

## Helpful Video Application Tips

### DO:

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- ✓ Tell us about some of the hardships you've overcome
- ✓ Show us your personality and be candid
- ✓ Do tell us why you love the beauty industry
- ✓ Do tell us how Beauty has changed your life and give examples
- ✓ Do plan out what you're going to say, don't be afraid to do multiple takes/recordings
- ✓ Do submit a professional headshot
- ✓ Dress professionally
- ✓ Do show yourself working on hair, makeup, nails or massage and show some of your creative looks
- ✓ Do integrate friends & family members who know you really well to give testimonies
- ✓ Film horizontally when using a mobile device to record vs. vertically (hold phone side-ways) this allows for a full-size video.

### DON'T

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- ✓ Don't harp on your hardships
- ✓ Don't film in the car or in your room
- ✓ Don't submit unprofessional photos with snapchat filters or car selfies
- ✓ Don't wear your pajamas or dress unprofessionally
- ✓ Don't share your political views
- ✓ Don't use profane language

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- When submitting a video, please upload it directly onto [your application in Submittable](#)
  - Some past applicants have used online tools to edit their videos such as: Animoto, WeVideo, Kizoa, Movai, iMovie, Windows Video Maker. Or these FREE apps for mobile devices: Hyperlapse, Slow Fast, Unfold, and InShot.
  - No matter which tool you choose, your passion needs to shine through! Be sure you answer the question specific to the scholarship you are applying for! Be sure your message is clear, and make sure that the video is visually appealing - Would you want to watch your video?
  - Be creative, have fun, show the judges that you know what an amazing and life-changing opportunity this scholarship is, and let them see how your creativity and passion will eventually be reflected in your professional work.

**View past winners' submission videos as examples: [click here.](#)**