



# The Lean Explainer Video: A Video Production Handbook for Startups and Entrepreneurs

*Dan Englander*

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Startups have made \$50 million in a few days by adding a homepage explainer video.

That said, not all product videos are created equal. As companies discover the potential of this medium, it's more important than ever to stand out and leave a lasting impression on your audience.

If you're a founder, an entrepreneur, a marketer, or a related role, how do you create a memorable explainer video? How do you ensure it converts? How do you determine your budget and quality level? How do you pick the right technique? How do you select the right producer?

As the first employee and senior account manager at New York animation studio IdeaRocket, Dan Englander managed productions for Venmo, Electronic Arts, and many Fortune 500s. From his experiences he lays out a step-by-step blueprint for creating an effective explainer, from strategy to completion.

*The Lean Explainer Video* is the ultimate production handbook for busy startups and entrepreneurs. It will show you how to create a high-converting video in a cost-effective way.

Learn how to:

- **Develop your message:** Go through the 20-question discovery process to build the foundation for a powerful script
- **Achieve the right balance between quality and cost:** Get the highest production value for your investment.
- **Find the right producer:** Understand the considerations most companies don't know when they enter the marketplace.
- **Create a high-quality and low-cost voice-over:** Cast and delegate effectively on top artist networks
- **Leverage whiteboard animation:** Get the most out of this highly educational technique.

Video projects are too time-consuming and costly to screw up. By applying *The Lean Explainer Video*, you'll have peace of mind during your production process. More importantly, your video will be many times stronger.

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