

# VIDEO RESOURCES

HERE ARE SOME OF OUR FAVOURITE VIDEO EDITING PROGRAMS THAT YOU CAN USE FOR YOUR B-ROLL AND START MAKING YOUR OWN VIDEOS!

CREATED BY:



## ADOBE PREMIERE RUSH

### Adobe Premiere Rush

<https://adobe.ly/348s1jP>.

Adobe Premiere Rush is the free mobile and desktop video editing app for creativity on the go. Wherever you are, from your phone to your computer, you can shoot, edit, and share high-quality videos. Fun, intuitive, and as fast as social media, it's the easiest way to star in your followers' feeds.

**Download the Premiere Rush app for free on macOS, Windows, iOS, and Android.**

Like the app and want to unlock all features? Subscribe to a Pro account for \$12.99/month.

#### Important Links:

**Download the App:** <https://adobe.ly/3rHa18a>

**Tutorials on how to use the program and make your videos!**  
<https://adobe.ly/3AtSvrT>



### VIDEO TIP!

Use the power of storytelling to inspire your audience. A good story keeps viewers engaged and encourages them to watch the entire video from start to end.

## Magisto

<https://magisto.com>

Make outstanding social media videos in minutes with the power of Magisto's smart video editor.

Magisto is the ultimate app for your social media videos using their easy-to-use editor and hundreds of video templates. Upgrading to their Professional Account, you also have access to thousands of royalty free videos, music and photos to use for your creation!

### Important Links:

**Take a look at their video templates:** <https://bit.ly/3nTP88w>

**Learn more about Magisto's awesome features:** <https://bit.ly/3qZuiH6>

**View the different account and pricing options:** <https://bit.ly/33OgbeD>

**Check out some videos that were made using Magisto:** <https://bit.ly/3FUAYUx>

**Learn how to use Magisto with these tutorials:** <https://bit.ly/3rKtxkd>

## VIDEO TIP!



Your first 30 seconds is key - if you don't catch a user's attention, they'll quickly move on. The best way to grab viewers' attention is with a strong hook. A strong hook teases what your video is about. You can start off with an enticing question or share a major takeaway.

CANVA

## Canva

<https://canva.com>

Canva is one of the best programs available for small business owners! With their easy-to-use platform, you are able to make all of your marketing elements in one place. From logo design, social media graphics and videos, it's the perfect program to boost your business' marketing!

Create professional looking videos for Facebook ads, stories and more using Canva's pre-built animated templates.

Like the app and want to unlock all features? Subscribe to a Pro account for \$16.99/month unlocking thousands of royalty free images, videos, music and more.

### Important Links:

**Sign up and start using Canva for free:** <https://canva.com>

**Get inspired! Check out some of the awesome video templates available:**  
<https://www.canva.com/video-editor/>

**Learn everything you need to know to start editing your videos in Canva:**  
<https://designschool.canva.com/tutorials/video/>

## VIDEO TIP!



Showing your face in your social media videos can be a major growth hack!

Why? It helps create more trust with your viewers — and can encourage engagement through comments, likes, and shares.