



# SKILL 12

## YOUR TECHNOLOGY PLAN

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# SKILL 12: HARDWARE & SOFTWARE

## A. HARDWARE

### VIDEO CAMERAS

You want to purchase tools that make your videos, webinars and online summits look professional and elegant. You want to be able to setup your studio in 5 minutes, get in front of the camera and record your video.

The camera on the I-PHONE is very high quality - higher than many affordable cameras. You'll need a microphone if you're in a less quiet space. The iPhone 15 Pro (\$799) has the best video available at this time.

- Sony HDRCX405 HD Video Recording Handycam Camcorder \$227
- Panasonic Full HD Video Camera Camcorder HC-V180K #248

If you must buy a camera, use a camcorder that's web friendly. Avoid anything that requires extensive editing. 4K Camcorders are best, but they start at about \$800.

The Sony and Panasonic Camcorders above are highly rated. Camcorders record video and audio onto a storage device. The picture quality is no better than that of an I-PHONE Camera, but it has a port for a lavalier (clip on) microphone. A lot of people overlook sound quality. Sound quality can be very important for content-rich videos.

Now and then, you may want to hire a professional videographer with high-end equipment to record and edit high quality videos. To stay competitive and catch people's attention, it may be a necessary step. Some people only hire videographers for live events. If you want to quickly record a training session, you can produce the video yourself. If you are using Facebook, the current fashion in Facebook Live is, the more natural you are, the better. Know the context of your video to decide on the level of professionalism required.

### DSLR Cameras

DSLR (Digital Single-Lens Reflex) cameras are more professional than regular webcams. DSLR cameras (such as the Canon EOS Rebel T7 DSLR Camera, at \$479) offer many new features (and some technical challenges). Although they are excellent professional cameras, don't purchase one unless you know something about handling them.

**ACCESSORIES:** Be prepared to spend money on accessories, such as tripod, batteries, memory cards, and lavalier microphone. All of these are under \$100, but they add up!

# HARDWARE

1. VIDEO CAMERA  
LAVALIER MICROPHONE



2. MICROPHONE  
POP SCREEN AND FILTER

3. LIGHTS  
...AND YOUR COMPUTER!

# BASICS

# SOFTWARE

1. CRM SOFTWARE



2. AUDIO  
EDITING

3. VIDEO  
EDITING

# BASICS

## 2. LIGHTING

Three things make a video look professional: High Quality Video; Great Lighting and Very Good Audio. Good lighting can make a huge difference in how your video looks. The good news is that, by simply using three soft light boxes, you can get very good lighting at a very affordable price.

There are many lighting options out there and they regularly change. The Torjim Lighting Kit (\$75, Amazon's overall pick) can get the job done at a reasonable price. You can also find other options easily on Amazon or any other platform or store that you like shopping from. Set the lights up as follows:

**Light One:** To light up the right side of your face.

**Light Two** (overhead stand): To light up your head and the left side of your face.

**Light Three:** To eliminate the shadows on the wall/screen behind you.

## 3. MICROPHONES

Audio quality is very important when recording content for your online courses. If you don't have great audio, your files won't sound professional. Many people overlook sound quality when making videos. But a video is comprised of visual pictures *and* sound. Sound is a big part of the experience. A good microphone can also be used for podcasts, classes, summits and for calls.

### a. Blue Snowball Ice

At \$45.98, this is an inexpensive microphone used by many podcasters. The spherical "snowball" shape means that this microphone can pick up other noises in the room. USB microphones like the Blue Snowball and the Yeti Blue plug directly into your computer USB port. Other microphones, like the Audio Technica A T2020, need to be first plugged into an audio interface that converts the "analog" audio signal to digital and sends the digital signal to your computer.

### b. Yeti Blue

The Yeti Blue has gone from \$229 (2018) to \$69.00 (2024). Take it with you to record seminars, put it in the middle of a round table discussion, or use it to record a podcast interview. This is the microphone that I use and I'm very happy with it. It works with both Mac and Windows.

### c. Audio Technica AT2020

This model comes well recommended at \$99.00. It is recommended that you buy the Adjustable Microphone Suspension Arm Stand and the Shock Mount and pop filter for a total cost (including microphone) of \$125.49. I am not recommending more expensive, high end equipment here. You can always upgrade, once you know that this is your true calling.

## B. SOFTWARE

### 1. VIDEO EDITING

You may *need* to use a video editing tool, even though you probably *want* to avoid this task whenever possible. Sometimes, you need to use video editing tools to remove the beginning and end of your video. That's when you walk in front of the camera and step away from the camera to hit the start/stop button.

If you are using your I-PHONE to make videos, you can actually do simple edits right on your phone. If you are planning to use YouTube as your video delivery platform, use the YouTube video editor tool. It's quick and it's free.

**CAMTASIA:** To record your screen or PowerPoint presentations; to create "screen sharing" videos for showing how to do things on the computer; and for more advanced and multilayered video editing, Camtasia is one of the most affordable and practical tools on the market. Camtasia is compatible with both Mac and Windows. This is the program I use. I also edit my audio on Camtasia by separating video and audio tracks into separate tracks.

**WINDOWS MOVIE MAKER:** Always see what tool comes with your device in the box. In Windows you usually have access to Windows Movie Maker Live. It's a good simple tool for editing your videos. It's also free.

**iMOVIE:** Mac comes with iMovie, which covers all the basic video editing needs you might have.

### 3. AUDIO EDITING

If you are recording audio training programs, audio books, podcasts or live audio events, you will need to use an audio-editing application.

**AUDACITY** is an excellent tool for editing audio files. It's open source and it's *free*. Audacity allows you to improve the quality of your audio recordings, add music, edit and much more. It has powerful features, including Sync-Lock, Silence Finder, Saveable EQ, Fading, Import and Export Options, Editing and many Effects. It's compatible with both Mac and Windows.

**GARAGEBAND** is a free DAW (Digital Audio Workstation) for Mac. You can easily create separate tracks for music, intros and outros, ad spots, and more. You can fade these elements in and out as needed.

**ADOBE AUDITION** is part of the Creative Cloud suite. If you have a subscription to the full suite, you have access. You can also get it for \$20 a month separately. Adobe Audition is designed for podcast production and editing. It has advanced tools and there are plenty of tutorials online to help you get started.

## C. YOUR TECHNOLOGY AND SUPPORT BLUEPRINT

In the space below, identify what hardware and software you want to use, as well as the promotion strategies that you want to employ.

**1. HARDWARE (AUDIO HARDWARE, VIDEO RECORDING):**

CAMERA (OR PHONE) \_\_\_\_\_

LIGHTING \_\_\_\_\_

MICROPHONE \_\_\_\_\_

**2. SOFTWARE**

AUDIO RECORDING \_\_\_\_\_

VIDEO EDITING \_\_\_\_\_

AUDIO EDITING \_\_\_\_\_

**3. PROMOTION:** To get people to visit my Landing Page, I will employ:

PARTNERS AND AFFILIATES \_\_\_\_\_

FACEBOOK \_\_\_\_\_

LINKED-IN \_\_\_\_\_

INSTAGRAM \_\_\_\_\_

FACEBOOK ADS \_\_\_\_\_

LINKED-IN ADS \_\_\_\_\_

INSTAGRAM ADS \_\_\_\_\_

GOOGLE ADS \_\_\_\_\_

BLOGS \_\_\_\_\_

E-BOOKS \_\_\_\_\_

E-ZINES \_\_\_\_\_

PODCASTS \_\_\_\_\_

VIDEOS \_\_\_\_\_

WEBINARS \_\_\_\_\_

SUMMITS \_\_\_\_\_

POWER TALKS \_\_\_\_\_

MEET-UPS AND EVENTS \_\_\_\_\_

OTHER \_\_\_\_\_

# YOUR TECHNOLOGY CHECKLIST

## I. MY EMAIL SYSTEM:

- ACTIVE CAMPAIGN \_\_\_\_\_
- OPTIMIZE PRESS \_\_\_\_\_
- MAIL CHIMP \_\_\_\_\_
- AWEBER \_\_\_\_\_
- CLICK FUNNEL \_\_\_\_\_
- HONEYBOOK \_\_\_\_\_
- HUBSPOT \_\_\_\_\_
- INFUSION SOFT \_\_\_\_\_
- KAJABI \_\_\_\_\_
- MONDAY SALES \_\_\_\_\_
- ONTRAPORT \_\_\_\_\_
- PIPEDRIVE \_\_\_\_\_
- SALESFORCE \_\_\_\_\_
- ZOHO \_\_\_\_\_

## II. MY PAGE BUILDING SOFTWARE

- CLICK FUNNEL \_\_\_\_\_
- HONEYBOOK \_\_\_\_\_
- HUBSPOT \_\_\_\_\_
- INFUSION SOFT \_\_\_\_\_
- KAJABI \_\_\_\_\_
- ONTRAPORT \_\_\_\_\_
- PIPEDRIVE \_\_\_\_\_
- SALESFORCE \_\_\_\_\_
- ZOHO \_\_\_\_\_

**IV. MY AFFILIATE TRACKING SOFTWARE**

**CLICK FUNNEL** \_\_\_\_\_  
**HONEYBOOK** \_\_\_\_\_  
**HUBSPOT** \_\_\_\_\_  
**INFUSION SOFT** \_\_\_\_\_  
**KAJABI** \_\_\_\_\_  
**MONDAY SALES** \_\_\_\_\_  
**ONTRAPORT** \_\_\_\_\_  
**PIPEDRIVE** \_\_\_\_\_  
**SALESFORCE** \_\_\_\_\_  
**ZOHO** \_\_\_\_\_

**V. MY PRODUCT DELIVERY MECHANISM**

**CLICK FUNNEL** \_\_\_\_\_  
**HONEYBOOK** \_\_\_\_\_  
**HUBSPOT** \_\_\_\_\_  
**INFUSION SOFT** \_\_\_\_\_  
**KAJABI** \_\_\_\_\_  
**MONDAY SALES** \_\_\_\_\_  
**ONTRAPORT** \_\_\_\_\_  
**PIPEDRIVE** \_\_\_\_\_  
**SALESFORCE** \_\_\_\_\_  
**ZOHO** \_\_\_\_\_

**VI. MY SHOPPING CART**

**STRIPE** \_\_\_\_\_  
**PAYPAL** \_\_\_\_\_  
**CLICK FUNNEL** \_\_\_\_\_



**HONEYBOOK** \_\_\_\_\_  
**HUBSPOT** \_\_\_\_\_  
**INFUSION SOFT** \_\_\_\_\_  
**KAJABI** \_\_\_\_\_  
**MONDAY SALES** \_\_\_\_\_  
**ONTRAPORT** \_\_\_\_\_  
**PIPEDRIVE** \_\_\_\_\_  
**SALESFORCE** \_\_\_\_\_  
**ZOHO** \_\_\_\_\_  
**OTHER:** \_\_\_\_\_  
**WOO COMMERCE** \_\_\_\_\_  
**I-SHOPPING CART** \_\_\_\_\_

**VII. MY INTERACTIVE PROGRAMS  
(INCLUDING WEBINARS AND SUMMITS)**

**ZOOM** \_\_\_\_\_  
**EVER WEBINAR** \_\_\_\_\_  
**UBERCONFERENCE** \_\_\_\_\_  
**TELECONFERENCE.COM** \_\_\_\_\_  
**GENNDI (Webinar Jam)** \_\_\_\_\_  
**INSTANT TELESEMINAR** \_\_\_\_\_  
**MAESTRO CONFERENCE** \_\_\_\_\_  
**GOOGLE HANGOOUT ON AIR** \_\_\_\_\_

**VIII. MY PRIMARY CRM FUNNEL) PROGRAM**

**CLICK FUNNEL** \_\_\_\_\_  
**HONEYBOOK** \_\_\_\_\_  
**HUBSPOT** \_\_\_\_\_  
**INFUSION SOFT** \_\_\_\_\_  
**KAJABI** \_\_\_\_\_

**MONDAY SALES**

\_\_\_\_\_

**ONTRAPORT**

\_\_\_\_\_

**PIPEDRIVE**

\_\_\_\_\_

**SALESFORCE**

\_\_\_\_\_

**ZOHO**

\_\_\_\_\_

**OTHER:**

\_\_\_\_\_

**SUMMARY: CRM TECHNOLOGY  
HARDWARE AND SOFTWARE**

**I.** I will use the following **CRM TECHNOLOGY** to build my business:

MY CRM (FUNNEL) SYSTEM \_\_\_\_\_

EMAIL SYSTEM \_\_\_\_\_

LANDING PAGE-BUILDER \_\_\_\_\_

AFFILIATE TRACKING \_\_\_\_\_

PRODUCT DELIVERY MECHANISM \_\_\_\_\_

SHOPPING CART \_\_\_\_\_

INTERACTIVE PROGRAM \_\_\_\_\_

**II.** I will use the following **Hardware and Software**:

HARDWARE I NEED IMMEDIATELY: \_\_\_\_\_

\_\_\_\_\_

HARDWARE I WILL NEED LATER: \_\_\_\_\_

\_\_\_\_\_

SOFTWARE I NEED IMMEDIATELY: \_\_\_\_\_

\_\_\_\_\_

SOFTWARE I WILL NEED LATER: \_\_\_\_\_

\_\_\_\_\_