



THE VIDEO BOOK

Your toolbox for video thought-leadership

THE POWER OF VIDEO

Thought-leadership is the practice of sharing knowledge for free in order to garner attention and build a fan base. There are thousands upon thousands of people who have built their careers on this practice and the barriers to entry are so low, it's surprising how few people really take advantage of the opportunity to do it.

The benefits of thought-leadership are tremendous. Here's what you can look forward to:

- * More testimonials, references & referrals
- * Better career opportunities
- * Higher pay
- * More sales

Creating simple, inexpensive videos at home is the perfect way to get started as a thought-leader. When you build your own platform there's no one to decide whether or not you're ready to be seen by the public. You choose when to launch yourself and you're in charge of your own personal image.

This e-book will teach you several tips for creating and sharing videos from your home or office. The tips range from very easy to high level, so it's your job to decide how far you want to go in the production of your videos. Many people have built a following with simple hand-held smartphone camera videos, so don't feel you need high production value to build an audience. Just find your personal sweet spot and get started at your own pace.

A Simple Studio



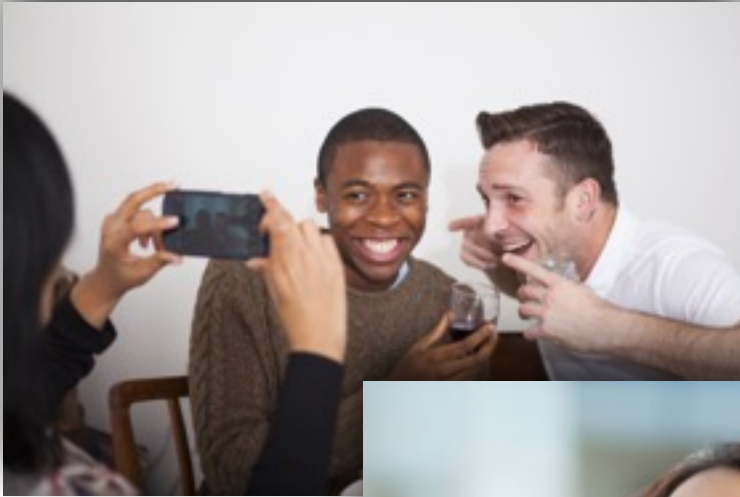
The simplest studio setup is using a simple webcam (most new laptops come with a camera).

Find a room in your home or an office space that has ample lighting and provides a nice background.

The ideal background for your video is non-distracting such as a book case, a wall with a few photos, or a plain light colored wall.

Avoid rooms with distracting decorations, dark colors, or people interacting in the background.

Add Personality



When you add your personality into your videos, people will connect with who you are and they'll want to know more about you.

By letting your audience see who you really are, you develop opportunities for an authentic relationship.

This is the best way to build an engaged audience that feels they know you and want to help you spread your message and grow your business.

When you connect, your followers will be more likely to like, share, and respond to your content, which increases your reach exponentially.

Be Brief



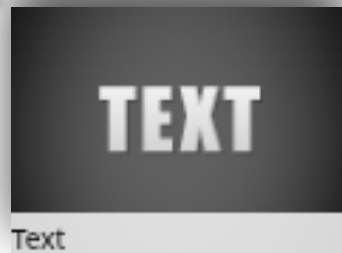
In today's busy world, people spend less and less time with content.

It's important to create content that is as short as possible, while still getting the heart of your message across.

Videos of 2 minutes or less are most likely to be watched all the way through. The longer you go, the more you'll see viewers drop off.

When making longer videos, most people drop off after a minute or so, but those who continue watching will be more likely to finish.

Use Reinforcements



Keeping your audience's attention means adding a few flashy elements to keep them entertained.

If you're new to video, you may not know how to do this right away, but with practice you'll know the right time to add reinforcing text and imagery and how to add it in effectively.

These simple additions grab your audience's attention and help you to reinforce your message. Reinforcements can be as simple as adding text bullet points or showing an image of the concept you're discussing.

Plan First

When creating videos, you should always start with a clear plan for what you want to share, how you want your audience to feel, and the behavior you want them to take after viewing.

Here's a quick planning worksheet to get you started:

What am I sharing? _____

Why should my audience care? _____

How do I want them to feel? _____

What do I want them to do? _____

Example: I'm sharing a video about the benefits of quality dog grooming. My audience cares because they are dog owners who want the best for their pets. I want them to feel excited when they hear how dog grooming can improve their pet's life. I want them to schedule an appointment.

Scripting

In video, it's important to come prepared, because although we love seeing authenticity on camera, we don't have as much patience for stumbles and awkward pauses. That means you'll need to be more polished in front of the camera than you would be if you were talking to someone in person.

Having your script memorized and reading it with very few errors is important to keeping your audience's attention. Write your short script ahead of time and practice it as if you're giving a speech in front of a large audience.

When you're ready to film, you should be able to read your script without looking at your notes, and in a calm, compelling manner.

Relax

When we're in front of the camera, it can sometimes feel stressful. The reason is, we know that once this video is recorded, it lasts a lifetime (or so we believe). This puts pressure on our performance and makes it hard for us to be ourselves.

Here are a few ways to relax before your video shoot:

- Spend an hour laughing with a friend or engaging with your spouse or kids
- Walk your dog, or play a game of frisbee
- Watch a funny movie or a comedy special
- Get a massage
- Exercise

Once you get started, give yourself several takes. By the time you're on your 5th take, you'll have shaken off any leftover jitters and be more likely to look like yourself.

On-Camera Presence

We all want to be the best of ourselves when we're making a video, but how can you do that effectively without feeling phony?

The week before your video, pay attention to your personal behavior. How do you normally laugh when a friend makes a joke? How do you stand? How do you speak? By recognizing your normal tendencies, you'll be more likely to recognize when you're not being yourself in front of the camera — and correct it.

Make sure that in addition to being natural, you're also being slightly more overt in your movements and enthusiasm. On video, people can't see as much of your body language as they can in person, so they need stronger cues from you to show them how you feel.

That means being a little dramatic, and expressing yourself from head to toe even when the camera only shows your head and torso.

Editing

Good editing is all about telling a compelling story. Anything that distracts from the story will hurt your video by taking your audience's attention away from what they should be focused on.

It's easy to be tempted to try all the fun tricks available in your editing software, but the majority of those tools are more distracting than beneficial. Use simple headlines with easy to read text, simple transitions, and always add a lower-third with your name and your website address to your videos so people can follow up.

If you're not comfortable editing the videos yourself, you can find experts to do it for a low cost. There are resources for hiring freelancers later in this e-book.

Distribution

Now that your video is done, where will you be sharing it?

There are lots of ways to be impactful with video, but it's important to get clear about the best distribution methods for your particular audience.

Here are some questions to get your started:

How does my audience find me? _____

Where else do they spend their time? _____

How can I reach them in more places? _____

Example: My audience usually finds me on LinkedIn, but they also spend their time on YouTube. I might also be able to reach more people on Twitter.



VIDEO TOOLS

Lights, camera, action.

Lighting



One of the most important features of a quality video is great lighting. The goal is to create a natural glow while reducing harsh lines. This means using soft-box lighting when not using a natural (outdoor) light source.

Recommendation:

[ePhoto 3 Softbox Video Photography Studio Continuous Lighting Kit & Background Supports Kit HS36BW](#)

Price: Under \$150

Tripod



There are several levels of tripod to consider, so your choice should depend on your personal needs. Consider how much you plan to use the equipment, the weight of your camera, and the investment you plan to make in your initial equipment purchase.

Recommendation:

[AmazonBasics 60-Inch Lightweight Tripod with Bag](#)

Price: Under \$30

Smart Phone Videos



The quality on today's smart phones is perfect for creating HD quality videos for online use. If you're using a smartphone to record your videos, you'll need a tripod adapter to hold your phone securely to your tripod. And to enhance the sound quality, purchase a lavalier or boom mic that fits into your headphone jack.

Recommendation:

[Charger City Universal Cell Phone Adapter](#) AND
[Ampridge MightyMic S iPhone Shotgun Video Mic](#)



Price: Under \$100

Teleprompter

News anchors, television hosts, and even U.S. Presidents use a teleprompter. Creating a portable teleprompter system is easier than you think if you have a tablet at home. Just download a teleprompter app on your device and clamp it to your tripod directly under your camera.

Recommendation:

[Grifiti Noodle Quick Release Pipe Clamp](#) AND
[Square Jellyfish Mini Tablet Tripod Mount](#)

Price: Under \$50

Noodle 1/4-20 Quick Release Clamp



Editing Software



iMovie

wevideo™



Windows Live-
Movie Maker

Good editing is an essential piece to every video, so having an easy to use, quality video editing tool is important. These tools were built for the layman and will help you tell engaging stories without specialized training.

Recommendation:

[iMovie](#) OR [WeVideo.com](#) OR Windows Live Movie Maker.

Price:

iMovie \$15

WeVideo.com \$5-19/month

Movie Maker Free

Hiring Freelancers

Even with easy software, learning to edit can be time-consuming. If you're short on time, hiring a freelancer can be a relief.

The logo for Fiverr, featuring the word "fiverr" in a bold, lowercase, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "r".

If you're new to hiring freelancers, look for those with the highest reviews. Read the reviews and look for projects with key words or phrases that tell you the freelancer has experience with similar projects.

The logo for oDesk, featuring a blue circle containing a white lowercase "o" followed by the word "Desk" in a bold, lowercase, sans-serif font.

Recommendation:

[Fiverr](#) OR [oDesk](#)

Price: Varies

Video Hosting



When you're ready to start promoting your video, you'll need to have a place to host it. The most popular video hosting site is YouTube, but there are many other options to choose from as well.



This [article](#) describes the benefits of [Vimeo](#) as compared to [YouTube](#)



[Wistia](#) is a relatively new hosting option and is tailored to small businesses. With Wistia you'll have a variety of options that help engage viewers and also the benefit of eliminating distracting advertisements.