



## **Presenting your Business the Right Way by Video**

- **How to Present your Business (Startup or Product) the Right Way**

- 1: What makes your offer unique? – In two sentences
- 2: What is the tag-line based on the USP
- 3: Features and benefits
- 4: Call to Action
- 5: All in one walk through

Thumbnail picture for video:

- 1: This is to be a slide describing why they need to watch the video eg

In the next 3 minutes I'm going to show you how .....

Video Walk Through

Headline and Initial Statement

Quick Intro

State the problem

Introduce Product

Features and Benefits that solve the problem from above

Fast Demo

Call to Action