

A video profile can serve as a visual elevator pitch. Just like a verbal elevator pitch, you are creating a compelling and concise description of your project.

STEP ONE:

Craft a clear and concise message that communicates your idea effectively. Review and follow the outline for verbal elevator pitches. Be sure to include how someone watching can contact you for more information about your idea.

STEP TWO:

Practice your message until you can say it with ease, speaking naturally and comfortably, in a conversational tone. Practice in front of a mirror to be sure your facial expressions match your desired tone of delivery.

STEP THREE:

Choose an outfit for your video that aligns with the formality of your audience. Who will watch and respond to your video? Do you need to dress in business attire, or is a casual outfit suitable?

STEP FOUR:

Find a quiet, well-lit space that allows the video viewer to focus on you and your message. Great lighting is important. Experiment with different rooms/spaces.

STEP FIVE:

Use technology that you are familiar with to record the video. You want the video to highlight confidence in yourself and your idea. Be sure your video can be shared with ease. Consider creating your own YouTube channel.

STEP SIX:

Review your video, listening for unnatural breaks in speech; watch for facial expressions that detract from the message. Share the video with a few peers. What did they hear? What did they notice? Rerecord, if necessary, to be sure your message is being communicated effectively.

STEP SEVEN:

Your video profile is ready to be shared.