

# THE DEALER VIDEO CHECKLIST.

Everything from the talk you can use in your next video. Print it, tape it up, check it off.

## 01 BEFORE YOU FILM

- ☐ **Pick your people.** One or two faces customers already like.
- ☐ **Pick a format:** walkaround, education, trend, skit or behind the scenes.
- ☐ **Write the hook first.** If the first line is weak, the video is weak.
- ☐ **Entertain first.** Would someone watch this if they weren't shopping?
- ☐ **Customer on camera?** Get a signed release before you post.

## 03 THE HOOK: THE FIRST THREE SECONDS

- ☐ **What they see:** movement and a face. Never a still car.
- ☐ **What they hear:** a question, a problem or a bold claim. Not "Hey guys."
- ☐ **What they read:** the hook written on screen, so it works muted.

## 04 EDITING

- ☐ **Start on the first word.** Cut everything before it.
- ☐ Cut the pauses between sentences.
- ☐ End right after the last word.
- ☐ Captions on, every video.
- ☐ Vertical 9:16, clean audio (a clip-on mic beats a fancy camera).

## 02 THE FORMULA

Every video has four jobs, whatever the format.

**HOOK**

0-3 sec

**STORY**

the middle

**PAYOFF**

the end

**CTA**

last line

- ☐ Something new on screen every few seconds
- ☐ Pay off the hook at the end, not in second five

~~"Check out this 2024  
Silverado!"~~

~~"Come see us this  
weekend!"~~

~~"This SUV has great  
features."~~

→ **"Why hasn't this truck  
sold?"**

→ **"Selling my dad's  
Cadillac"**

→ **"This F-350 has the  
BEST feature"**

## 05 OPEN LOOPS

Promise something is coming, then make them wait for it.

**"But here's what no one is telling you..."**

**"Here's the one thing most buyers miss..."**

**"This next feature is the one that makes or breaks a  
vehicle..."**

## 06 CALL TO ACTION: FIND YOUR LINE

- ☐ "Follow for more trucks like this" is the floor.
- ☐ Find a line that sounds like you, and say it in every video.
- ☐ Repeat it inside the video too: open, middle and close.

**"DON'T PAY THE TRIM TAX."**

Classic Soft Trim's line. Same words, every video.

## 08 SHOW UP CONSISTENTLY

- ☐ **Three videos a week, minimum**, for 90 days.
- ☐ Same faces, new ideas. Familiarity builds trust.
- ☐ Reply to comments the same day.
- ☐ Don't judge it on video five. Judge it on video fifty.

## 10 STAY COMPLIANT

- ☐ **Disclose the connection.** Employees and paid creators make it clear they work with the store.
- ☐ **No fake reviews or testimonials**, including AI-written ones.
- ☐ **Signed release** for every customer on camera.

## 11 PRICING: SHOW THE PRICE THEY'LL ACTUALLY PAY

Any advertised price must be one anyone can walk in and pay: every dealer fee included, doc fee too. Only taxes, title and registration are left out. Videos, posts, comments, DMs and texts all count.

- ☐ **Safest: no prices in social.** People, education and entertainment content makes no price claim.
- ☐ **If a number shows up**, the all-in price is the most prominent one, spoken and on screen.
- ☐ **No headline price** built on rebates, trade-ins or dealer financing that not everyone gets.
- ☐ **No "huge savings" or "below invoice"** without a real reference price.

## 07 COMMENT AGITATORS

Comments tell the app to show your video to more people.

- ☐ **Pick a side:** "Chevy or Ford? Wrong answers only."
- ☐ **Guess the number:** "What do you think this sold for?"
- ☐ **A bold opinion** someone will disagree with.
- ☐ **Leave a detail out** and let them fill it in.
- ☐ **Ask what's next:** "Which truck should I do next?"
- ☐ **Reply with a video** to your best comment.

## 09 KNOW IT'S WORKING

- ☐ Ask every customer: **"How did you hear about us?"**
- ☐ Log the platform, and the person they saw, in your CRM.
- ☐ Track walk-ins and calls asking for someone by name.
- ☐ Review views, followers and leads together every month.
- ☐ **No payments or finance terms in videos.** They trigger required disclosures.
- ☐ **Licensed music only.** Use the platforms' commercial sound libraries.
- ☐ **Follow your OEM's** social and co-op guidelines.

- ☐ **Only feature vehicles you have.** Label in-transit units; hide posts once a car sells.
- ☐ **Real photos for used vehicles**, never stock shots.
- ☐ **Date every offer** with the year, next to the offer. Never repost or boost an expired one.
- ☐ **Audit old posts**, undated prices first. Hide or archive with a saved copy; don't just delete.

Not legal advice. Run specifics by your compliance team or attorney. Sources: FTC Automobile Industry Pricing Transparency FAQs (Sept 15, 2026); FTC Endorsement Guides; FTC Rule on Consumer Reviews and Testimonials (effective Oct 21, 2024); Truth in Lending (Reg Z) and Consumer Leasing (Reg M); FTC Guides Against Bait Advertising.