



# The SalesMail Seven

Simple Guidelines for Superior Videos



SalesMail<sup>®</sup>  
Powered by  HeartLegacy

Ready to send awesome personalized video messages? Follow these seven rules and you'll be on your way!



# 1



## Be authentic and smile

Your best asset? It's you! Don't worry about being perfect, just be yourself. When you're genuine, relatable, and empathetic, you're guaranteed to make a strong personal connection right off the bat—the first step to achieving your business goals.

# 2

**Whiteboards  
are a great way  
to stand out!**

The image shows a screenshot of an email client interface. The background is a blurred view of an inbox with various email entries. In the foreground, a video thumbnail is displayed. The video thumbnail features the Mid-Day Enterprises logo at the top, a woman with blonde hair smiling, and a red play button icon. Below the video is a blue button that says "Click here to learn more!". Underneath the button, the name "Kelly Smith" is displayed in bold, followed by "Sales Representative". To the right of her name, her contact information is listed: "Mid-Day Enterprises", "123 Burns Ave", "Daphne, AL 36526", "1-251-568-1632", and "www.middayent.com". Below the contact information, there are two buttons: "CONTACT CARD" and "COMMENT". To the right of these buttons are five emoji icons: a thumbs up, a heart, a smiley face, a laughing face, and a sad face.

## Remember the inbox

Is your message standing out in the inbox? Your video thumbnail and animated preview will win your recipient's attention and earn a click if you make a plan for it. Be intentional, think creatively, and find a "hook" that personally connects with your recipient. Whiteboards and props are great places to start.

# 3



## Teamwork makes the dream work

A successful video combines a compelling email subject line, an engaging animated preview, brief intro text, and video content with a clear call-to-action. Think through how each of these elements contributes to your recipient seeing your message, opening your video, and taking a desired action. Experiment and have fun with the process!

# 4



**Set up your workspace**



**Keep your background clean**



**Add a personal touch**



**Record from interesting locations**

## Location, location, location

Recording from your office? Set up your workspace so it's ready for recording videos on the fly. This doesn't need to be complicated – just keep your background clean, with a personal touch or two visible behind you. Even better, don't be afraid to record from unique and interesting places outside of your office. This is a great way to get the recipient's attention and stay memorable!

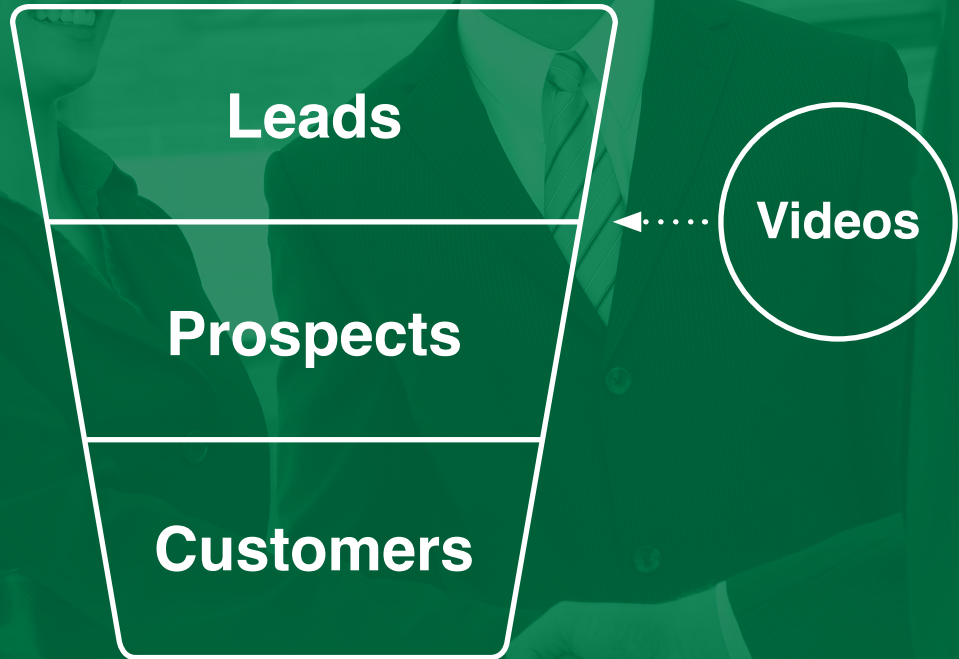
# 5



## Brand it

Speaking of being memorable, don't forget to showcase your brand in every video message. What's the best way to do this? Add your logo to each video message, include brand signage in the background, or wear company clothing with logos visible. Don't miss this important opportunity to reinforce your brand. Remember, brand awareness creates brand trust!

# 6



## Be tactical, not annoying

Not every touchpoint in your funnel requires a video message. Videos are great for first contact/introduction, summarizing complex and detailed correspondence, delivering action items, reiterating “next steps,” handling a delicate situation, or just sending thank you/thinking-of-you messages. Identify where in your process videos will best serve you, and add those to your mix of emails and phone calls.



# 7

*Hi Susan,*

*Thanks for taking the time to meet with me  
I think you will really find the value in our  
and hope you will try it out for a few days. If  
any questions please feel free to reach out to  
my team. We look forward to hearing from you.*

## To script or not?

What works better for you? Do that! If you like reciting your talking points from memory, then by all means, go for it. If you're more of a "wing-it" type, then jot down some key points on a sheet of paper to reference while recording. Just make sure the viewer knows you're looking at your outline, and not distracted by something else.

Now . . .

Get recording! Keep this guide close by so you can review these key points often.

And lastly, building great relationships takes time and effort. So take the time to add video to your outreach, and reap the substantial benefits.

[REQUEST DEMO](#)



SalesMail customers get personalized, one-on-one coaching to go along with our app—complete with branded video messages, analytics, and more. We help all of our users send relevant, fun, impactful videos that produce desired results faster. We are committed to building a great relationship with you, so you can build great relationships with the audiences that matter most to you.