



SOURCE TEN

THE SOURCE TEN PLAYBOOK:

***10 TIPS ON HOW TO CREATE
ORGANIC VIDEOS THAT
CONNECT AND CONVERT***



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OVERVIEW

Organic video is your practice ground—a space where you show up often, experiment, and find your voice. Every post helps you connect, stay visible, and build trust with your audience in simple, authentic ways.

Professional video is your signature piece—the polished storytelling that captures your most important messages with impact and authority. It's the content that defines your brand and leaves a lasting impression.

The two work together: organic video helps you practice, learn, and gain clarity, while professional video turns that clarity into powerful, cinematic storytelling. The more you create organic content, the more confident you'll become—and the more you'll understand why professional video has the power to elevate your brand to the next level.

This guide will walk you through 10 actionable steps to create organic content with purpose and confidence, so your daily presence sustains your brand and prepares you for professional storytelling that truly inspires.



TOP 10 TIPS FOR SUCCESSFUL VIDEO MARKETING



TIP #1:

START WITH A CLEAR GOAL

1. Ask yourself: What do I want people to do or feel after watching this video?
2. Write your goal in one simple sentence: “This video is to inspire...” or “This video is to explain...”.
3. Use that sentence as your guide when filming and editing—if it doesn’t serve the goal, leave it out.

Having clarity frees you to be creative, because you know exactly where you’re headed.

TIP #2:

KNOW YOUR AUDIENCE

1. Picture one person who represents your audience —what are their needs, frustrations, or dreams?
2. Write down 3 questions they might be asking, and answer one of them in your video.
3. Use words and examples that feel natural to them, not corporate jargon.

The more you connect to people's real lives, the more they'll see themselves in your content.

TIP #3:

KEEP IT SHORT & FOCUSED

1. For social media, plan your videos to be 30–90 seconds max.
2. Stick to one key idea per video.
3. Trim extra words and get to the heart of your message fast.

People don't need "perfect"—they need "clear and concise." Your short video can spark big impact.

TIP #4:

CAPTURE ATTENTION EARLY

1. Start with a strong opener: a question, a bold statement, or a surprising visual.
2. Avoid long intros or logos—get to the content within the first 3–5 seconds.
3. Smile, show energy, or use movement to grab attention visually.

Your first moments set the tone—make them magnetic and people will lean in.

TIP #5:

PRIORITIZE QUALITY (EVEN ON YOUR PHONE)

1. Use natural light (face a window) or a simple ring light.
2. Record in a quiet place or use an external mic for clarity.
3. Keep your phone steady—use a tripod or prop it on books.

Good basics improve your quality.

TIP #6:

TELL A STORY, NOT JUST FACTS

1. Use a simple 3-part structure: **Problem → Shift → Result.**
2. Share personal anecdotes, customer stories, or behind-the-scenes moments.
3. Speak with emotion—people remember how you made them feel more than what you said.

Your story has power. When you share it authentically, others will connect deeply.

TIP #7:

OPTIMIZE FOR SILENT VIEWING

1. Add captions to all your videos (most platforms have auto-caption tools).
2. Use text overlays to highlight key words or phrases.
3. Make sure your visuals alone tell the story, even without sound.

Silence doesn't limit you—it pushes you to be more creative visually.



TIP #8:

POST NATIVELY ON PLATFORMS

1. Upload directly to Instagram, LinkedIn, YouTube, or TikTok (don't just paste a link into your posts).
2. Format matters: vertical for Instagram/TikTok, horizontal for YouTube, square for LinkedIn.
3. Write a short, engaging caption that supports your video and encourages interaction.

Meeting people where they are makes your message easier to absorb and share.

TIP #9:

INCLUDE A CALL TO ACTION

1. End your video with a simple next step:
“Comment below with your thoughts,” or “Visit our site for more.”
2. Keep it natural—like inviting a friend to join the conversation.
3. Only one call to action per video so viewers aren’t confused.

A call to action isn’t “salesy”—it’s guiding your audience to connect more deeply with you.

TIP #10:

PLAN & PREPARE

1. Take 10 minutes before filming to tidy your space and test your equipment.
2. Write a few bullet points of what you'll say (don't script word-for-word).
3. Let people in the video know what's expected—where to look, how to stand, or when to speak.
4. Do a quick test recording to check lighting and audio.

Preparation makes you feel confident and allows creativity to flow when the camera starts rolling.

PRO TIP #1:

Professional videos are your signature pieces, while organic content is your daily presence. ***Together, they build a powerful, trustworthy brand.***

PRO TIP #2:

Consistency matters. One video won't do it. Show up regularly with both professional storytelling and organic moments to strengthen trust and expand your brand presence.



Don't let disorganized content and missed opportunities hold your business back.

At Source TEN, we help you stay sharp, stay clear, and set your brand up for long-term success.

From strategy to cinematic storytelling, we make sure your message connects with the right audience—powerfully and professionally.

Schedule a free consultation today and take control of your story. Scan the code today to connect with our amazing team!



ABOUT SOURCE TEN

At Source TEN, our mission is simple: to empower businesses, nonprofits, and organizations with the cinematic storytelling they need to stand out and thrive.

Our award-winning team of video production professionals brings years of experience across industries, ensuring every project is personalized to your unique goals and audience.

Why Source TEN?

We don't just produce videos—we craft visual stories that inspire, motivate, and engage. Whether we're uncovering the heart of your brand, building a video content strategy, or working alongside your in-house team, we're here to elevate your vision and make your story unforgettable.

CONTACT US



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