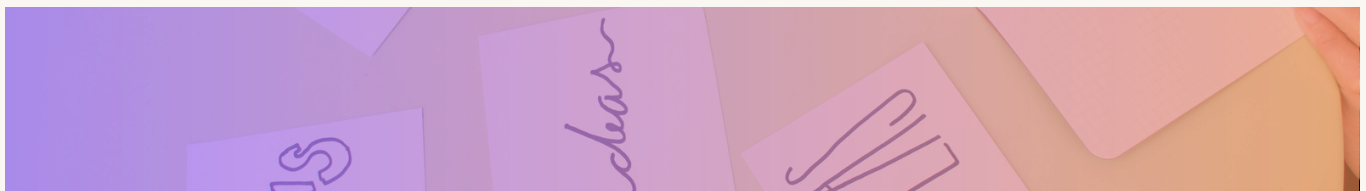
Where will this video live — and for how long?

Does this need to represent me at my best, or just show where I'm at today?

If someone finds this in six months, will it still make sense?

INSPIRATION CORNER

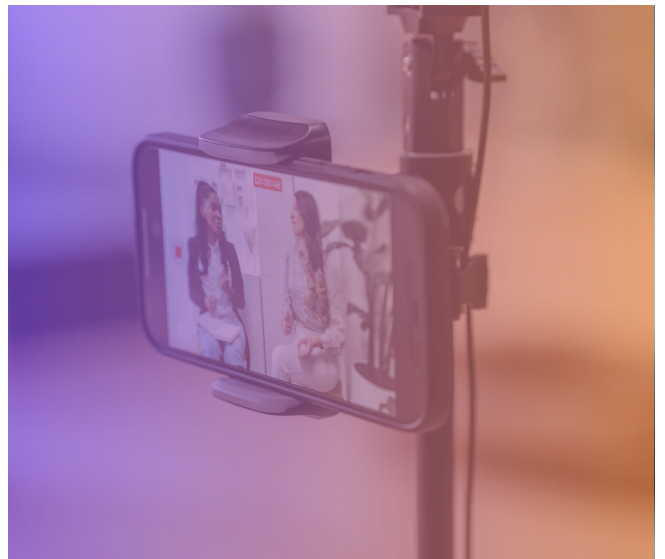
- 1. Think of one question people always ask you**
Imagine answering it out loud, with your voice, in under a minute. That's a video.
- 2. What it's like to work with you**
Walk through your space, or demo something real. People connect more to how you do things than to a polished pitch.
- 3. Behind-the-scenes moments**
Show a quick part of your process, packing an order, setting up for a client, prepping your workspace, coming up with ideas. It doesn't have to be slick. People love seeing how things are made or done.
- 4. One reason you started**
Say one thing that made you want to do what you do. It could be a small story or just a sentence that shows a bit more of the human behind the business.



SUMMARY CHECKLIST

CLEAR BEFORE YOU START

- ☐ One clear message or idea I want to get across
- ☐ Who I'm speaking to and what they might want to hear
- ☐ Chosen a style or format that feels doable for me right now
- ☐ Picked a space where I'll be seen and heard clearly



DELIVERY AND PURPOSE

- ☐ Is this a quick update or something I want to use again and again
- ☐ Done is better than perfect - this is just the start
- ☐ Where will this video live, on my site, in a post, or somewhere else
- ☐ What someone might do next after watching

Need a second opinion?

If you're not sure where to start or want to talk through an idea, I offer initial consultations. Sometimes all it takes is a sounding board and a fresh pair of eyes. Whether it's filming, editing, or working out what kind of video fits your business, I'm happy to help.



Schedule a quick call

or just drop me a message:

kreative-communications.co.uk

We can talk about

- What kind of video suits your business
- How to start with what you've got
- Feedback on something you're working on
- What to say (and how long to say it for)

If you're not sure where to start, that's okay too, sometimes a quick chat helps.