Building a Video Request

Best practices for video requests:

Include a Video

- Video makes the request engaging
- Social proof helps people feel more comfortable on camera

Write Short Intro Text

- People won't read big blocks of text
- Keep your introduction copy short and sweet, and provide more detail in video

Give Focused Talking Points

- Give video creators one main question to respond to
- Don't use more than 3 talking points

Set Appropriate Time Limits

- Avoid rambling with strict time limits
- If you give people more time than they need, they will probably use it

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