



About this Resource

We were recently asked a question about what animation software we would recommend for people in-house to create their own animations. In response, we have created this resource to share the animation software we have either used or we have seen on the market, and a few additional tips.

Disclaimer

- We do not promote or endorse any of these third-party providers.
- We have no affiliation with the providers.
- We receive no commission if you sign up with them.
- We do not make any recommendation for you to sign up to any provider.

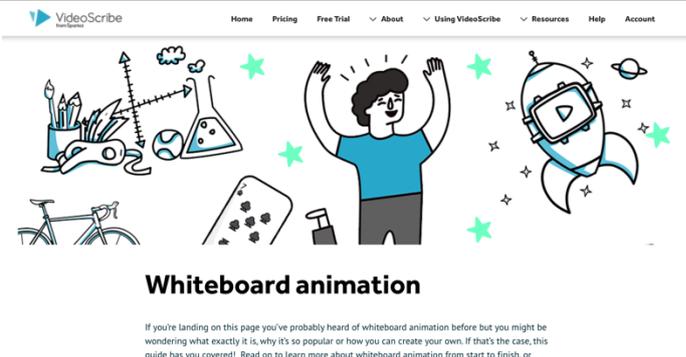
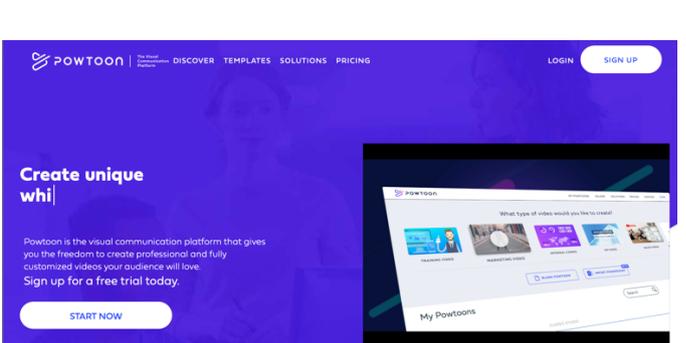
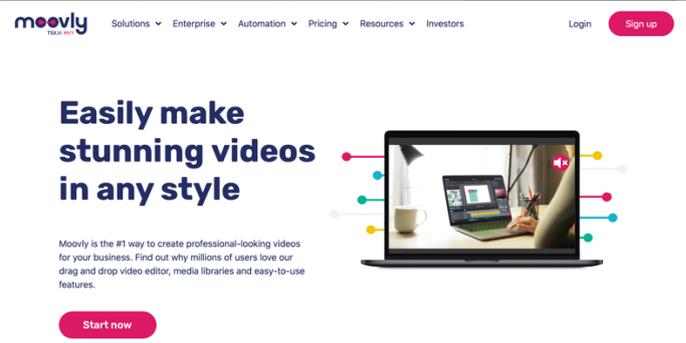
Your own checks

- Check with your IT department before downloading any new software on your computer.
- If you do use any software, ensure that you have the appropriate licenses to use them as well as the images you incorporate into any work product.

How we work on animations at the Eight Mindsets

- Nicole uses the basic Doodly tool to create a whiteboard animation. Specifically, she uses Doodly as a template to build a training and adds all her own images to it. She uses the most basic plan \$69 lifetime license for this.
- We also have a team of our own animators who we work with to produce fast, high-quality animations. This is how we made the animation samples we have shared. We prefer to create all of our own images for best quality, so that there is never an issue with licensing, and so the output can be specific to our clients' requirements.

Animation software

| Name | Image | Our notes |
|-------------|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Doodly |  | <p>This is a whiteboard animation. Nicole uses the basic Doodly tool to create a whiteboard animation. The screen shot shown is for the most basic plan (\$69 lifetime). You can pay a monthly fee and get access to thousands of images.</p> |
| Videoscribe |  | <p>This is also a whiteboard animation tool Nicole has used. Once again, Nicole adds all her own images. It is a monthly subscription and you do get access to thousands of images and characters.</p> |
| Powtoon |  | <p>Nicole used this around 8 years ago and loved it as a basic tool. They now have far more features and options.</p> |
| Moovly |  | <p>We have never used Moovly so cannot comment. However, this came up on the Google search as an alternative to Powtoon.</p> |



Before you purchase

- Get a free trial
- Check with your IT department
- Check before you provide any credit card details that you do not automatically sign up to an ongoing subscription without meaning to!
- Put a calendar note in for the working day before the end of the trial period.
- Spend the trial period building a short animation so see whether it works for your specifications.

Final words

It is great to use software but if it's just for a one-off or a few short videos, you may still want to outsource this effort.

Happily, you can outsource this cost efficiently. You can also work with the Eight Mindsets team to do this in 2 ways:

1. Ask Nicole and Jason to help you to produce your first set of animations and we can also teach you the production process, enabling you to outsource easily and cost efficiently.
2. OR Sign up for our Eight Mindsets training and coaching program.
 - a. When you work with us, we will also give you a masterclass on how to create your own animations.
 - b. As part of this program, you will also get access to the Eight Mindsets artists and animation team and use them at a significantly reduced cost when you join the Eight Mindsets Cohort. We basically provide you with free access to the team at their cost-price.

We will be starting the program soon and sending you details about this. Alternatively, write to info@eightmindsets.com and ask to be put on the list.