



Executives, committee members, decision makers don't have time to look through a long promo video or show reel.... So what should we do?...

MAKING A DECISION IS EASY WHEN...

1. What should your show reel do in the first 30 secs? And why?

2. What parts of your show reel should you place in the first 30 secs?

3. What do you want the client to know and get a feel of what they are going to get?

4. In summary what are the 3 ingredients of a great show reel?
