BEVEL ROW KNIVES · PRODUCT PAGE VIDEO

How to use the two-stage sharpener, in 60 seconds

A phone-filmed how-to for the sharpener product page. It works with the sound off and it walks the customer through the exact steps their return notes show them getting wrong.

60 sec	Muted-first	17 captions
10 shots, one afternoon to film	every instruction is also on screen	timed SRT file to upload with it

WHY THIS VIDEO EXISTS

58 of 412 sharpeners came back last quarter

23

"Doesn't sharpen"

Notes show people stopping after the coarse slot, or trying a serrated knife.

Answered in frames 6, 7 and 9

14

"Scratched my knife"

Heavy pressure, and the coarse slot used on every sharpening.

Answered in frames 5 and 10

9

"Made it duller"

Sawing back and forth through the slot.

Answered in frame 4

The other 12 were "other / changed mind." The video does not try to answer those.

THE SCRIPT · ABOUT 150 WORDS, AN EASY PACE FOR A MINUTE

0:00 Dull knife? Here's the right way to use your sharpener, in under a minute.

0:05 Set it on a flat, dry counter. Hold the handle firmly with your other hand.

0:11 Start in the coarse slot, but only if the knife is really dull. Set the heel of the blade in the slot.

0:18 Pull toward you, heel to tip, with light pressure. Pull only. Never saw back and forth.

0:26 Three to five pulls. That's it. Pressing harder won't sharpen faster. It scratches.

0:32 Now the fine slot. Same motion, five to ten light pulls. This is the slot you'll use most.

0:40 Test it on a sheet of paper. If it catches, a few more fine pulls.

0:46 Wipe the blade, then tap the slots out over the sink.

0:51 It's not for serrated knives or scissors.

0:56 Every week: fine slot only. Coarse only when it's truly dull.

Frame 1

0:00 - 0:05



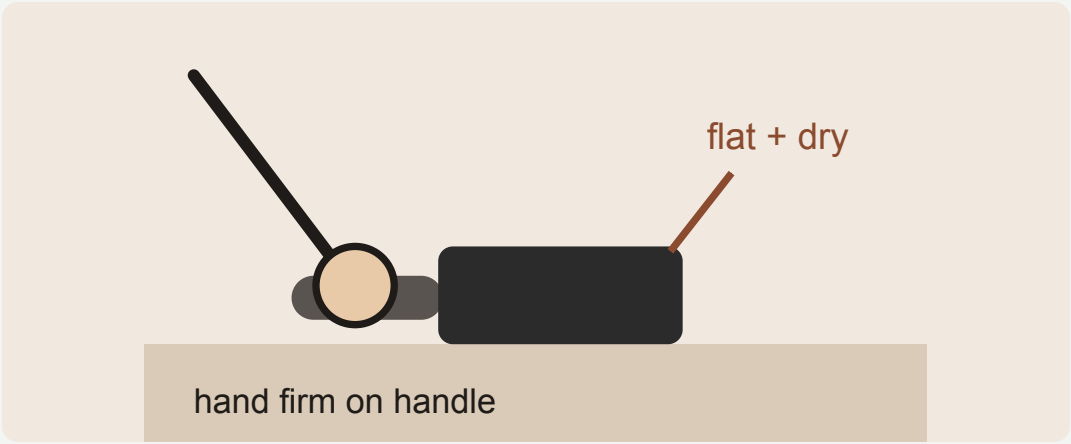
SPOKEN

"Dull knife? Here's the right way to use your sharpener, in under a minute."

How to use your two-stage sharpener

Frame 2

0:05 - 0:11



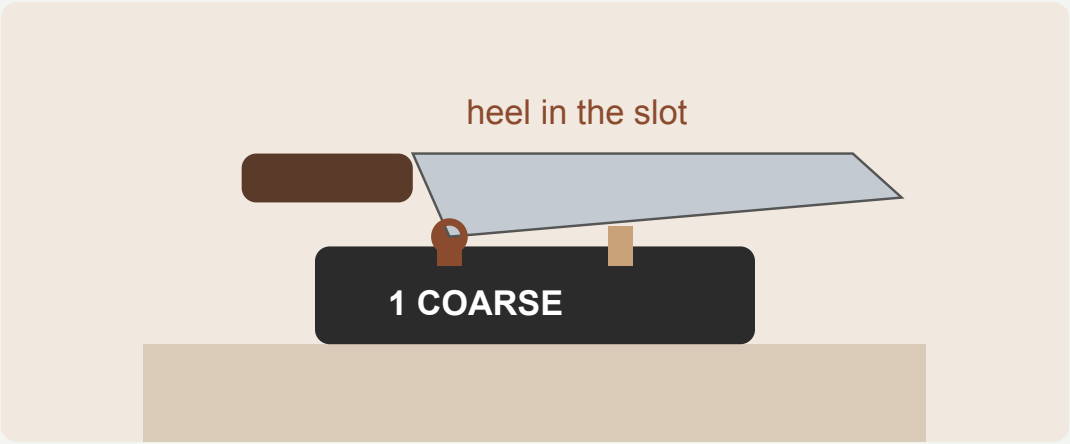
SPOKEN

"Set it on a flat, dry counter. Hold the handle firmly with your other hand."

Flat counter. Hold the handle.

Frame 3

0:11 - 0:18



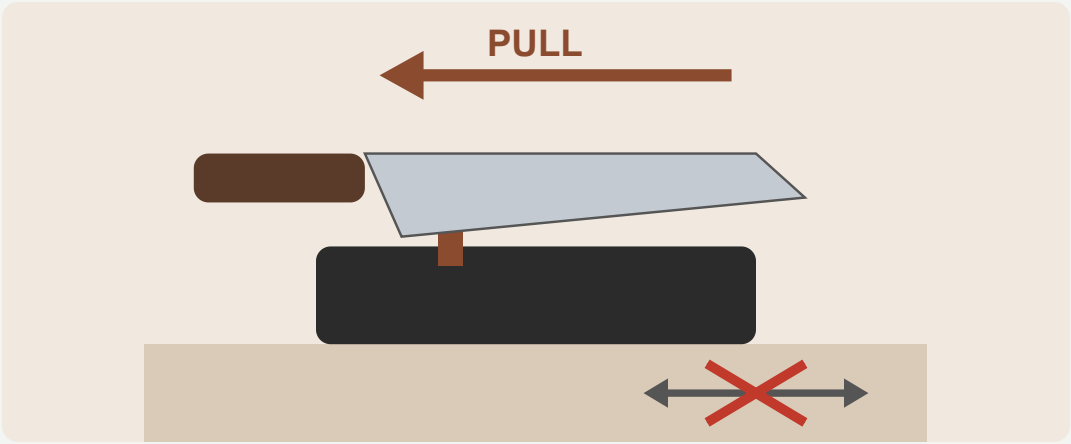
SPOKEN

"Start in the coarse slot, but only if the knife is really dull. Set the heel of the blade in the slot."

Step 1: Coarse (only if really dull)

Frame 4

0:18 - 0:26



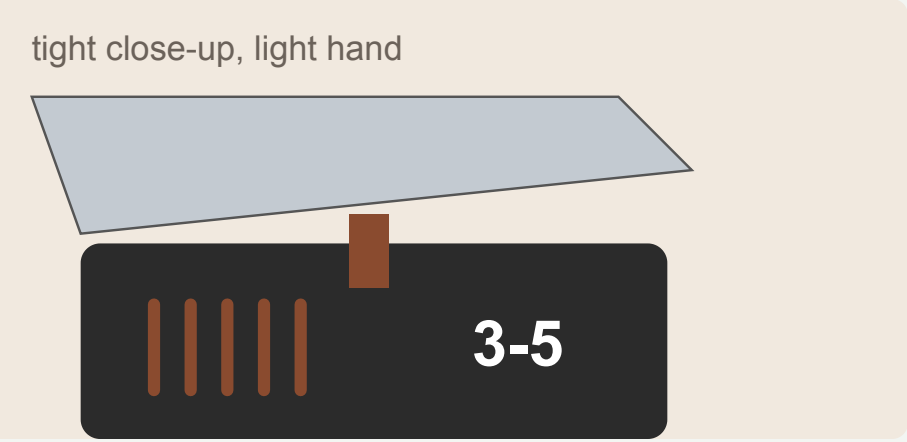
SPOKEN

"Pull toward you, heel to tip, with light pressure. Pull only. Never saw back and forth."

PULL ONLY. Never saw back and forth.

Frame 5

0:26 - 0:32



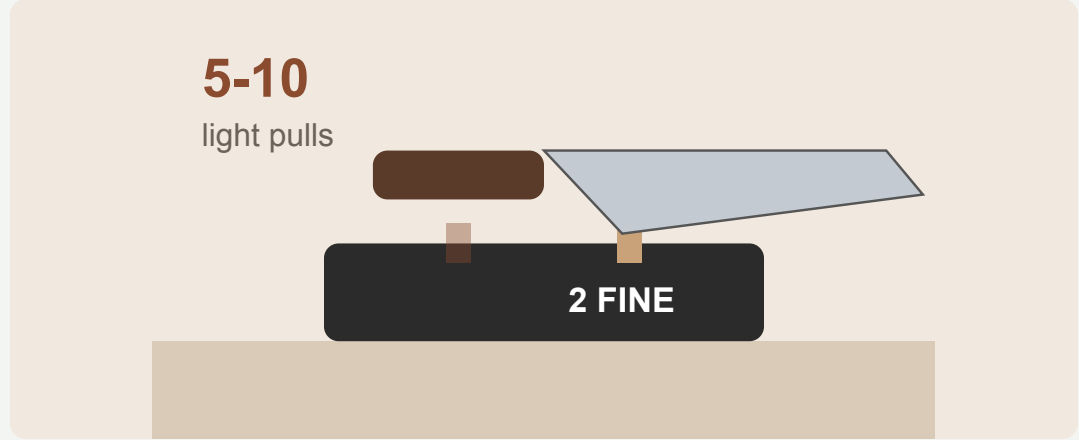
SPOKEN

"Three to five pulls. That's it. Pressing harder won't sharpen faster. It scratches."

3-5 pulls. Light pressure.

Frame 6

0:32 - 0:40



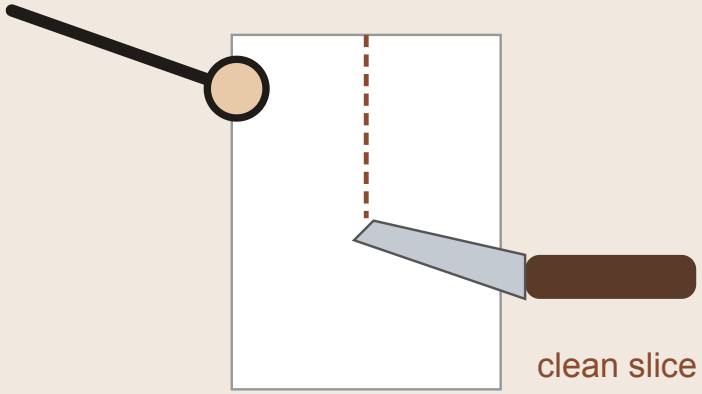
SPOKEN

"Now the fine slot. Same motion, five to ten light pulls. This is the slot you'll use most."

Step 2: Fine. 5-10 light pulls.

Frame 7

0:40 - 0:46



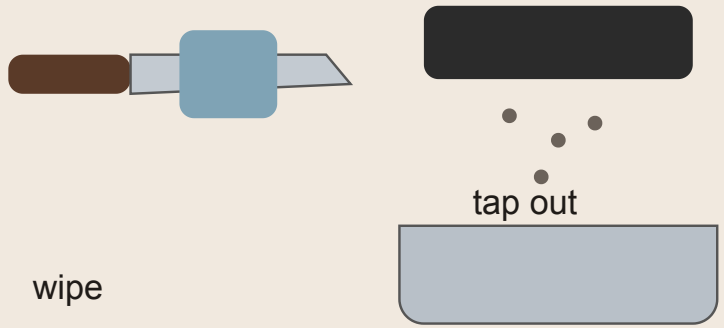
SPOKEN

"Test it on a sheet of paper. If it catches, a few more fine pulls."

Paper test. Catches? A few more fine pulls.

Frame 8

0:46 - 0:51



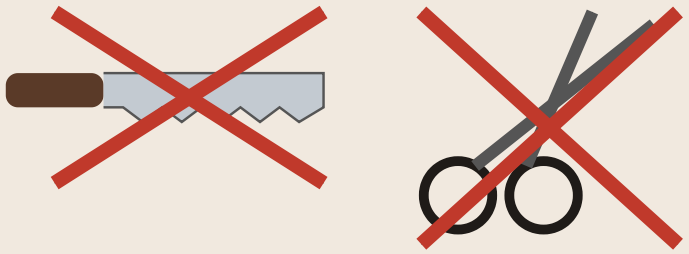
SPOKEN

"Wipe the blade, then tap the slots out over the sink."

Wipe the blade. Tap out the slots.

Frame 9

0:51 - 0:56



SPOKEN

"It's not for serrated knives or scissors."

Not for serrated knives or scissors.

Frame 10

0:56 - 1:00



SPOKEN

"Every week: fine slot only. Coarse only when it's truly dull."

Weekly: fine. Really dull: coarse, then fine.

SHOT LIST · FILM IN THIS ORDER TO SAVE SETUPS

Order	Frame	Time	Shot	Camera	Action
1	1	0:00-0:05	Wide	Tripod, 45 deg above counter	Sharpener and chef's knife on counter, still. Hold 6 sec.
2	2	0:05-0:11	Medium	Same position	Hand sets sharpener down, grips handle.
3	3	0:11-0:18	Medium-close	Same, zoom 1.5x	Heel of blade placed in coarse slot. Pause.
4	4	0:18-0:26	Medium-close	Same	3 slow pulls, heel to tip. Lift and reset between pulls.
5	5	0:26-0:32	Close-up	Tripod low, side-on to slot	2 more pulls, fingertips resting lightly on spine.
6	6	0:32-0:40	Medium-close	Back to 45 deg	Move to fine slot, 6 light pulls.
7	7	0:40-0:46	Medium	Straight on, eye level	Hold paper by one corner, slice down cleanly.
8	8	0:46-0:51	Two quick shots	Handheld OK	Wipe blade with towel. Turn sharpener over sink, tap twice.
9	9	0:51-0:56	Flat lay	Directly overhead	Bread knife and scissors on counter. Red X added in edit.
10	10	0:56-1:00	End card	None	Made in the editor: brand color, two labels, shop name.

FILMING AND POSTING

One afternoon by the warehouse window

Setup

Phone in landscape, 1080p, 30fps. Lock focus and exposure (long-press on the screen). Window light from the side, no overhead lights. Dark cutting board or counter so the blade shows.

Props

The sharpener, a plain 8-inch chef's knife (a little dull is better), printer paper, a dish towel, a bread knife, scissors, and the sink. Film right-handed. If you use your left, mirror nothing, the steps are the same.

Posting

Record the voice separately in a quiet room, then lay it under the clips. Burn in the on-screen text. Upload captions.srt with the video. Place it directly under the product photos, set to play muted on loop with a play-with-sound button.

Before you film: check the pull counts (3-5 coarse, 5-10 fine) against your box insert and the manufacturer's sheet. If they differ, change them in the script, frames 5 and 6, and captions 9 and 11.