



Independent & Neighborhood Pet Retail Association

Instructions for Recording your 3-Minute Introduction Video

Revised 2025.12.09

What you'll need:

1. A computer with camera and microphone
2. Microsoft PowerPoint
3. An image you would like us to include on the cover. It can be product, product lifestyle or anything that helps "tell your story". It should not contain text.
4. Your brand logo (if we don't have it on file)

Open a BLANK PowerPoint presentation. You are just using this to make the recording.

Click *Record*. Select *From Beginning*

If working on a single monitor: Click *swap displays* so you can see the video controls.

Make sure your camera is turned on and your picture shows in the lower right corner of the slide. It may show as round or square depending on your version of PowerPoint. Either is fine.

Showing yourself speaking is important toward contributing to a more personalized experience for the retailer/viewer.

Before beginning: Familiarize yourself with the following points we'd like you to cover. **The entire video should not exceed 3 minutes in length.**

1. **Introduction.** Introduce yourself and your brand. Say anything about your business/brand that you would like retailers to know.
2. **The importance of independent pet retailers to your business.** Is your line, or any part of it exclusive to independent pet retailers? If so, let indies know! If not, describe how independent pet retailers contribute to the success of your brand/business and how you support indies, e.g., you have a strong IMAP policy. (This is particularly important if you sell your products in channels other than the indie/neighborhood channel.)
3. **Tell retailers why** an independent pet retailer should consider bringing your product/brand into their stores and how they may reach you to order or get more information.

Click the red *Record* button.

You will get a 3-2-1 countdown before recording starts.

Record your message.

When finished, play your recording to make sure you are happy with it.

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It's easy to clear the recording and start over.

Save your PowerPoint with the following naming convention:

YourBrand(or Business)Name.YourFirstName.Date (e.g., IndiePet.Todd.2025.11.04)

Upload the PowerPoint and your cover image (and logo if you are sending us a new one) using the [IndiePet 3-Minute Video Upload](#) form.

We will format the final video into our template so that we keep a consistent look to all the videos. You may view the finished videos on [MyIndiePet.org/Resources/Get to Know our Brand Members](https://MyIndiePet.org/Resources/Get%20to%20Know%20our%20Brand%20Members) (linked for your convenience).

Thank you for supporting the independent channel. We hope you'll find that creating your video is fun and we're sure retailers will find it helpful.