



Antoni Lee's four hot tips for constructing effective video messages:

Tip 1:

Craft messages that connect with your audience

Hi, Antoni here.

Merely pushing out content is an almost guaranteed way NOT to engage an audience.

Humans are naturally and substantially self-focused. Audiences like what interests them.

If you want to reach them, you may as well find out what interests them. To do this, go where they go and get familiar with their aims, challenges and issues.

The problem is that in professional settings, you're paid to think and talk about you, your product and your business, especially if it's your job to sell, promote or raise awareness.

But remember, audiences don't really care about your needs and your products. We need to find out what they really think and feel and want.

When you're scripting video, if you find yourself repeating the words, "I" and "we" — if it's all about you, your product and your organisation — it's time to research, rethink and revise your script.

To talk about what interests and aids your audience.

Thanks for watching.

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About Antoni Lee: Antoni is a communication and issue management professional with more than 20 years' experience in government, business and industry, social sector and political arenas. He is a sought-after media and communication trainer in Australia and overseas. He is also a respected crisis advisor and a polished and awarded writer.

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