

Video Resumes

What is it?

<http://www.youtube.com/watch?v=0oHhD3Bk9Uc> - Quirky

<http://www.youtube.com/watch?v=D411EyRiyU8> - Professional

<http://www.youtube.com/watch?v=oT1XYjZcmck> - Documentary Style

http://www.youtube.com/watch?v=Vvl_Zcpww3k - Reach

http://www.youtube.com/watch?v=nXUOW_pifHU - Homemade

<http://www.youtube.com/watch?v=tNSyKwMjMos> - Homemade

http://www.youtube.com/watch?v=59kZDAt_UoA - Homemade

http://www.youtube.com/watch?v=X_lmIVZmEgo - NCG

http://www.youtube.com/watch?v=nlyq9z_gNuw - NCG

Same rules as marketing

- Identify what makes you unique
 - Try to make it memorable
 - eg. <http://www.youtube.com/watch?v=0oHhD3Bk9Uc> - Quirky
- Be clear and concise
 - Brevity is key
 - You lose 90% of your audience after 60 seconds with online video
 - Do be afraid to ask for what you want
 - Practice makes perfect
- Get the message out
 - Reach is unlimited
 - eg. http://www.youtube.com/watch?v=Vvl_Zcpww3k - Reach
 - Video sharing sites

- youtube.com
- dailymotion.com
- facebook.com
- metacafe.com
- vimeo.com
- veoh.com
- blip.tv
- myspace.com
- brightcove.com
- viddler.com
- bing.com
- Email blasts
 - mailchimp.com - FREE
 - constantcontact.com
- Production Options
 - Professional
 - Pro - professional finished product, guidance
 - Con - cost
 - eg. http://www.youtube.com/watch?v=X_lmIVZmEgo - NCG
 - <http://www.youtube.com/watch?v=D411EyRiyU8> - Professional
 - Homemade
 - Pro - cheap, can be fun
 - may not come across as professional

- video quality issues
- audio issues
- eg. <http://www.youtube.com/watch?v=59kZDAUoA> - *Homemade*
- Webcam or camcorder
- YouTube, Windows Movie Maker (free download), iMovie
- Squeaky Wheel - squeaky.org