GRIZZLY PHOTOGRAPHY INC. | NEW ORLEANS

FREE GUIDE — NO. 03

5 Videos Your Business Needs

Not more video. The right five videos — the ones that let a customer meet you, trust you, see what you sell, learn from you, and find you in the first place.

If someone finds you online tonight, what do they actually see? A logo and a list of services is not enough anymore. People choose the business that feels real. These five videos make yours feel real, before a customer ever walks in.

Start with No. 01 →

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Real clients, real headshots.
Shot by Grizzly Photography.



WHY THESE FIVE

People buy from businesses they feel they know.

Each of these five does a different job. Together they walk a stranger through the whole decision: meet you, believe you, see the offer, learn from you, then act. Miss one, and the chain breaks at exactly that point.

NO.	VIDEO	THE JOB IT DOES	BEST LENGTH
01	**Video Business Card**	MEET you — who you are, what you do, why it matters	60–90 seconds
02	**Testimonials**	BELIEVE you — a real customer says it for you	45–90 seconds each
03	**Walkthrough / Product**	SEE it — your space, your product, as it really is	60 seconds–2 minutes
04	**Educational**	LEARN from you — proof you know your craft	60 seconds–3 minutes
05	**Ads**	FIND you — short, specific, in front of new people	15–30 seconds

You do not need all five tomorrow. Start with the Video Business Card. It is the one every other video points back to, and it works on your homepage, your Google profile, your social pages, and in every email you send. Add one more a month, and in a season you have a library that sells while you work.

What good looks like, for all five: real people, real light, and your real voice. No stiff corporate script, no stock footage of strangers. Customers in New Orleans can tell the difference in the first five seconds — and they reward the business that sounds like itself.

One shoot can feed all five. Filmed on the same day, in the same light, your Business Card, a testimonial, and a walkthrough stay consistent. That is why planning the set matters more than buying a bigger camera.

MEET YOU • BELIEVE YOU

The handshake, and the proof



Look into the lens. You are talking to one person, not an audience.

01
A Video Business Card

What it is: You on camera, in your own words: who you are, who you help, what makes your way different, and how to reach you. Think of it as the handshake you give when you cannot be in the room.

Why it works: People decide how a business feels long before they decide what it costs. Hearing your voice and seeing your face does that deciding in under a minute.

- Say your name, your business, and your neighborhood in the first 10 seconds
- Name the one problem you solve best — not everything you do
- End with one clear next step: call, book, or walk in

Put it: Homepage • Google Business Profile • About page • Email signature • Pinned on social



Film it where the work happened. The place is part of the proof.

02
Testimonials

What it is: A happy customer, on camera, telling what it was like to work with you and what changed for them. Not a script — a short, honest conversation.

Why it works: You can say you are good. A customer can prove it. One specific story — the problem, the visit, the result — is worth a page of claims.

- Ask three questions: What was it like before? What happened? What would you tell a friend?
- Keep the pauses and the laugh. Real beats polished
- Film two or three customers, not one. A pattern convinces

Put it: Services page • Google reviews • Social • Next to your booking and estimate buttons

SEE IT • LEARN FROM YOU

Show the place. Teach the craft.



Start at the door, the way a first-time customer would.

03
Video Walkthrough / Product

What it is: A smooth walk through your space, or a close, honest look at your product in use. The customer sees exactly what they will get, before they commit.

Why it works: Uncertainty stops more sales than price does. A walkthrough removes the questions: Where do I park? What does it look like inside? How big is it, really?

- Walk the customer path: entrance, the best view, the detail people miss
- For a product, show hands using it, at real scale, in real light
- Keep it moving and keep it true — no filters that the visit cannot match

Put it: Google Maps & profile • Product and services pages • Listings • Social



Teach one thing well. One tip, fully explained, beats ten teasers.

04
Educational

What it is: You teaching one useful thing your customer actually wants to know: a how-to, a mistake to avoid, a behind-the-scenes look at how the work is done.

Why it works: Teaching is the fastest proof of expertise. It also gives people a reason to follow you, save the video, and send it to a friend — who becomes your next customer.

- Answer the question customers ask you most. Start there
- Show, do not just tell. Demonstrate on camera as you explain
- Make a series, not a one-off. Same format, new tip, every month

Put it: Reels / TikTok / Shorts • YouTube • Blog • Email to past clients

FIND YOU

The video that goes looking for customers



Film vertical first. Most ads are watched on a phone, in the first three seconds.

05
Ads

What it is: A short, specific video made to be promoted: one offer, one audience, one action. Not your Business Card with music under it — a message built for a stranger who has never heard of you.

Why it works: The other four videos wait to be found. An ad goes and finds people: by neighborhood, by interest, by the moment they need what you sell.

- Lead with the problem or the result, in the first three seconds
- One ad, one offer. Book the headshot day. Tour the space. Claim the special
- Reuse your best footage: a testimonial clip often out-performs a polished ad

Put it: Instagram & Facebook • YouTube • TikTok • Google — aimed at greater New Orleans

A 20-second ad, beat by beat

SECONDS	WHAT HAPPENS
0–3	**The hook.** The problem or the result, in plain words, looking into the lens. No logo, no hello.
3–12	**The proof.** Show the place, the product, or a customer. Let the picture make the claim.
12–20	**The offer.** One offer and one action: call, book, or walk in — with the neighborhood named.

Start small and specific. An ad aimed at one neighborhood and one service will out-perform a general ad aimed at everybody. Make three versions from the same shoot — Business Card cut, testimonial clip, walkthrough clip — and keep the one people watch to the end.

YOUR FIRST SEASON

Where to start

You do not need a film crew or a month of shooting. You need an order. Film them in this order, and each one makes the next one easier — because you already have footage, a face on camera, and a customer willing to talk.

- ☐ **First:** The Video Business Card. One shoot, and you have a face and a voice everywhere your name appears.
- ☐ **Next:** One testimonial and one walkthrough. Now a stranger can meet you, believe you, and see the place, without calling.
- ☐ **Then:** One educational video a month, and cut your best moments into ads. That rhythm keeps you visible all year.

Quick self-check

Can a stranger, on your Google profile or homepage tonight, in under two minutes: meet you on camera, hear a customer vouch for you, see inside your business, learn one thing from you, and find one clear way to act? If any answer is no, that is the video you make next — in the order above.

DONE WITH YOU, OR DONE FOR YOU

Be the business they remember.

When you want them to look and sound like the business you are building — cinematic light, clear sound, and a story shaped by a documentary filmmaker — that is what Grizzly Photography does.

Our **Business Story Video** covers your Business Card and story film. The **Monthly Content Retainer, $299/month**, keeps educational videos and fresh clips coming. Start with a free estimate, and we will map which of the five you need first.

Get your free estimate: 504.240.9307 • 360@mogriz.com • mogriz.com

Studio: 1001 S. Broad St, Mid-City New Orleans • Instagram @mogrizzly493 • Google Trusted Photographer



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Grizzly Photography Inc. — portraits, headshots, and event photography, and brand documentaries in the greater New Orleans area. By Mo Grizzly, 20+ years behind the camera and director of the PBS documentary *Ishak*. This guide may be shared freely with credit to Grizzly Photography Inc.