



VideoResume
PRO

Tips to Make the Best Video Resume

Write a Script

Don't let the word "script" scare you.

Simply write down what you want to say to the recruiter.

Write like you talk. Make sure it has a conversational tone to it.

Keep your sentences short. Use [action verbs and power words](#).

And while filming, avoid directly [reading from the script](#) to avoid sounding unnatural.

Rather, memorize the script to sound more conversational and polished.

Or better yet, create an outline of the main points and expand on them later while shooting.

That way, you'd sound less rehearsed and more conversational but perhaps a little less polished.

Personalize Your Video Resume

Personalize your video resume for each job you apply.

A personalized video resume lets the employer know how much the role means to you.

What experience or skills do you think they're looking for in their ideal candidate?

Talk about specific skills, experiences, qualifications, and key achievements that make you a great fit for the position.

Also, answer why you want to join the company.

Keep It Short

Avoid talking about every skill and experience you've gathered so far.

No point in creating a video resume if that's the case.

Talk only about what's relevant to the job role you're applying for.

Besides, recruiters are busy people and typically scan resumes to save time.

The average recruiter spends about [6 seconds](#) scanning a resume.

They'd rather scan 50 or 100 more resumes than watch your lengthy video.

To ensure it gets watched till the end, keep it between 30 and 90 seconds.

But make sure it's no longer than 2 minutes.

Choose the Right Background and Lighting

Looking to include footage of you talking directly to the camera?

Pick a space with the right background and lighting.

Choose a background that's distraction-free and tidy.

As for the lighting, you can use a [softbox](#) to light your face.

Don't have one? Simply sit facing a brightly-lit window on a sunny day.

Does your video resume have animated scenes in it?

Or do you want to tell a story using an animation?

You can find background illustrations on sites like [Freepik](#), [Vecteezy](#), etc.

Or you can use [Animaker](#) to get free access to high-quality background illustrations.

Add a Call-to-action

Let's say by the end of the video a recruiter is impressed by your skills and experience.

He or she is interested in learning more about you.

What then?

What's the next step you'd want them to take?

End the video with an action you want them to take.

Perhaps you can ask them to visit your personal site or LinkedIn profile.

Say something that would motivate the viewers to take that action.



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Get Feedback

Once you're done editing your video resume, review it a few times. Make sure everything is clear and organized. After you've reviewed it for flaws, ask a friend or colleague to critique it. They can provide you valuable feedback on how you can improve it.

Be Patient and Record Multiple Shots

Record each segment of your video several times. Keep shooting; you rarely get it right the first or second time. The more footage you have, the higher your chances of finding something worth keeping. While talking, you can look at the lens of the camera to make eye-contact with the viewer. Finding it hard to capture a fluently flowing sequence? Make pauses between sentences and cut them out later when editing.

Be Professional

You must look professional, so dress as you would for an interview. Maintain a professional demeanor throughout the video. And it ain't enough to just dress or behave like a professional. The quality of your video resume needs to be professional too. This means the quality of the video, audio, lighting, editing, etc., should be professional.

Be Yourself

You must look and sound professional but be yourself. Let your natural self come through. Don't try to be someone you're not. Remember that after you land the interview, your recruiter will get to see your true nature.

Tell a Story

We all love a good story. You can answer why you're a great fit for the role in the form of a story. A story is much more engaging than a pitch. So rather than making a pitch, tell a compelling and engaging story.