

Self-Evaluation: Personalized Video to Target Account

1. On a scale of 1 to 5, how would you rate your energy and tone of voice? _____

What would have made the video a "5" in your view?

Circle Yes (**Y**) or No (**N**) for the following questions about your video:

Y / N

2. Did you use a white board with the prospect's name or use something to make the video **personal**?

Y / N

3. Was the camera in the **right position** at eye level?

Y / N

4. Was the **timing** of the video 1.5 minutes or less?

Y / N

5. Did you provide a **clear action step** in the video?

Y / N

6. Did the video **pique** your interest and would **you** be inclined to respond?

Y / N

7. When you sent the video, could you see your photo in the body of the email?

8. Based on the tips shared in this chapter, what do you think you did really well in the video?

9. What improvements could you make?

10. Additional notes and/or things to keep in mind for future personalized videos:

BONUS: Have a friend, boss, or mentor evaluate your video.