

## How To Leverage Video for your Business

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- Cristian Trujillo - CreativeCreationsTV

### PART ONE

The Dos and don'ts of producing your own videos:

- Do give value, don't promote yourself
- On social media, no one cares about our promotional videos - they consume content that is either entertaining or educational
- Inspirational videos are ones that are both entertaining and educational
- Show your expertise and show that you care - the more you give the more you get
- Focus on content that will help your ideal client by sharing your expertise
- Have a strategic approach - make sure you plan properly
- Think about your ideal client - who is that you want to engage - if you could choose the clients you want to engage with which ones are they and why - and focus on them
- Be clear as to whether you are looking for followers or looking for **ideal clients** - ideal clients are who you want not just cheap followers
- Develop the right channels - video is just a tool - it may be the most effective tool right now to engage with your clients outside of face to face but make sure you are developing the right channels
- Different videos produce different results - on social media produce educational videos (lead generation) whereas promotional, case study or client testimonial videos go on your website (conversion)
- Not all videos can be produced in-house - educational videos you can get away with them being produced internally but the promotional, case study, testimonial videos (corporate videos) should be produced professionally
- Get right equipment and learn how to do it properly

How to create valuable video content for social media:

1. Identify your ideal clients' biggest problems
2. Describe the problem in video
3. Provide expert advice or quick solutions in video (top 3 - 5)
4. Don't talk about you or your business - just give expert advice
5. Write a 120 word script (60 sec video) for social media
6. Create a longer piece/version for YouTube (up to 5 mins) - very important point - social media is a social platform which means we go to socialise. If you want to learn something new you would go to google to search or YouTube
7. Have a call to action at the end e.g. for more information, or if you want to learn more, give me a call etc.

8. Share at least 1 video a week (a minimum)

Where do I find ideas for content?:

- Identify your areas of expertise - e.g. business planning, operational efficiencies, marketing, data, building effective teams
- Create 5 videos per area of expertise, use generic titles e.g. Did you know that..., 5 Tips to..., The Do and Don't in...
  - E.g. Real Estate - areas Investment Property (Did you know that investment property is the most profitable investment..) (5 tips to secure your first investment property) (The Do and Don'ts in property investing)
- From there, you write a script in very simple words

Tips to film your own educational videos:

- What you need to film your videos
  - Camera that films in HD at 1920 x 1080 resolution (iPhone is fine)
  - Tripod - never film without a tripod. your tripod will give you a steady shot and the options to set a proper frame - about \$100 plus a thing to hold the phone \$20
  - Microphone - always use an external lapel microphone (smartLav brand by Rode about \$70)
  - Microphone should be about 10cm from your chin and hide the cable
  - Lighting - additional lighting is always recommended - there are different types of lights. White light is the best light (it's the most natural light like the sun). Soft boxes are best because they're soft boxes and hide the wrinkles - (ha ha). How you use the boxes is important (can buy for about \$150 on ebay). Boxes should always go above your head facing down. DON'T USE THE RING LIGHT as you lose all your natural features
  - Teleprompter - scripted content will allow you to deliver a brief, precise and concise message - can put the app on your phone
  - A quiet space
  - An interesting background
  - Dress code - appropriate for the video and how you want to be perceived - dress like you would dress for your most important meetings -nothing shiny or too patterns
  - Makeup and hair - tidy and natural

## Ideal Filming Kit for less than \$500 AUD



[www.CreativeCreations.tv/Resources](http://www.CreativeCreations.tv/Resources)

### Tips to present in front of the camera

- Hydrate - drink water beforehand
- Do some breathing exercises - all part of a warm up ritual
- Stretch muscles of your face - stretch your jaw
- Release tension, in shoulders, neck, jump up and down right before you start delivering, anchor yourself and go
- Look at the camera, not at yourself
- Smile from start to finish and hold it for a few seconds so you can edit
- Have fun :) - if you don't have fun making videos your audience won't connect

### Editing your videos

- Use Filmora Video Editing for Windows and Mac - \$70 USD - buy it online for a lifetime licence - great for non professionals and a great result
- For professionals you can use Adobe premier etc.
- Keep introduction no longer than 3 seconds
- Keep outro and call to action no longer than 5 seconds - enough for the viewer to capture your details
- Add your contact details in the outro - website, email, phone number
- Always subtitles to your videos - use website [rev](#) - when you finish editing your video submit and they will transcribe your video then you upload on your social media platform - upload the file they send you.
- Add titles to reinforce key message and ideas - so stand on one side of the frame so you can add text onto the film but if you aren't adding text film in middle
- Name and title should come up on the video with a title
- Choose a music track without lyrics that fits your brand
- Buy songs - [audiojungle.net](#)
- Buy stock footage [videohive.net](#)

Online video training through Cristian - <https://www.creativecreations.tv> and [courses](#)