

# 10 VIDEO IDEAS FOR ANY BUSINESS



## PRODUCT BASED BUSINESSES

- ☐ Supply shopping or delivery
- ☐ Sketching out an idea on paper or digitally
- ☐ Cleaning up a space or organizing
- ☐ Prepping a project
- ☐ Before and after clips of a project
- ☐ Showing a product in use (staged, worn, stored...)
- ☐ 360-degree view of the project
- ☐ You are on camera with tips/tricks/recommendations
- ☐ You introducing your business or a milestone
- ☐ Timelapse video of a process

## SERVICE BASED BUSINESSES

- ☐ Short clips of client prep work
- ☐ A day in the life, how you structure your day
- ☐ Testimonial or win from client
- ☐ Desk/workspace makeover
- ☐ You are on camera with tips/tricks
- ☐ You are on camera introducing your business/what you do.
- ☐ Timelapse of you doing some process in your business.
- ☐ Results you've gotten for a client.
- ☐ Case studies outlining a common situation and how to help
- ☐ Writing out a plan and then putting it into action.

You have many of these situations happen EVERY day! So get your camera out and start recording. Store your videos in an album on your phone. You can figure out what sound, text, and story you want to tell with the video later! For now, record it!



# HI, I'M SARAH

And I've been helping small businesses and giant businesses create better content for over 20 years. And I've learned a big secret about content creation in that time.

## **Content is never-ending and platforms are always changing the rules.**

It's tough to be a small business owner and keep up with all the changes, tips, tricks, algorithm shifts...

So I create resources, tutorials, templates, and idea sheets to make it easier for you. Don't hesitate to reach out to me at [hello@growavirtualbiz.com](mailto:hello@growavirtualbiz.com) or on social media (I'm @creativevaconnection everywhere) to ask me questions or get resources to help you make better content with less stress!

## **HAT CONTENT CLUB**

[Click here to get on the waitlist for my membership where I create done for you content, fill in the blank captions, weekly trending video ideas, stock photos and more!](#)

