# VIDEO ADS 1101

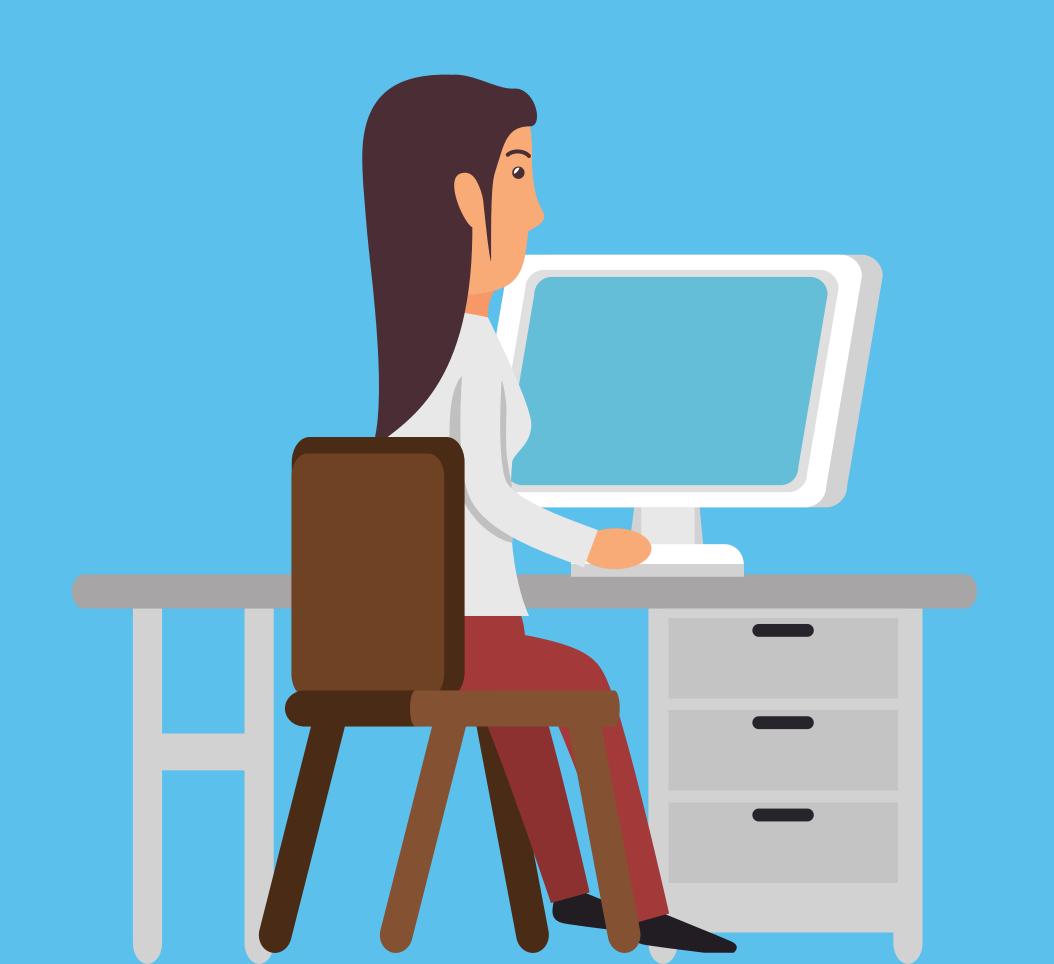
How to edit High Converting video ads



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#### INHESOFT SOFTMEP

I recommend Camtasia
Studio or ScreenFlow on
Mac because they're
beginner friendly!



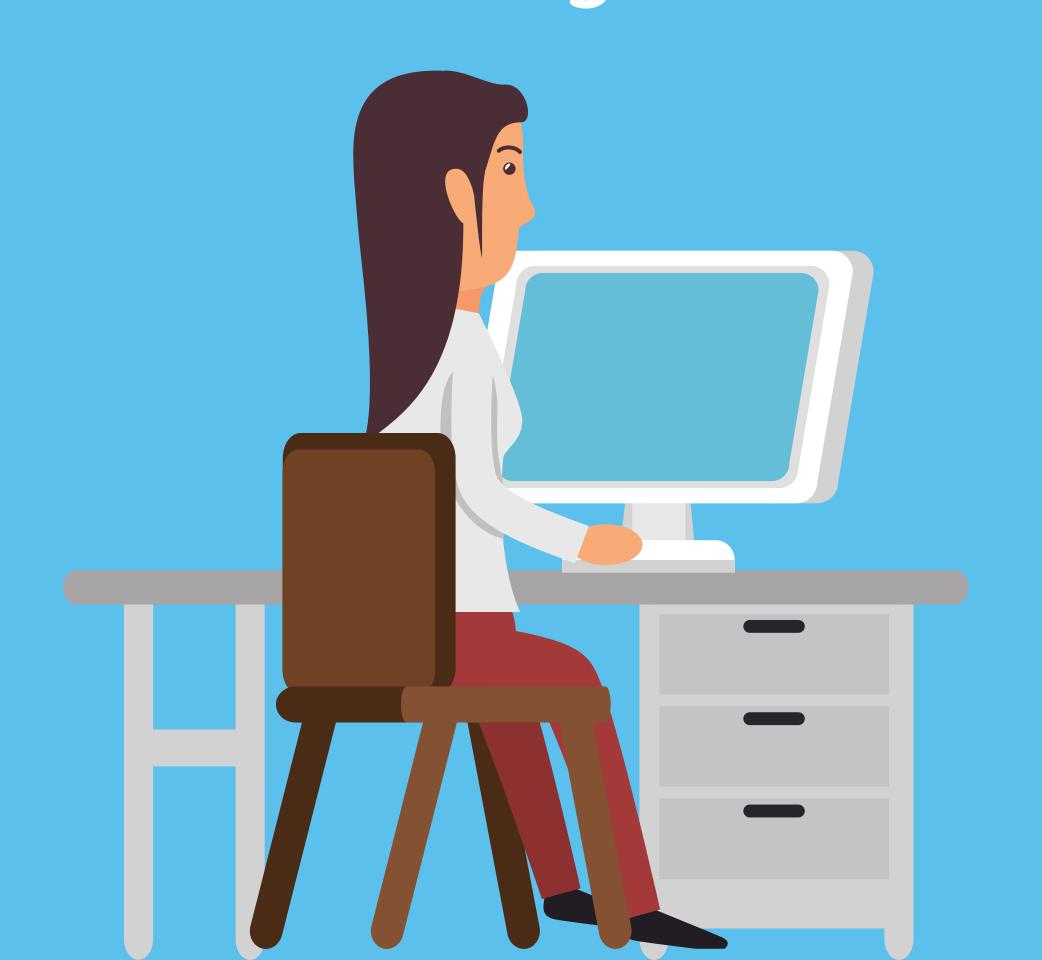
## 

Between 30 and 60 seconds including 5 sec of CTA at the end!



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4-6 Seconds clips from different YouTube videos about the product (cut to the good parts) and add text to explain the product usability and why they need to buy it!



### SPLITESTING

The first 5 seconds of a video advert is often referred to as a "scroll stopper" and it's important to test different clips and texts to see which one has a better CTR!



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Thanks for buying my
eBook and if you want to
get better at video ads you
should watch video editing
tutos on YT related to the
software you're using and
just practice!

