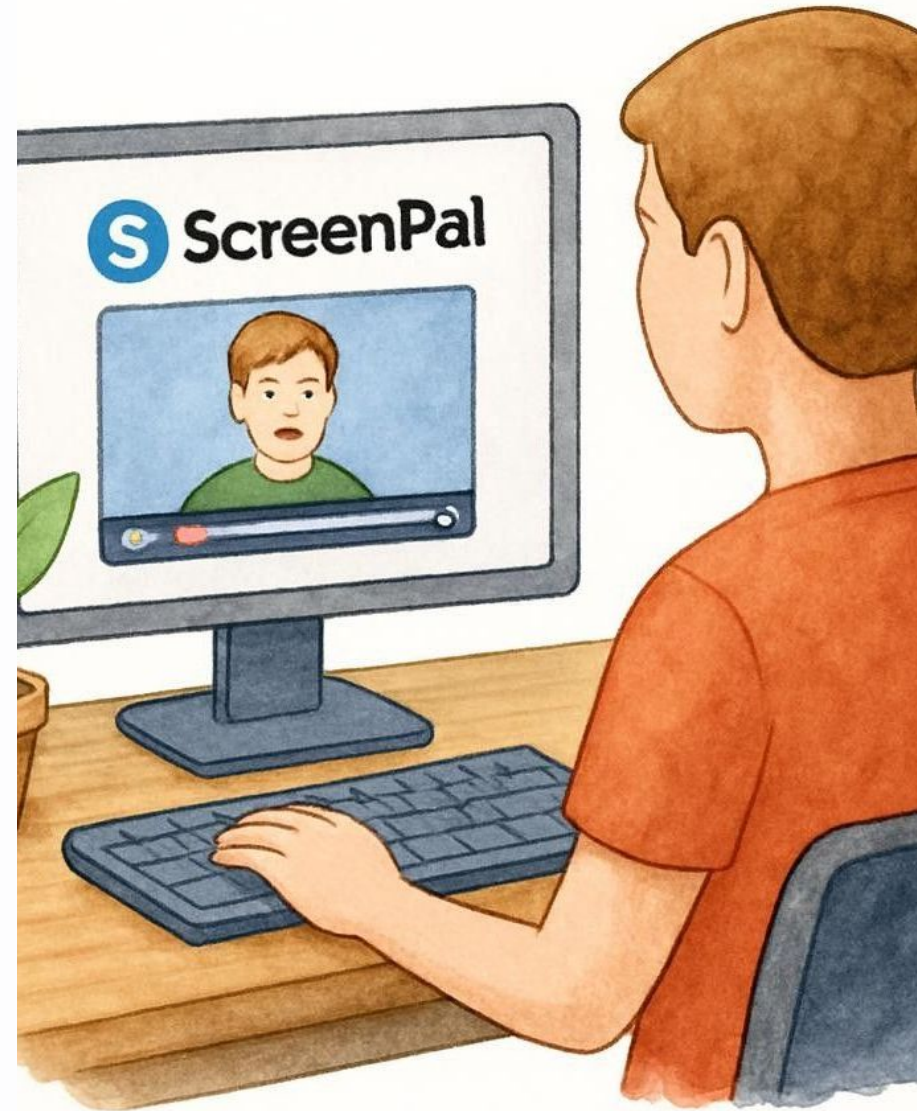


You're Going To Love ScreenPal

Today I'm going to show you how to make a short video in about 10 minutes, even if you've never made one before. Your clients are often adult children who live far away, or older adults who don't want to read a long email.

A two-minute video explaining your quote or walking through a grab bar installation builds trust faster than a page of text. By the end of today, you'll know three steps: Record, Trim, and Share.



What ScreenPal Is

ScreenPal used to be called Screencast-O-Matic. It lets you record your computer screen, your face on a webcam, or both, then do simple edits and share a link. It works on Windows, Mac, Chromebook, iPhone, and Android.

Key points to cover:

Free Plan

The free plan caps each recording at 15 minutes and adds a ScreenPal watermark. Free recordings include a ScreenPal watermark and are capped at 15 minutes per session. Fifteen minutes is plenty for most client videos.

Paid Plans

Paid plans are inexpensive. Deluxe is listed at \$4/month and Max at \$10/month, billed annually, though some sources show the entry tier at \$3/month annually, so check current prices on screenpal.com before you present.

Upper Tier AI Extras

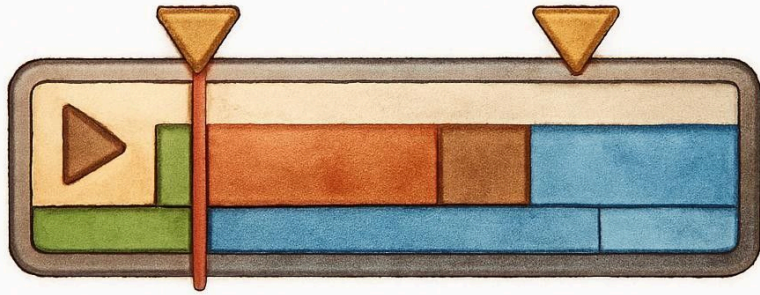
Max adds automated captions and transcriptions, AI text-to-speech narration, video translation, and interactive quizzes and polls.

My advice: start free - practice using it. It's really easy though - easier than most other video programs that I've tried.

STEP 1 – RECORD

1. Go to screenpal.com and sign up with your email or Google account.
2. Click the button to start a recording. The first time, it will ask you to install a small launcher. Say yes.
3. Choose what to record: **Screen**, **Webcam**, or **Both**.
4. Drag the frame around the part of your screen you want to show, or choose full screen.
5. Check that your microphone is picking up sound (watch the sound bar move when you talk).
6. Click **Rec**. You'll see a short countdown. Talk naturally.
7. Made a mistake? Click **Pause**, take a breath, then resume. No need to start over.
8. Click **Done** when finished.

Say this with me: you don't have to be perfect. Your clients want to hear you, not a TV anchor.



STEP 2 – TRIM

1. After you click Done, your video opens in a preview.
2. Use the trim handles to cut off the awkward start (reaching for the mouse) and the end (reaching to click Stop).
3. Play it back once to make sure it sounds right.

That's all the editing most videos need. Trimming the beginning and end makes you look instantly more polished.

STEP 3 – SHARE

1. Choose where to save: upload to ScreenPal to get a shareable link, save to your computer, or publish to YouTube.
2. Give it a clear title, such as "Your Bathroom Safety Quote – Smith Family."
3. Copy the link and paste it into an email, a text message, or your website.

That's it. Record, Trim, Share.

Five Videos You Can Make This Week

1 Quote walkthrough

Open your estimate on screen and explain each line item. Families love this.

2 Before-and-after tour

Scroll through project photos while you narrate what changed and why.

3 Answer your top FAQ

"Will a grab bar damage my tile?" Record once, send it forever.

4 Welcome video for your website

Webcam only, 60 seconds, introduce yourself and who you help.

5 Staff or subcontractor training

Show how you want a checklist or form filled out.

Tips and Wrap-Up

- Keep client videos under 3 minutes.
- Sit facing a window for natural light; don't sit with the window behind you.
- Close email and other tabs so pop-ups don't appear on screen.
- Do a 10-second test recording before every real one to check your sound.
- Write 3 bullet points on a sticky note so you don't ramble.

"Your homework: make one video this week. Just one. Record, Trim, Share."

Before You Present

Do a full dry run in ScreenPal a day or two before, since button labels and which features are included in the free plan change from time to time. If anything on screen looks different from the steps above, adjust the wording to match what you see.

I can turn this into a one-page handout checklist attendees can print, or make it a doc you can edit and share.