

SKILL 24

VIDEOS

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SKILL 24: VIDEOS

STEP ONE: UNDERSTAND VIDEO

The 21st century is visual. Anything you put on video will have higher open rates and more followings.

- In 2012, 38 Billion videos were watched. In 2018, one billion *hours* of video were watched *every day*.
- Consumers who watch product videos are 85% more likely to buy products compared with those who don't watch product videos.
- When videos are launched, there are 85% more purchases.
- 52% of Business to Business marketers use video now
- Watching one minute of video is equal to reading 1.8 million words.
- If your average client age is 45, they have watched over 55,000 hours of highly produced video.
- YouTube is the third most visited site, behind Google and Facebook. Why? Videos and Social Media are the dominant platforms today.

UNDERSTAND VIDEO

ONE BILLION
*More than one billion hours of video are watched every day.
One billion videos are watched every day on mobile phones.*

85% BUY
People who watch product videos are 85% more likely to buy.

YOUTUBE
YouTube is the 3rd most visited site, behind Google and Facebook.

55,000 VIDEOS
If your average client is age 45, they have watched over 55,000 hours of highly produced video.

ONE MINUTE
Watching one minute of video has equal impact to reading 1.8 million words.

WHY VIDEO MATTERS

MAKE GREAT VIDEOS

1. UNDERSTAND THE MEDIUM

The Most Effective Communication and Advertising Media You can Use.

2. VIDEO EQUIPMENT

Quality Production: Video Camera, Lighting and Sound (Microphone)

CREATE YOUR VIDEOS

3. VIDEO RECORDING

Create a Dynamic Video and Interact Effectively with the Camera.

4. UPLOAD YOUR VIDEOS

Upload your Videos to YouTube and start your own YouTube Channel

IN FOUR STAGES

THREE TYPES OF VIDEOS

1. **PERSONALITY:** Talk to a single person. It's how you say it, not what you say. Know when to stop talking. Leave them wanting more.
2. **POSITIONING:** Position yourself in your niche or profession. Know your message. Make it clear. You must have great copy. Make your video high quality and professional.
3. **PROMOTIONAL:** Promote a product or service. Be enthusiastic, authentic and relaxed. Be "marketing hot". Hold their attention. The camera doesn't lie. High Quality = More Sales. No distractions – bad sound or lighting, etc.

POSITIONING VIDEOS (2) AND PROMOTIONAL VIDEOS (3) are best done with a professional videographer. Unless you want to purchase some expensive technology, it's very hard to make your own movies. There's a lot of technology to learn. You're better off hiring a professional.

THREE KINDS OF

PERSONALITY

Talk to a single person. It's how you say it, not what you say. Leave them wanting more.



<h3>POSITION</h3> <p><i>Position yourself in your niche or profession. Know your message. Make it clear.</i></p>	<h3>PROMOTION</h3> <p><i>Promote a product or service. Be enthusiastic, authentic and relaxed. Be "marketing hot". Hold their attention.</i></p>
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VIDEO

STEP TWO: VIDEO EQUIPMENT

A. VIDEO CAMERAS

NOTE: For specific recommendations, see Skill 12, “Hardware and Software”.

The right tools will make your videos, webinars and online summits look professional, without hiring a professional. You want to be able to setup your studio in 5 minutes, get in front of the camera and record your video.

You *can* start with your mobile phone. 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. If you must buy a camera, use a camera that’s web-friendly. Avoid anything that requires extensive editing.

You may want to hire a professional videographer with high-end equipment to record and edit high quality videos or live events. If you want to quickly record a training session, you can produce the video yourself.

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.

B. 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.

Fancierstudio offers lighting at a reasonable price. You can also find other options easily on e-Bay, 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.

C. MICROPHONES

Audio quality is very important for your online videos and courses. If you don’t have great audio, your files won’t sound professional. 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, summits and for calls. See the technology section (Skill 12) for specific recommendations.



D. 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.

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.

CAMTASIA (Mac and PC): To record PowerPoint presentations; to create "screen sharing" videos; and for more advanced video editing, Camtasia is one of the most affordable and practical tools on the market. I use Camtasia.

RECORDING

SPEAKING
Create a loose outline. Add humor, a personal story or a meaningful quote. Keep it conversational.



<p>VISUAL IMPACT <i>Look your best. Be well rested. Wear your best clothes, Make sure you have plenty of light.</i></p>	<p>STRATEGIES <i>Speak loudly and clearly. You may have to record multiple takes. Record more than you plan to use. You can edit it later on.</i></p>
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VIDEOS

STEP 3: RECORD YOUR VIDEO

You can record videos using your camera, your computer or your phone. If you have an iPhone, the quality of the video is very good – as good as most low to middle-range cameras.. The main things you are missing are a zoom lens and input for a lavalier (clip-on) microphone. A lot of video is done on the spur of the moment. If you're walking down the street or if you do a Facebook Live, you're expected to be natural, unrehearsed and spontaneous.

You can also use Zoom or Camptasia on your computer to make videos. You can offer a Power Point slide presentation using these technologies. Finally, you can record your voice and then create a video or slide show afterwards. See the section on technology for information about cameras and lighting.

WRITE AN OUTLINE. First, choose your subject matter. What do you want to say? Why is this important? Second, create a loose outline as follows:

- 1. INTRODUCTION:** A compelling introduction gets people’s attention. What are you going to tell them about?
- 2. BODY:** Break the body of your speech into three main points. Use three dynamic words or phrases to define your three part “system”.

3. CONCLUSION: A summary or conclusion creates completion. What did you just tell them?

SPECIAL TOUCHES: Add humor, an interesting story, a personal revelation or a meaningful quote. Don't read while you're recording your video. Keep it conversational. If you have to, put your main points on an index card. But, it's best to have your hands free, so you can make appropriate hand gestures.

VISUAL IMPACT: Videos are a visual medium. Look your best. Be well rested. Wear your best clothes, but don't be too formal. Keep your background clean and professional-looking. All of this will have an impact on your audience.

LIGHT: Make sure you have plenty of light. If possible, record during the day, using natural daylight. If you're recording yourself, face the light. See the section on lighting, under technology. Lighting can require special training.

MULTIPLE TAKES: You may have to record multiple takes. This is completely normal, especially when you are starting out. Record more than you plan to use. You can edit out the extra parts out, later on.

SPEAK LOUDLY AND CLEARLY. This captures your audience's attention. Be cautious of what information you give out. You may not want strangers to know your full name, your phone number or where you live.

STEP 4: UPLOAD YOUR VIDEO

1. EDIT YOUR VIDEO: Audacity is a popular software program that many Podcasters use for editing. For more information on video editing, see the section on technology. Once you've edited your video, you can upload your videos by placing them on YouTube.

2. CREATE A YOUTUBE CHANNEL: You need to create a YouTube Channel to upload videos. This gives you a public presence on YouTube.

Sign in to YouTube on your computer. Take any action that requires a channel, such as uploading a video, posting a comment, or creating a play list. If you don't yet have a channel, you'll see a prompt to create a channel.

Check the details (with your Google Account name and photo) and confirm to create your new channel. Now, click on "**Create a New Channel**". Name your new channel and verify your account. Then, click "**Done**". This creates a brand new YouTube Account. Post your videos to this account.

4. CREATE A LINK: After you post your video, you can create a link on your website, landing page or Facebook page to the YouTube video.



CONVERTING POWER POINT WITH AUDIO INTO VIDEO

PowerPoint can be used at public speaking engagements or online, when you're giving a webinar on Webinarjam or on Zoom. There are simple technologies for both Macs and PCs to create webinars that look great.

If you have given a Power Point presentation while you were speaking to a group in person or online and you are happy with the results, you can convert your Power Point presentation into an online video.

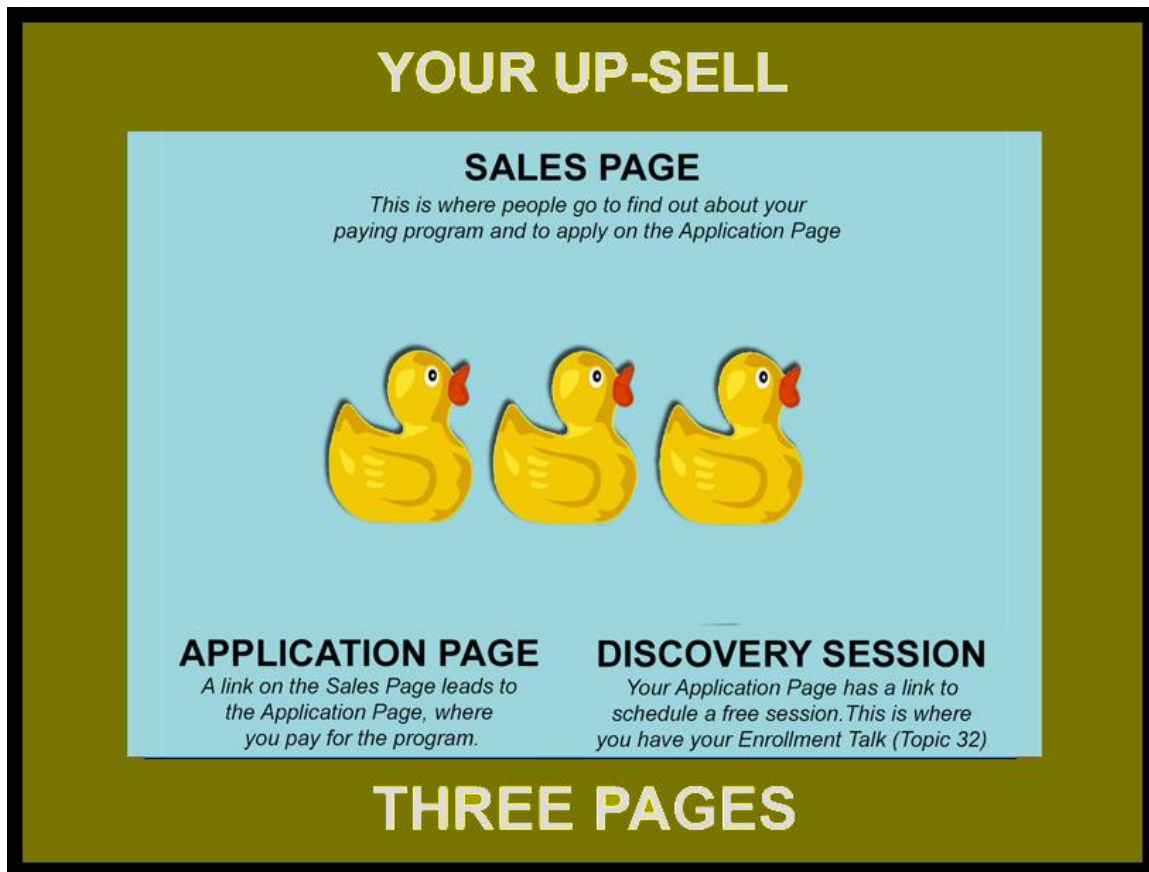
Maestro Conference is a software program that you can record from. Then, you can upload the entire file into an Evergreen Webinar Platform.

You can also use Zoom while presenting your Power Point live and use the recording for future use. By doing this, you can record Power Point Presentations with audio, then use them later as videos, for future free gifts or as part of an upcoming class.

YOUR UP-SELL

Before you give a webinar, an online summit or a Facebook Challenge, make sure that you're ready to make your up-sell! Think of your Multi-Media and Interactive Media as lead magnets. They are free gifts. You want to have three pages set up in your Product Funnel before you stage your event: Your Sales Page, an Application Form (page 253) and a Discovery Session Scheduling Page.

Now, no matter where you go, you are prepared. Having your up-sell ready is a secret ingredient that gives your webinars, podcasts and presentations direction and purpose. You can offer a free gift (lead magnet) or you can go directly to your up-sell. You are always talking towards your up-sell.



CHECKLIST: PLAN YOUR VIDEO

VIDEO CAMERA _____

MICROPHONE (Built In or External) _____

LIGHTING (Natural or Arranged) _____

EDITING SOFTWARE _____

SUBJECT OF VIDEO _____

WHO IS THIS VIDEO FOR? _____

WHY IS THIS IMPORTANT? _____

INTRODUCTION _____

BODY (THRE KEY POINTS)

1. _____

2. _____

3. _____

CONCLUSION

OTHER PREPARATION NEEDED (EXAMPLE: INTERVIEW)
