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STOCK ANALYSIS VIDEO **GUIDELINES**

GETTING STARTED

Your **First Video**

Make your first video contribution using our video creation tool.

Your **subsequent Videos**

You can either continue using our tool, or submit videos you have made elsewhere.

Feel free to use any video creation tools/apps you like, including screen capture video tools.

CONTENT

Your opinion/thesis has to be substantiated by relevant **numbers, data and facts**, just like in an article.

Use data to present your case. Avoid presenting the data itself. Viewers love your **unique insight**.

SUBSTANTIATE YOUR OPINION

NUMBERS

DATA

FACTS

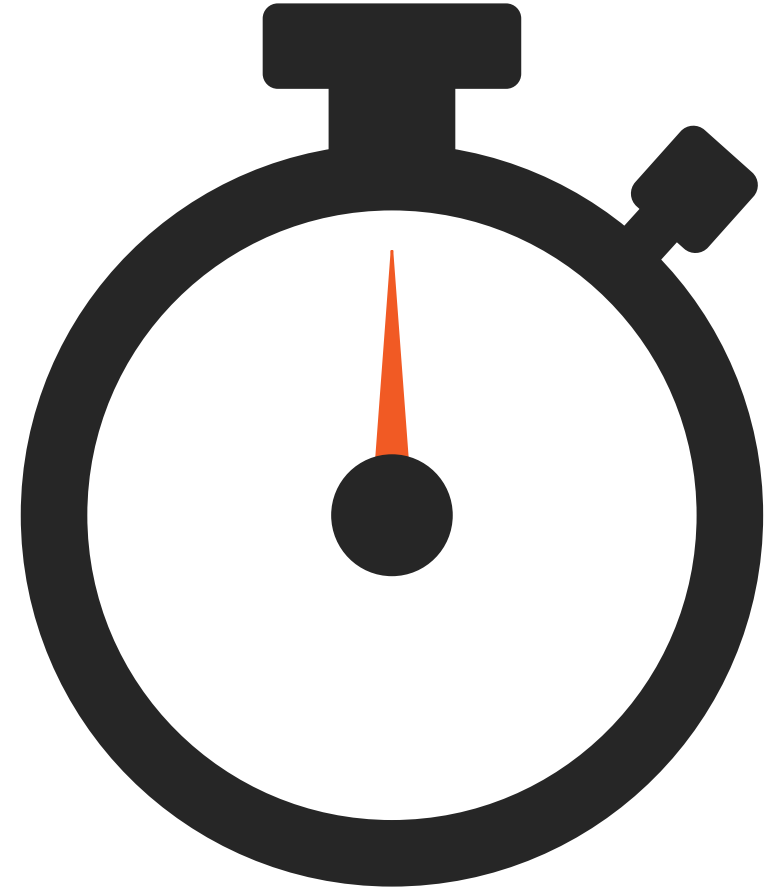


VIDEO DURATION

Keep it to under **3** minutes

This helps authors focus on aspects that are most critical to the arguments/thesis.

What's more, Viewers love authors who value their time.



USE AT LEAST 6 SLIDES

Try to limit the narration to 2-3 lines per slide and use as many slides as you need, to present your data/numbers in an uncluttered, readable manner.

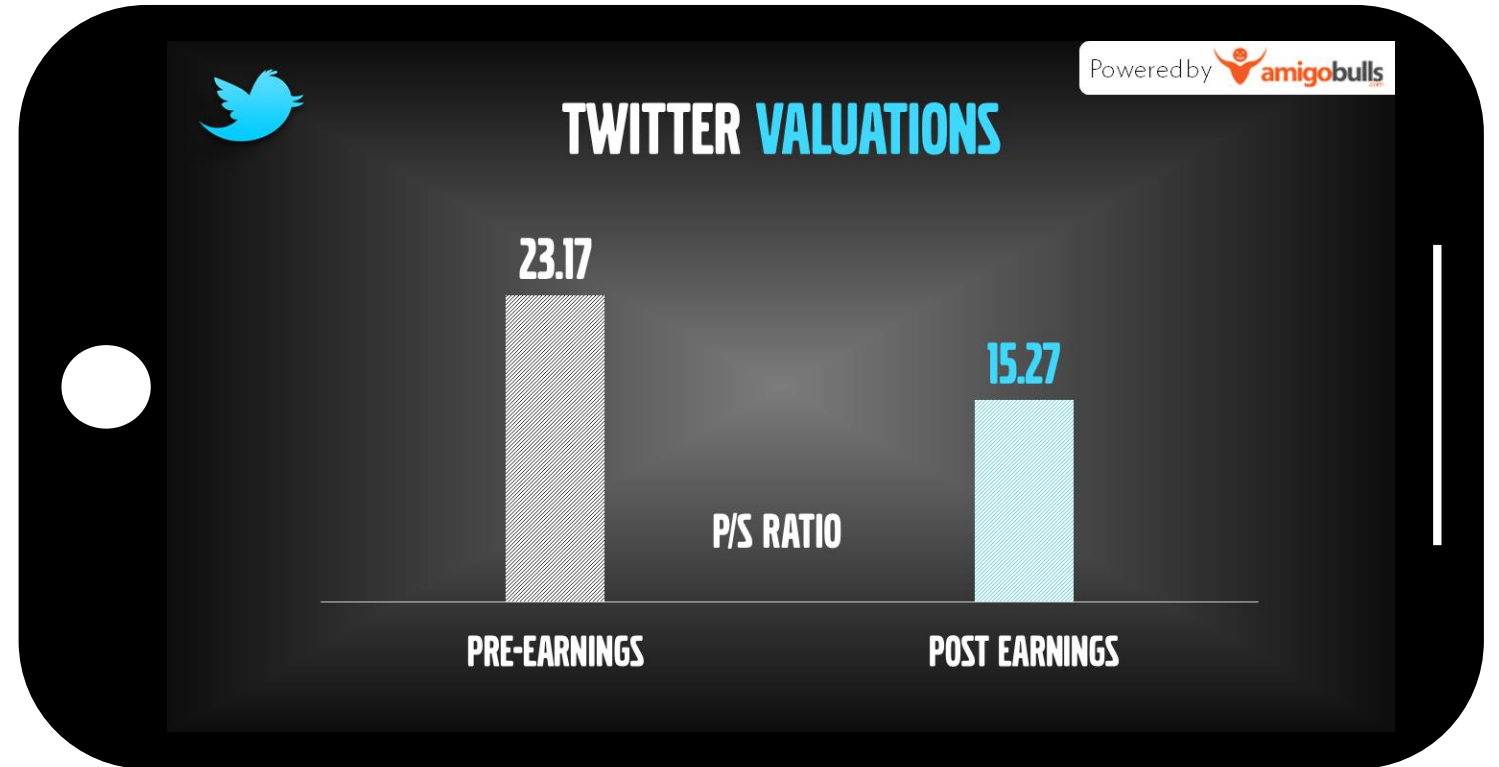
Videos where slides don't hang on the screen for too long are more engaging.

READABILITY ON MOBILE

Every slide element (text, images, graphs, etc.) should be **readable on mobile** devices.

Use **clear fonts** and be generous with the **font size**.

Space out text to make it **uncluttered**.

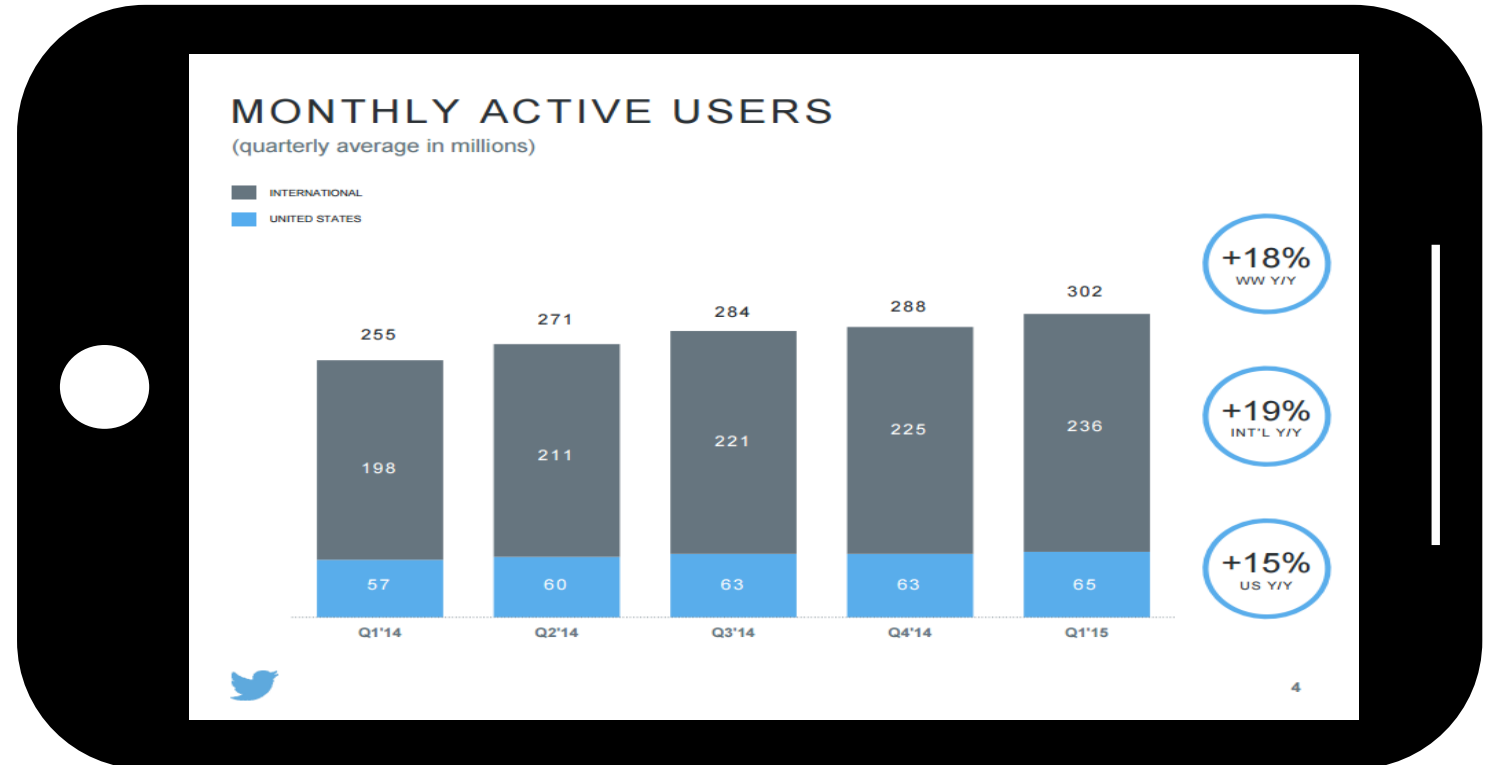


In case of graphs, ensure the **titles, data labels and legends** are all readable. Avoid using more than one graph per slide.

CREATE YOUR OWN **GRAPHS/TABLES** WHERE NEEDED

Don't use graph images/screenshots from company presentations if all elements are not readable.

Creating graphs won't take much time, but it'll really enhance the **viewing experience** for your video.



Limit tables to a **4X4 matrix**. For more data, use graphs.

AUDIO AND NARRATIONS

Your voice really adds value to a video and makes it much more engaging.

Avoid long pauses, mumbling and fumbling for words.

Planning what you're going to say helps



If you prefer to use the text to voice tool though, you're most welcome to do so.



PROMOTE YOUR WORK

Add a **photo of yourself** in a corner of every slide, so viewers know who created the cool video.

Share each contribution on:

TWITTER **GOOGLE+** **STOCKTWITS** **SEEKING ALPHA**



BRAND 'YOU'



DISCLOSURES:

- Certify that your work is **original content**.
- Certify that you have not used any **copyrighted material**, and that you have given **appropriate credits**, where required.
- Disclose your **holding or long/short position** in the companies that you have covered.
- Certify that you are not **paid by any agency** to create this content for submission to Amigobulls' paid contributor program.