



EXAMPLE OUTLINE OF VIDEO FOR YOUR SERVICES

This is the template I used for my very first video in 2014. Use it as a guideline for your own video and edit the wording as needed for your own brand messaging.

INTRODUCTION

Hi, I'm Claire Jefford, Certified Interior Decorator and Owner at Claire Jefford Inc. If you're considering hiring a Professional for an upcoming design project, I'd like to share with you the benefits of my hiring my services and how I can help make your dreams for your home, a reality.

PAIN-POINTS

During initial conversations with clients I typically hear comments like: "I know the style that I like but I'm not sure how to achieve it." Or "I just don't know where to start with all the work that needs to be done." And the most common frustration is that there are so many choices and people feel very overwhelmed....and it's true! There are so many decisions to be made in every aspect of a design project.

HOW YOU WILL HELP; BRIEFLY EXPLAIN YOUR PROCESS

As I get to know you on a more personal level, I will narrow down all those crazy choices based on 4 key elements:

- What style you like
- The function you require from your home
- Existing elements staying in your home
- Your investment amount

My role is to keep you focused. I'll help you make informed choices that will not only give you a stunning result look wise, but also make sure your space is functional and suits the needs of your lifestyle.

FURTHER BENEFITS OF WORKING WITH YOU

You will also benefit from the relationships I've built with my quality and trustworthy trade professionals. This means no more wasted money on hiring unreliable trades' people that don't meet deadlines, go over budget, or even worse - disappear completely before the job is even finished!

Also, you can be rest assured that by using my suppliers, quality is never compromised and I stand behind the products that I carefully select for your

home. You will also save time because there will be no more second-guessing your choices. I'm with you to make sure it all comes together beautifully!

REASONS WHY THEY SHOULD HIRE YOU

When you live in a space that lacks personality, inspiration or function, it's not a happy place to be.

If you don't get your project done right the first time, it is unlikely that you start over, because it will be way too costly and stressful. (Not to mention that your other half will kill you if you dare tell them you don't really like the finished look!)

In hiring an Interior Decorator, you are making an investment...an investment in your home and in yourself. You're also acknowledging the importance of maintaining your home to retain its value, should you decide to move in the future.

CALL TO ACTION

Contact me today and let's talk about your upcoming project and how I can help. Send me an e-mail; call me or if you'd prefer, enter your details on the contact page of my website and I'll call you to set up a time for a 15 minute complimentary discovery call.

THANK YOU

Thanks for your time. I'm crazy passionate about Interior Design and look forward to helping you create a stunning space that you are happy to come home to, share with your family and entertain in with friends.

CONSIDER THIS FOR YOUR OWN VIDEO:

- What does your brand stand for? I.e. Sustainable design; mixing high/low; design for everyday living
- What are the biggest pain points for your clients? I.e. Fearful of making mistakes, feeling overwhelmed, hiring unknown trades into their home
- What services do you offer? I.e. Full service design, Designer on call, Kitchen and Bath Design

NOTE: Film your video horizontally (good for YT, FB & IGTV), in a quiet place with good natural light - in front of a window or glass door is ideal.