

10-POINT SALES VIDEO AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Sequence	All essential steps are present, and in the recommended order. (NOTE: For advanced users, the order can be modified, but there should be a good reason for the modification.)	All the essential steps are present, but they may be collapsed or slightly out of order.	Some steps are missing and/or the sequence is a bit disjointed.	Major steps are missing, and there is no discernable sequence.	
The Opening	The video leverages two or more of the following elements: proof, story, a big promise, a compelling question, or a surprising pattern-interrupt to grab the viewer's attention and stir an emotion...all in 5 seconds or less.	The video leverages one of the following elements: proof, story, a big promise, a compelling question, or a surprising pattern-interrupt to quickly grab the viewer's attention, but it doesn't necessarily stir an emotion.	The opening makes it clear what the video is about, but it isn't particularly interesting or engaging.	The video opening is boring and unclear.	
Tone	The video script and voice is aligned with the brand voice, highly conversation, and fun to watch.	The video script and voice is aligned with the brand voice, but lacking a clear and compelling personality.	The video script and voice is aligned with the overall brand voice, but the content and presentation is boring and/or difficult to watch and understand.	The video script and voice is incongruent from the brand voice and extremely boring to watch and understand.	
Flow	The video flows seamlessly from one step to the next, and contains ample "attention resets" (i.e. story, questions, pattern-interrupts, humor, etc.) to maintain focus and attention. Also, there are no complicated words or awkward to trip up the viewer or break their attention.	The video generally flows well, but there are a few boring or awkward places where attention resets are absolutely necessary to maintain attention.	The video is a little choppy, with little or no attention resets.	The video is very choppy, and at times feels like it was written by different people with different voices and points of view.	
Persuasion	The video clearly acknowledges the "Before" state and connects the product/service to the desired "After" state of the viewer, while at the same time overcoming or inoculating against known objections without being overly hypey.	The video addresses known objections and makes a clear and compelling offer, but the offers made is not clearly tied to the viewer's current "Before" state and/or their desired "After" state.	The offer made in the video is relatively clear and compelling, but no direct association is made to the viewer and/or some potentially major objections go unaddressed.	The offer is very unclear, or so hype-driven that would make even the most aggressive used car salesman blush.	
Fascination	The video is seen as relevant, believable, and delightfully-surprising to even the most cold and jaded viewer.	The video is clearly relevant and believable, but is lacking a bit in the area of delightful-surprise.	The video is relevant, but not all claims are fully substantiated, or there are too many generalities and cliché.	The video lacks relevance and believability, such that even fans of the brand would think twice before buying.	
Call To Action	The video contains multiple, clear calls-to-action that speak to the three reasons that people buy: gain, logic, and fear, and the viewer knows the EXACT action they need to take (ex. Click a button, fill out a form, call a number, etc.) to progress to the next step.	The video contains at least one clear and specific call-to-action.	A call to action is present, but it isn't clear exactly what the viewer must do to take that action. (ex. The video says, "Order today..." but it doesn't say exactly how to order. Should they click on a link? Fill out a form? Call a number?)	There is no direct call to action in the video. The viewer is left to figure out on their own what the next step is and how they must take it.	
Duration	The video is exactly as long as it needs to be given the complexity and price-point of the offer. Not too long, and not too short. (Rule of Thumb: 1 - 5 min. for explainer videos driving to trials, demos, or lead capture, and 12 - 24 min. for videos making a direct sale.)	The video is a bit longer than it needs to be, but is still within the normal ranges (i.e. 1 - 5 min. or 12 - 24 min.)	The video is much longer than it needs to, or is much too short given the offer complexity and price-point.	The length of the video is completely incongruent to the offer that's being made.	
Production	Audio is high-quality with no distracting sounds or background noise. Any video cuts are intentional, as is the camera angle and background, as well as the placement and position of the subject in the frame. If the video is text-based, the slides are timed perfectly with the audio such that it supports the script as opposed to distracting from it.	The video lacks polish, but not enough to distract from the message. The audio is high-quality with no distracting sounds or background noises.	The video and audio both appear "home made," but the audio isn't so bad as to distract from the message.	Audio and video are both low-quality to the point of being distracting.	
Load Speed	The video loads almost instantly on slower-speed connections (i.e. mobile 4G).	The video loads instantly on high-speed connections, and in under 4 seconds on slower-speed connections (i.e. mobile 4G).	The video experiences some buffering at the start on even higher-speed connections.	The video buffers throughout, to the point of distracting from the message and frustrating the viewer.	

Action Items

Final Score

Your Name: