

# 7 mistakes the financial sector makes when making video content

## **Talking about yourself**

If you talk about yourself people will switch off and ignore what you are saying. Resulting in your video being ignored.

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## **Reading off a script**

It's painful to watch someone reading a script. You will lose the viewer's interest quickly and very few, if any, will get to the end.

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## **Shooting in the wrong format**

The wrong format limits the usefulness of the footage. In the worst case, it makes the footage not fit for purpose.

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## **Being boring**

If you don't keep your viewer's attention very few people will see your video. Resulting in your hard work going to waste.

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## **Distracting people from your message**

Poor audio makes a video difficult to watch. You will lose people's attention or, worst of all, lose them entirely.

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## **Making bad background choices**

Choosing the right background is not easy. If it's dull viewers may switch off. If it's too cluttered you risk distracting viewers from your message.

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## **Poor visuals**

Poor design choices and a weak brand will give a bad first impression. You risk potential customers dismissing you before you have ever spoken to them.

## **Want to avoid these mistakes?**

Would you like to talk to an expert? Book a call with one of our team to learn about how to make better video content

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