

# FIVE TIPS

TO MAKE YOUR TALKING-HEAD  
VIDEOS MORE ENGAGING

## START

### STORYTELLING IMPACT

Use *stories* to immerse viewers in *experiences*, especially in longer *videos*, but be *mindful* for shorter *explainer* videos.

### ENERGETIC DELIVERY

Inject *passion* and *energy* into *presentations* to *captivate* your *audience*; avoid *monotony* at all costs.

### EMOTIONAL ENGAGEMENT

Aim to *evoke emotions* like *curiosity*, *admiration*, *amazement*, *interest*, *astonishment*, and *uncertainty* in your audience.

### AUTHENTICITY MATTERS

Be *genuine* and avoid *salesy* or *manipulative content* to build *trust* with your viewers.

### REPETITION FOR PERSUASION

*Repeating* ideas from *different angles* enhances *ethos*, leveraging the *Familiarity Principle*.

### TIP

Humor can also be a potent *hook*, but ensure it's *tested* and *relatable*.

## FINISH