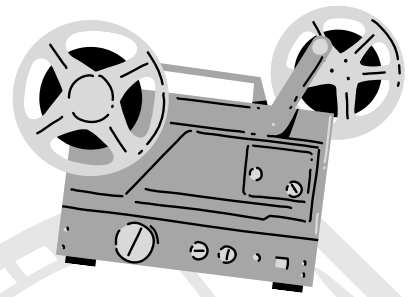


# VIDEO IDEAS FOR *Businesses*

Use these prompts to quickly create helpful, authentic videos that build trust and attract customers.

## 1 Answer your most common questions

Either ask your customers for these yourself, collate them from previous questions over the years, or predict them. Minimum x10 videos



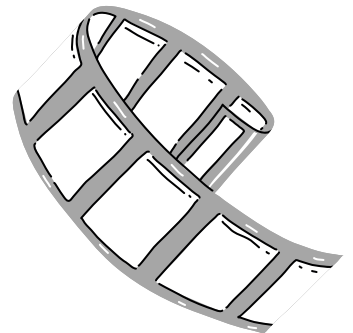
## 2 Mistakes people make when choosing...

Straight to potential pain points and help customers by explaining common mistakes people make when choosing a service like yours



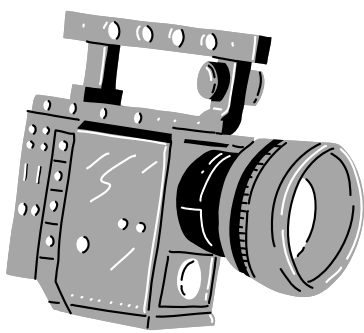
## 3 Behind the scenes footage

I tend to film multiple during a specific shoot or shift, instead of constantly doing one or two each day.



## 4 A client success story

Reach out to some of your most loyal customers ask them to send in a selfie style video review. you can cut it and edit it to fit so many potential video ideas.



## 5 What's your history

Why you started your business, the journey, the highs and lows. This could be captured as one long form, or repurposed for multiple shorter clips.



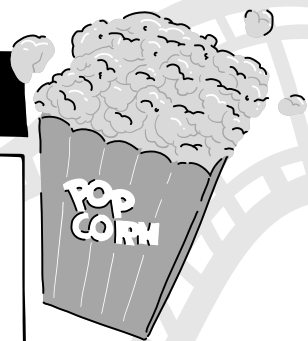
## 6 A common myth in your industry

'Challenge' those common misconceptions and turn them into pieces fo educational content for your brand. This builds trust.



## 7 What is your biggest hit?

Your most popular product or service explained - if these are for social media keep it short, make multiple. This topic lends itself well to a carousel post to allow you explain in more detail, and keep engagement for longer.



## 8 Make a recommendation

Celebrate other local businesses, give local tips related to your industry, and support your community.

