

ATTENTION GRABBING MEDIA



GETTING STARTED
**CONTENT
CREATION**
— • GUIDELINES • —

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PLATFORM DIMENSIONS

First, you need to learn about the dimensions of the platforms where you will be posting videos and understand how to position yourself correctly within the frame to clearly communicate with your audience.

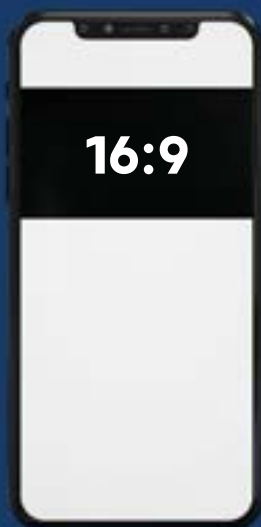
There are three main dimensions, also known as shapes: square, vertical, and landscape. These dimensions are typically measured in the format of (width by height) "x" = "by", indicating the horizontal and vertical pixel measurements. This is the industry standard.

The dimensions for each shape are as follows:

- Square: 1080w x 1080h
- Vertical: 1080w x 1920h
- Landscape: 1920w x 1080h

By understanding the dimensions of the platform and the appropriate positioning for each shape, you can create content that effectively engages your audience.

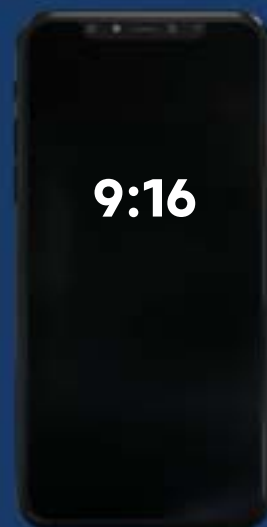
With your phone vertical:



LANDSCAPE



SQUARE



VERTICAL

If you tilt your phone for landscape:



There are other dimensions you can learn to optimize the area of your posts for FB and IG, but we will focus on these for now as they are the most effective.

CONTENT GUIDELINES

In this section, we'll discuss the best way to frame your content. This involves deciding on the main focal point for your audience and avoiding potential obstructions that may block important elements of your video, such as captions or text.

When creating **vertical** content, keep the following tips in mind:

- Ensure that there is enough space above your head so that it doesn't get cut off by the search function at the top of the app.
- Try to stay centered in the video and be natural and authentic.
- Keep captions centered below your face and avoid placing them too low, as they may get covered up by post text and hashtags at the bottom of the screen. Optionally, you could have every other word change colors as they are being said, creating word-level animation.
- Avoid placing any important information or text in the area to the right of the video where social media buttons, such as like, comment, share, or save, are located. This will prevent it from getting blocked by these buttons.

Example for vertical content:

Vertical Video Guidelines



- ✓ **Keep within the yellow box**
- ✓ **Avoid the red boxes**
- ✓ **Leave space**
- ✓ **Dimension 9:16 (1080x1920)**

CONTENT GUIDELINES

If you're making **landscape** content, here are some tips to keep in mind:

- Make sure you have enough space above your head so you're in the frame.
- Try to stay in the center of the video and be yourself.
- Get creative with captions and choose powerful statements to show up next to you every so often. You don't need captions the whole time since YouTube has a captions function, but it's up to you.
- When editing the video, keep it interesting. Mix things up by occasionally zooming in and then go back to showing the whole scene. Don't overdo it though, as it will be too distracting.

Example for Landscape content:

Landscape Video Guidelines

✓ **Leave space**

✓ **Dimension 16:9 (1920x1080)**



✓ **Film with more space to add graphics**
(you can zoom in later during editing)

✓ **Keep within the yellow box**

CONTENT GUIDELINES

If you're making **square** content, here are some tips to keep in mind:

- Make sure you have enough space above your head so you're in the frame.
- Try to stay in the center of the video and be yourself, unless you want to show text to the left or right of you in the video, then be mindful of the square space and place yourself accordingly.
- When editing the video, keep it interesting. Mix things up by occasionally zooming in and then go back to showing the whole scene. Don't overdo it though, as it will be too distracting.
- Optionally, you can keep the captions centered below your face and mimic the TikTok captions scheme. Again, you could have every other word change colors as they are being said, creating word-level animation.

Example for Square Content:

Square Video Guidelines



✓ **Keep within the yellow box**

✓ **Leave space**

✓ **Dimension 16:9 (1920x1080)**

***Follow these successful actions to have optimum results.**

CONTENT CREATION TIPS

A. Video Recording Tips:

a. A-Roll & B-Roll

If you want to educate your audience, it's a good idea to be the main focus of your video and display captions of what you're saying on the screen. But if you want to spice things up a bit, you could also switch the focus to different things you talk about by using something called "b-roll" footage.

Don't worry if you haven't heard of it before, b-roll is just a fancy term for extra video clips that help add context or visual interest to your content. For instance, you could start with footage of yourself speaking (the "a-roll"), then cut away to footage of someone doing a related activity or showcasing a product (the "b-roll"). This can make your video more engaging and keep your audience's attention. So go ahead and give it a try!

b. Backgrounds

These are important when it comes to the focus and attention span of viewers. There are a few techniques that are proven to give optimum results.

1. Moving background - This is easily achieved as you simply walk around the area you are in. Whether you are outside, in a room, or in an office building, you just simply keep moving/walking while delivering your message. This keeps the background moving and motion is one of the keys to capturing attention.

2. Backdrop/Static Background - This method can be achieved with something that is on-brand for you. For example, you could have an office space with a bookshelf behind you with books you have either read or written yourself. You could add awards or other decorations that go along with your branding style. An alternative would be a photography backdrop that matches your brand colors but is a darker version of it. Like a dark blue or dark grey.

CONTENT CREATION TIPS

B. Lighting Tips:

Lighting is very important when it comes to the visuals of your videos and images!

The best technique for lighting is called **3-point lighting**. This is a fundamental technique used to create a balanced image in photography and videography. The lights are strategically placed around the person or object to create a visually pleasing 3-dimensional effect.

Here are the four main points in this technique:

a. Key light: This is the primary light source and is positioned at a 45-degree angle to one side of the subject. It provides the brightest and most direct light on the subject's face or body, creating shadows on the opposite side that help to add depth and dimension to the image.

b. Fill light: The fill light is positioned on the opposite side of the key light, also at a 45-degree angle. Its purpose is to fill in the shadows created by the key light and soften their appearance, creating a more even and natural-looking image.

c. Backlight: The backlight is positioned behind the subject, facing toward the camera. Its purpose is to separate the subject from the background and create a halo or rim of light around the subject, providing a sense of depth and separation from the background.

d. Backdrop Light: This light is used to make sure the background is lit and separated from the subject.

Example:



CONTENT CREATION TIPS

The backdrop light only works if you are using a backdrop, of course. If you choose to use something like an office or a room with a bookshelf or other things in the background, then it is advised to place either LED strip lights or regular office lighting like lamps or similar things to illuminate the background evenly.

Example:



In this example, the creator used two lights on his background (pink and blue) and the 3 point lighting setup, making it 5 lights in total.

C. Content Creation Idea Tips:

a. Stay on brand - Ensure that your message stays on-brand by aligning with your brand's personality and values.

b. Keep it concise - Social media users have a short attention span, so remember to keep your message short and to the point.

Unless your content is being created for Youtube, as these users are looking for longer content to consume.

c. <https://answerthepublic.com/> - This website can help you to know what questions you can answer in regard to the services or products that you sell. The website slogan says, "Get Instant, Raw Search Insights, Direct From The Minds Of Your Customer". It's really neat! Check it out yourself to see how it works.

d. <https://ads.tiktok.com/> - This is TikTok's ad library with all kinds of resources on what is currently trending. Pick from "Examples of top ads", "What's hot on TikTok", and "Creative guidance". This is the perfect place to get inspiration on content creation for TikTok in your specific niche.

i. There's also an ad library for Facebook you can check out too at <https://www.facebook.com/ads/library/>

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e. <https://www.canva.com/> - This is a great resource for getting inspiration and being creative as they have a wide array of different options to choose from when it comes to making YouTube thumbnails, image posts, and assets to drag and drop into place in their own custom editing platform. It's like a user-friendly version of Photoshop, except without all the fancy photo manipulation where you can make yourself look like a swimsuit model. (sorry, I know)

f. ChatGPT - This tool is revolutionary. A text-based Ai that has unlimited potential to help you come up with content creation tips, help with writing scripts, break down ideas, and so much more!

g. Script Formulas - You must understand how the flow of ads work. There is a simple formula that you can use to create any kind of ad that you could ever dream of making - and it is proven to work. Before I give you the formula, let's dive into the parts of it.

i. Pain Point - This is the problem that you will introduce that your product or service can solve. Example: If you sell a product that helps with hair loss, then you could start your script off with something like, "Hair loss affects nearly 80 percent of men and half of women." (Which is a fact, but you can use anything you wish here to get the idea across.)

ii. Benefits - This is the part where you introduce the benefits of your product or service that solves the problem you introduced previously. To continue with the the previous example, you could then say, "(insert product name here) helps to promote: (then list off the top 4 or 5 benefits of the product)" These should include how they help promote hair growth or reverse hair loss, right? Solving the problem.

iii. Call To Action (CTA) - This is the part where you direct your customers to take an action depending on whatever your marketing strategy is. If it is lead generation, then you would ask them to enter their email address or phone number, right? If it is purchasing the product or service, then it would tell the customer to buy now or shop now, and so on...

iv. Social Proof - This is the part where you insert reviews or testimonials about your product or service to show the potential customers how others have received it. This can also be affiliations like if it was shown on TV or if you work with a large corporation. An example of this would be "As Seen on Jimmy Fallon" or "Backed by J.P. Morgan" whatever it may be.

Ok, so now that you have an idea of what the parts of the formula are, you can begin to create your own versions, your own formulas.

The most commonly used formulas are

- 1. Pain Point/Benefits/CTA**
- 2. Social Proof/CTA**
- 3. Benefits/CTA**
- 4. Pain Point/Benefits/Social Proof/CTA**

Now that you know, you can combine them in all different ways to see what works for you the best!



CONCLUSION

Congratulations! You've done it!

At **Attention Grabbing Media**, we understand how vital it is to capture attention to grow businesses through social media platforms and now you have the opportunity to do it yourself.

By following these content creation tips, you have the power to create content that speaks to your audience and captures their attention. There's no longer an excuse to miss out on the opportunity to reach massive audiences at scale.

Now, all you have to do is start creating and never look back.

