

Ad Filming and Delivery Guide

Your video has one job: stop the scroll in the first 3 seconds and get the right person to click. Real, clear and confident beats polished.

What the finished product looks like

Example videos showing the standard we are aiming for are in your portal, under Resources then Filming guide. Watch two or three before you film — it is far easier to hit a target you have seen.

If you would rather we filmed it

Filming and editing is the one thing your monthly fee does not cover. Most clients either film it themselves using this guide, or book us to do it. Both work, and plenty of clients start with us and move to filming their own once they have the hang of it.

- We film and edit: \$850 per video for a set of 5, \$750 for a set of 10, \$650 for a set of 15, \$550 for a set of 20.
- We edit only, you film using this guide: \$350 per video for a set of 5, \$325 for a set of 10, \$300 for a set of 15.
- Filming is done in a single session, 1 to 3 hours depending on how many videos. Bigger sets cost less per video because the setup takes the same time either way.

Ask us on your onboarding call and we will book the session. Scripts come from us either way — you are never writing these yourself.

Wardrobe and location

- Solid colours. No stripes, busy patterns or large logos.
- Dress like the business on a good working day. Bring 2 or 3 tops so a batch of ads does not look identical.
- Film where the work happens: the clinic, site, shop or office. Tidy the frame of clutter, cables and other brands. (Optional but recommended)
- Check for noise: AC, fans, traffic, generators. If you can hear it, the mic hears it louder.

Filming setup

	Do this	Avoid
Camera	Front or rear camera, whichever gives the better picture. 1080p or 4K, 30fps. Clean the lens. Tap and hold on your face to lock focus.	Zoom. A front camera on an older phone.
Framing	Vertical. Chest up, phone at eye level, about an arm and a half away.	Camera below the chin or above the head

	Do this	Avoid
Eye line	Look into the lens, as if at one client.	Reading off the screen
Light	Face a window or soft light.	Window or bright sky behind you
Sound	Clip-on or wireless mic, quiet soft room.	Echoey rooms, wind, fans on
Stability	Tripod or phone stand.	Shaky handheld

Front or rear camera: both work. The front camera is fine on an iPhone 14 or newer, a Samsung Galaxy S22 or newer, a Google Pixel 9 or newer, or an equivalent handset. On anything older, use the rear camera — it is sharper and handles low light better.

- Film the hook separately, 2 or 3 takes of each hook option.
- Stumble? Pause and restart that sentence, not the whole video.
- Hold still for one second before and after each take.
- Move for the hook, stand still for the explanation. Walking into frame or working while you talk pulls people in at the start. Once you are explaining something, stop moving — motion competes with what you are saying.

Quick test before every batch: record 10 seconds, play it back with headphones, and check face brightness, background noise and that your head is not cut off.

Delivery and tone

- Talk to one person, like an expert across a desk. Say "you", never "you guys". Not a salesperson.
- Lift your energy about 20% above normal. The camera flattens it.
- Statements end on a falling tone (certain). Questions rise, then pause.
- Stress one key word per sentence. Pause briefly before and after the most important line.
- **Hook:** start on the first word, no "Hi, I'm". Direct and certain.
- **Problem:** empathetic, like you have seen it a hundred times.
- **Explanation:** calm and slow, the slowest part of the video.
- **Call to action:** slow and clear, falling finish, hold eye contact for one beat after.
- Learn the idea, not the words. Use your own phrasing and natural accent.

Editing your own video

Any phone editing app works (CapCut or InShot, for example).

- Captions on every video, without exception. Most of the people who see your ad are watching on mute. 2 to 5 words at a time, bold, high contrast, centre to lower middle, clear of the very top and bottom of the screen. Proofread them — auto-captions get names and prices wrong.
- Start on the first spoken word. No logo, intro or fade in.
- Cut breaths, "ums", restarts and dead pauses. Keep the deliberate pauses.
- Hide jump cuts with a slight zoom in or a short clip of your work. Change something on screen every 2 to 4 seconds.

- Transitions and simple animated elements earn their place: text that pops in, a quick zoom, an arrow or a highlight. Something changing on screen is what holds attention. Keep the effects simple and consistent rather than a different one at every cut.
- Add a bold text header in the first 3 to 5 seconds stating the hook in under 10 words.
- Music is optional: low under the voice, and only from the app's licensed library.
- No heavy filters, and nothing flashy for its own sake. Keep it 30 to 45 seconds and end on the one call to action.

Before you send

- ☐ Hook lands in the first 3 seconds
- ☐ Face well lit, voice clear
- ☐ Captions on and proofread
- ☐ 30 to 45 seconds, one call to action
- ☐ Exported vertical, 1080p
- ☐ Each file named exactly as the script we sent you