**Top Ten List for Video Sales Emails**

**Begin with the end in mind** - always define your output first - what do you want your client to feel, say, or do.   Trust you more.  Save them time.  Save them frustration.  All about THEM not you!

2 - **Your opening sets your tone**, the same as in a written email.  Show energy and enthusiasm even if you are recording at midnight!

3 - **Look at the camera**, not down or else you are treating your clients like they are in kindergarten.  (Shahab came up with this great comparison!).

4 -**Use tools to make your life easier**.  Teleprompter, Ulanzi grip, etc.  These emails can be very valuable so set yourself up to be able to make them easily.

5 - **ALWAYS send them to someone you trust to review before you send out**.

6 - **Aim for authentic and credible over perfection**.  A few filler words (ums, ah) are okay, but not too many!  If you require perfection, you may never produce a video email.

7 - **End with a clear call to action  -** is there a next step? Let them know, ask, provide a link - make it easy for them to do what you want.

8 - **Respect the time of your audience** - keep it brief, to the point, and useful to them.

9 - **Visuals help** - sometimes you will really want a background that will provide visual support to what you are saying.  Be conscious of how you are displaying it.  Try not to distract with a lot of movement or unnecessary clutter in the visuals.

10 - As much as I LOVE video emails, **use them sparingly and ALWAYS add value**.  If you send out too many, or low value, no one will watch them :(