

# Characteristics of a Good Short-form Video

Creating an impactful short-form video requires a combination of engaging elements that resonate with your target audience. Here's a detailed checklist to help ensure your video captures attention, maintains engagement, and drives results.

## 1. The Hook

- **Objective:** Capture attention immediately in the first few seconds to prevent viewers from scrolling past.
- **Checklist:**
  - Start with something eye-catching or intriguing.
  - Pose a question or statement that sparks curiosity.
  - Use visuals, effects, or text to grab attention quickly.
  - Keep the opening dynamic—movement, contrast, or unexpected visuals can work well.

## 2. Terse (Concise)

- **Objective:** Deliver your message quickly and effectively, respecting the viewer's time.
- **Checklist:**
  - Keep your video under 60 seconds (or platform-recommended duration).
  - Focus on one key idea or message, avoiding unnecessary fluff.
  - Remove any filler content that doesn't add to the central message.
  - Use quick cuts or edits to maintain energy and pace.

## 3. Clarity

- **Objective:** Make your message easy to understand, whether it's educational, entertaining, or promotional.
- **Checklist:**
  - Keep the language simple and to the point.
  - Use on-screen text to clarify important points or reinforce messaging.
  - Ensure the overall concept of the video is immediately obvious.
  - Avoid overcomplicating the storyline—keep it straightforward.

## 4. Visual Appeal

- **Objective:** High-quality visuals and engaging content that maintains viewer interest.
- **Checklist:**
  - Ensure good lighting that highlights the subject.
  - Use high-resolution footage to maintain a professional look.
  - Pay attention to color, composition, and framing.
  - Maintain visual consistency—avoid cluttered backgrounds or distractions.
  - Use close-ups or detailed shots for more intimacy and focus.

## 5. Mobile Optimization

- **Objective:** Make sure the video is optimized for viewing on mobile devices, where short-form videos are most consumed.
- **Checklist:**
  - Create videos in a vertical format (9:16 aspect ratio).
  - Use large, readable text and captions for accessibility.
  - Ensure important details are centered or close to the middle of the screen.
  - Test video visibility on various screen sizes and ensure no crucial elements are cut off.

## 6. Creative Hook

- **Objective:** Stand out from the crowd with a unique angle or creative element that captures attention.
- **Checklist:**
  - Incorporate a surprising twist, humor, or a visual element that isn't typical.
  - Use innovative storytelling techniques (e.g., reverse storytelling, unexpected transitions).
  - Leverage current trends, challenges, or memes in a creative way that aligns with your brand.
  - Engage emotions—whether through humor, empathy, or excitement.

## 7. Use of Sound and Music

- **Objective:** Enhance the atmosphere, set the tone, or emphasize the message with sound and music.
- **Checklist:**
  - Choose music that complements the mood of the video.
  - Ensure the sound volume is balanced—clear speech or important sound effects should be audible.
  - Utilize popular or trending songs that fit your message (if applicable).
  - Experiment with sound effects or voiceovers to enhance the video's impact.
  - If using captions, ensure they match the audio for accessibility.

## 8. Call to Action (CTA)

- **Objective:** Encourage the viewer to take the next step, whether it's visiting your website, following your account, or engaging with the content.
- **Checklist:**
  - Include a clear, actionable CTA, e.g., "Follow for more," "Visit our website," or "Click to shop."
  - Position the CTA near the end or as part of the video flow, so it's clear and natural.
  - If the CTA requires a specific action, make sure the video guides viewers on how to do it.
  - Use visuals (like arrows or buttons) to emphasize the CTA, especially in a video format.

## 9. Consistency

- **Objective:** Ensure your video aligns with your brand's voice, tone, and overall content strategy.
- **Checklist:**
  - Keep your brand's personality consistent throughout the video (humorous, professional, educational, etc.).
  - Use your brand's colors, logos, and fonts to maintain visual identity.
  - Ensure the video's tone is in line with your other content (informal, friendly, or formal depending on the audience).
  - Align the messaging with your broader marketing objectives or campaigns.

## 10. Authenticity

- **Objective:** Videos that feel genuine and relatable are more likely to connect with viewers.
- **Checklist:**
  - Avoid overly polished, sales-heavy content; aim for real, human moments.
  - Share behind-the-scenes footage, real customer experiences, or user-generated content.
  - Show real people—whether it's employees, influencers, or customers.
  - Be transparent with your audience—honesty in messaging builds trust.
  - Stay true to your brand's values, and avoid following trends that feel inauthentic.