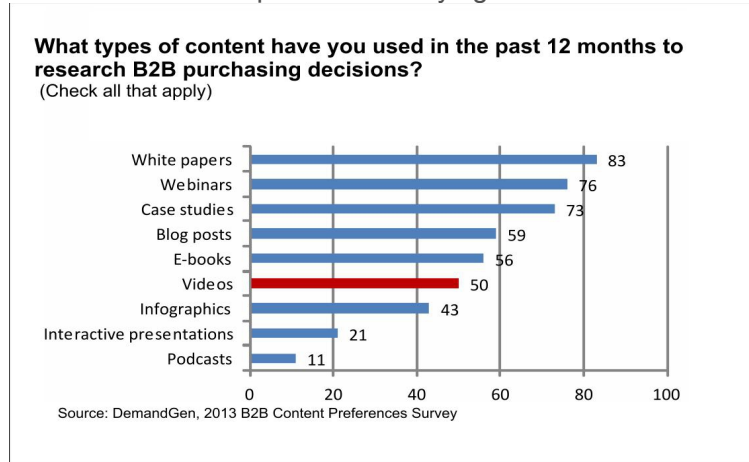


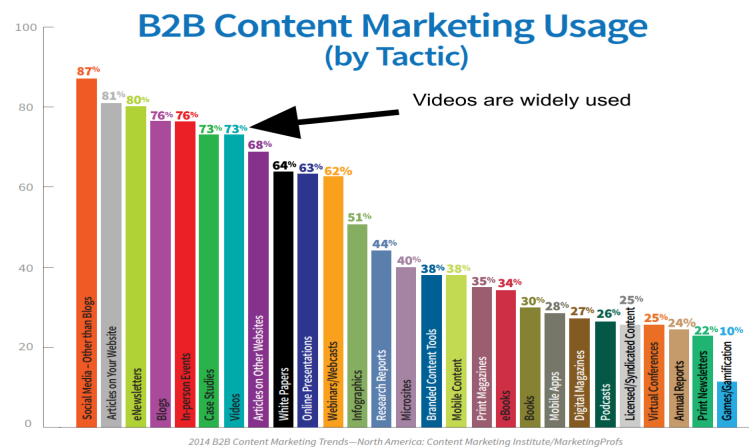
Using video in business development

Getting through the clutter to capture the attention of potential clients is a big challenge for most professionals. Making your case in a visible and compelling way where potential clients might be looking (including in their email inbox) is vital. Video is a potential tool, and it may be easier than you think. Should some form of video be in the mix of what you share with clients and prospects?

Your potential clients probably watch videos. In a [Forbes research study](#), 75% of executives said they watch a work-related video at least once a week. A study of B2B buyers showed that 50% of them looked at videos as part of their buying decision.



As a result, many B2B marketers are adding video to their mix of content.



The goal of your videos

You can definitely produce a big budget, glossy video that extols your firm, but that's not the focus here. Rather, my focus is on videos that help advance a viewer's sense that you know what you are talking about, and at the same time perhaps give them a flavor of who you are. Some examples:

- A member of your firm could describe some of your findings from recent work, or your thoughts about the industry (you can see a range of these videos on [Deloitte's YouTube channel](#)).
- A client provides a [testimonial](#) about your work, and about working with you.
- You describe your methodology
- You provide a visual example of your work, as in [this case](#)

Some easy methods to get started with video

- Voiceover of a Powerpoint presentation - you can do this in Powerpoint or with online tools. These are good for "how to's".
- Inexpensive standups - someone just talks about a topic, such as [this one](#) from a consulting and training firm. Here's an accounting firm that does a little more production in a [video](#) in their "ERISA Sunscreen moment" series; they also have a wide range of other kinds of videos too
- Webinars -- you do the webinar (see a recent [Business Development Tips](#) for more information) and also a recording of it available afterwards for non-attendees
- Recording speeches you are already doing. If you give a presentation, see if someone can record it.

What about style

You have probably seen videos that you cannot imagine making, because the style wasn't you. Find a style and feel that is consistent with your professional image and stick with that.

What to do this week

- Take a look at what other firms in your profession do, and what firms in other businesses do with video. See if you see anything that you like -- that doesn't look like it costs 5x of your budget or more. How could you adapt those ideas?
- Think about some low-budget ways to get started. Could you film a client testimonial or two? Could you adapt a Powerpoint into something with an audio track that explains what you do and how you do it?

What are these tips?

These monthly tips help professionals create more business and enjoy their work more. We focus on how to start relationships, how to build relationships, and how to convert those relationships into sales. Visit our [archives](#) to learn more.