

`$ cat demo-mistakes.md`

Twelve software demo video mistakes: the pre-flight checklist

Tick each line before the recording goes out. The numbers match the page at any2.video/resources/software-demo-video-mistakes/.

BEFORE RECORDING

- ☐ 1. The task is one sentence with a finish line you can name
- ☐ 2. The version is in the title, the frame and the description
- ☐ 3. The environment is clean: realistic fake data, never production, never a real customer
- ☐ 4. The account is seeded, so dashboards and lists have something in them

WHILE RECORDING

- ☐ 5. The starting state and the prerequisites are on screen before the first click
- ☐ 6. The recorder started before the task and kept running after it failed
- ☐ 7. The failed attempt and its fix are kept in
- ☐ 8. The video ends on a result the product produced, not on the narrator saying it worked
- ☐ 9. A timestamped log was kept during the run: time, who acted, what happened

AFTER PUBLISHING

- ☐ 10. Captions are written or corrected from the log; product names and paths are right
- ☐ 11. Written steps, a docs link and a troubleshooting section sit beside the video
- ☐ 12. The video carries a version tag and is on the list to re-run at the next release