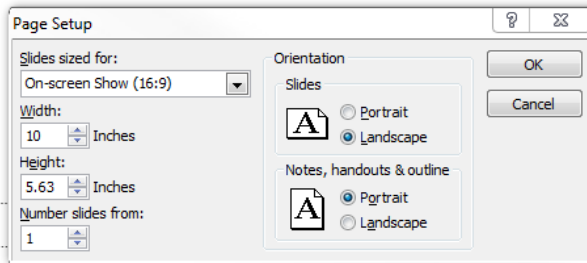


## Steps to Creating a Video

1. Open PowerPoint
2. Under the design tab, click page setup



This window will appear make sure the slides are sized for 16:9, this will make them longer.

3. I first start but putting a logo on the 1<sup>st</sup> page.
  - a. Make sure the logo is large enough to not be distorted, I usually recreate the logo in Illustrator, that way it isn't pixelated. (at least 300px x 300px) PNG's are also preferred with a transparent background (They look nicer than on a colored background)
  - b. Change the background to match the theme of the video.

Ex.



**Full Service Moving Company Serving Maryland,  
Virginia and Washington DC**

4. For the next few slides, I like to list the services, which is what the script is going to be about. I like to create a fun design or something that goes with the theme of the company.
5. When using images (roughly 4-5 images per video), make sure they are not distorted (at least 1000px wide and shot horizontally) They must be larger images. If there are no large enough images on a website or on social media, find related images on shutterstock or use multiple images on one slide.

Ex.



**FREE Moving Kit**  
**FREE In-Home Estimate**  
**FREE Online Estimate**

**CALL US NOW**  
**866-354-7001**

I made 2 services pages...  
(Not all pages need to list services)



**TRUCKS ON CALL**  
Moving & Storage

**VISIT US ONLINE**  
[TrucksOnCall.com](http://TrucksOnCall.com)

**Moving**

**Storage**

**Packing & Materials**

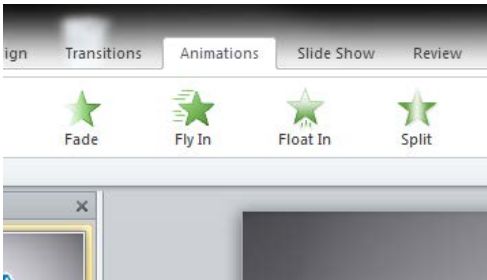
6. Create an ending page.
  - a. List their logo, address, phone number, website and BBB logo (if applicable)

Ex.

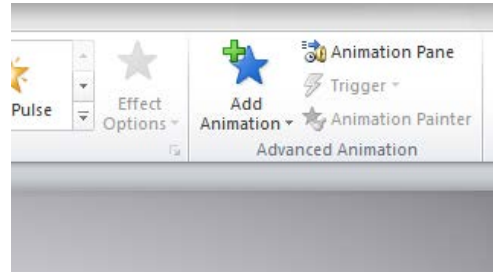


## Adding Animations to PowerPoint

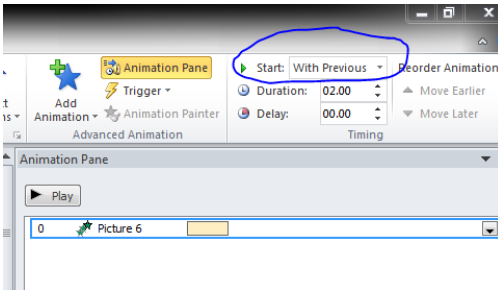
1. Select the animations tab in the top menu



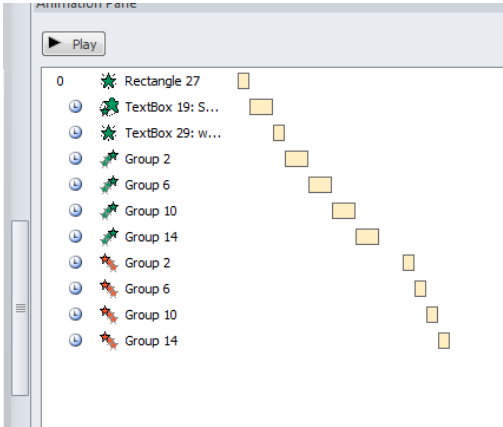
2. Open up the animation pane, this will show you have the animations are laid out



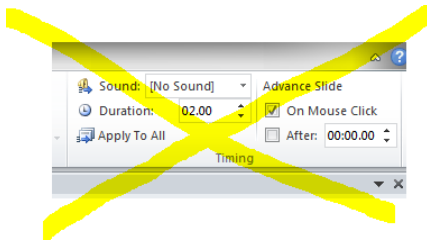
3. To add an animation, select the object you wish to animate and select add animation. This will cause a drop-down menu.
4. When adding the animation a mouse will show up next to the animation, you don't want that, so you have to select With previous or after previous.



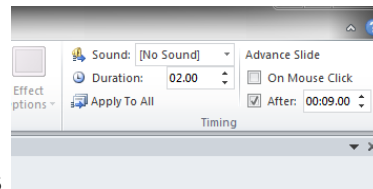
- You will then reorder how you want the animations to flow and how long they last, usually I don't let animations last longer than 1 second.



- After all slides have been animated, click on transitions on the top bar. All the way to the right should be this...



Change it to this



- The advance slide time should be how long all of the animations take to get through. Not all animations need to exit, it just takes up time.
- Make sure with all these animations it should only be 30 seconds. I just add the time of the advance slide times.