

HOW TO CREATE EFFECTIVE VIDEOS – PART 2

THE CONTENT

You can have the best setup and equipment, but without great content—no one will watch. Follow these suggestions and your videos will be cruising around cyberspace before you know it.

YOUR BRAND: WHO are YOU? No really, your viewers want to know! So before you begin filming, you first must establish your brand. What is unique about you that others will relate to? List 5 reasons.

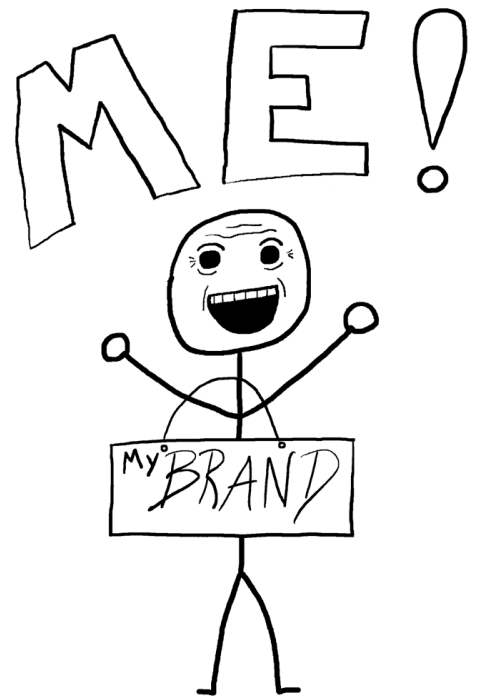
Answer these questions	Sample answers	Your answers
What makes you unique?	I am a 6th grade teacher.	
How can you help people?	I know how to juggle many activities.	
Why do people like you?	I love kids and have a great sense of humor.	
Why would people want to work with you?	I am from a large family.	
How do you stand out?	I belong to a motorcycle club.	

Next, determine what your strengths are and what problems you will be able to solve for your viewers.

Examples of strengths	Examples of problems you can solve	Your strengths	The problems you can solve
I am Certified in P90X®.	I can teach people how to be successful with P90X.		
I work full-time and still find time to work out.	I can help people find pockets of time for working out.		
I am a stay-at-home mom who homeschools.	I know how to fit fitness into a daily routine.		
I overcame a serious illness.	I know how to handle the stress of overcoming an illness.		
I am outgoing and friendly.	I can teach people how to step out of their comfort zone to meet new people.		

This process helps you determine what makes you unique and helps you identify the audience that you want to reach. Based on this information, take a few minutes and list 10 topics of your expertise that will appeal to your target audience.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



CREATE YOUR BIO VIDEO: This short video starts with a bio sentence that you will use in **all** of your videos and tells the audience who you are, what you are about, and what they can expect from you.

The format for your bio video will look like this:



Step 1. Craft your bio sentence. Memorize this because you will use it as the opening for all your future videos.

1. First and Last Name: ***"Hi, my name is Jane Doe."***
2. Your Title: ***I am an entrepreneur and Independent Beachbody Coach . . .***
3. How do you connect with your audience? . . . ***and a happily married mom of 2 kids who has learned how to fit exercise into the daily routine of a homeschooling family.***
4. What problem will you solve for them, and why should viewers watch your video? ***I can give you tips and advice on how to take care of your body so that you have more energy to be the mom you want to be."***

Step 2. Tell your viewers what to expect (WTE). Complete these sentences:

"What you can expect is . . . ***a no-nonsense approach and practical ideas.***

"What this video is not . . . ***a lot of useless ideas that don't work for a busy family.***

"I promise to . . . ***give you the solutions that have worked for me that you can apply immediately for the results you are looking for."***

Step 3. Briefly tell your viewers your story. When was that moment in your life that you knew you could have an impact on the lives of others? It is important to keep this brief and applicable to your platform or niche market. For example, if your audience is stay-at-home moms, your story needs to apply to them. Hold back and don't give every detail so that viewers will want to hear more from you.

Story Example	Your Story
"A year ago, as I was waiting to pick up my child from nursery school, I watched in horror as I realized I had forgotten to send my child to school with Valentine cards to share with the kids. I had totally forgotten about the Valentine's Day party that day, and as I saw the children leaving class with their goodie bags filled with cards, my heart filled with sadness thinking about what my son must have felt like when he didn't have cards for his classmates. It was at that moment that I knew I had to make some changes in my life. I had let my priorities get out of whack with what is truly important. Since that time I have refocused and learned some great strategies for managing my life both physically and emotionally. I feel great and want to share my story with other moms who don't think they can manage it all."	

Step 4. Give your viewers a Call to Action (CTA). Don't forget this at the end of every video you create. You need to tell your viewers what is next. Tell them specifically what they need to do and why.

Some examples of CTAs:

"Subscribe to my YouTube® channel to watch current videos and get notified when new videos are posted."

"Are you ready to learn more? Please click on the link to my YouTube channel below for some great tips and pointers."

"For daily tips, please friend request me on Facebook®. You can find me at facebook.com/JaneDoe. I would love to hear from you."

TIP: Go to YouTube and search "How to make an introductory video" to get some great tips. Don't feel that you have to be perfect in this bio video; you simply need to be yourself!

SCRIPTING BASICS FOR TARGET MARKET: Each video you create is going to require preplanning and an outline.

1. Start with a great title. Picking your title first is a great way to help you focus on your topic and outline your video script. Based on the goal of solving a problem for your viewer, create your title by thinking of the way someone would search on Google® about your topic. Do some searches yourself and create your title based on what you find.

For example:

How to find balance in your life as a homeschooling mom

How to stay fit and feel good when you have no time

How to make the most of a 30-minute workout

TIP: Refer back to your list of topics to create your title.

2. Begin your video with your bio sentence.

Use your bio sentence that you created at the beginning of every video you create.

3. Tell your viewers What to Expect (WTE).

Follow the same steps you used when you created your bio video based on the content you plan to present with your current video.

WTE Example	Your WTE
"In this video I am going to give you three tips that worked for me in organizing my schedule so that I would have time to work on my business."	

4. Keep the content to 3 Key Points.

Step 1. Present Point #1: A solution to a problem the viewer wants solved.

Step 2. Provide validation to support your point: Why your solution works.

Step 3. Repeat Point #1: Restate your solution.

Follow this process every time you make a video.

Examples of 3 Key Point Process	Your 3 Key Points Process
<p>Point 1. “One way to stay organized is to create a to-do list every morning or every night before heading to bed.”</p> <p>Provide Validation. “When you create a list, it helps you focus on activities that keep you productive. You will feel successful as you cross items off the list.”</p> <p>Restate Point 1. “So remember to take the time to create that to-do list.”</p>	<p>Point 1.</p> <p>Provide Validation.</p> <p>Restate Point 1.</p>
<p>Point 2. “Another way to stay organized is to only focus on one task at a time.”</p> <p>Provide Validation. “Sometimes we have a natural tendency to want to multitask, but that has actually been shown to take more time and be less efficient.”</p> <p>Restate Point. “So, do one thing at a time and you will get more done!”</p>	<p>Point 2.</p> <p>Provide Validation.</p> <p>Restate Point.</p>
<p>Point 3. “My final tip for you is to set a timer when you have specific tasks to complete.”</p> <p>Provide Validation. “When you use a timer, you are less likely to get distracted. After a while, you will create habits around specific tasks and will create a routine.”</p> <p>Restate Point. “But for now, pull out that kitchen timer and stay focused for the entire time!”</p>	<p>Point 3.</p> <p>Provide Validation.</p> <p>Restate Point.</p>

5. Review.

Do a quick recap of what you just told your viewers.

Recap Example	Your Recap
"So there you have it, my 3 tips for organizing your schedule so you have time for your business. Create a to-do list, focus on only one task at a time, and use a timer to stay on task."	

6. Call to Action

At the close of every video you create, tell your viewers exactly what they need to do next.

CTA Example	Your CTA
"If you would like to learn all of my top 10 tips for organizing your schedule, then be sure to click on the link below to go to my website, or email me at janedoe@gmail.com."	



STYLE: Stay true to who you are as a person and maintain these characteristics for every video. Maintain an upbeat demeanor and tone of voice for every video you create. If you decide to add music (be sure it is royalty free) or animation to the introduction of every video, be consistent with all your videos.

Your opening should draw people in and your closing should move them to find out more from you!

PREPARATION:

- Type out your script beforehand.
- Highlight key words and then practice.
- Put your script into bullet points and refer to them when you are delivering your content.

TIP: DO NOT READ FROM A SCRIPT! Be yourself, have fun, and laugh at yourself! You never want to sound like you are reading from a script, but instead like you are having a natural conversation with a best friend. Your viewers are not looking for perfection, but someone who is relatable.



I MADE A VIDEO—NOW WHAT?

If you would like to edit your video, there are simple software options like iMovie® or Windows® Live Movie Maker. Both of these options offer editing solutions for all skill levels. You will be able to add transitions, text, and effects, while also having the ability to edit both audio and video files. Sharing options will allow you to publish your video straight to YouTube or Facebook. There are numerous tutorials for both methods available online at YouTube if you are interested.



Since YouTube is the most popular website for hosting videos, you should create your own YouTube channel. Having your own channel is a great way to bring exposure to your videos, and it will make it very easy to create the links necessary to share your videos through email or on Facebook. For directions, just search “create a YouTube channel” on the YouTube site or on Google.



FINAL DO'S AND DON'TS:

Do's	Don'ts
<ul style="list-style-type: none"> • SMILE! You need to be likeable within the first 10 seconds. • Raise your energy level before you begin recording. Do some jumping jacks and think of things that will put a smile on your face and make you feel great. • If you make a mistake, pause and redo that one spot and keep going. It is much faster to edit out mistakes than to continually start over. • When you save your video, make the file name the same as the title you will use when you upload. • Leave viewers wanting more so that they follow through on your Call to Action. • Remember that almost ALL questions about making videos can be answered with a simple search on YouTube or Google. • When your video is completed, if you mentioned Beachbody at all, be sure to send it to compliance@teambeachbody.com for review before posting. 	<ul style="list-style-type: none"> • Don't ramble. • Don't make it all about you. • Don't add too many effects to your videos as it distracts from your message. • Don't post your video until you have triple-checked it. • Don't look down or at your own image if you are filming with a computer. Look directly into the camera.

Video marketing has rapidly become one of the fastest ways to build relationships and connect with more people. In this technological age, it has become the vehicle in which most people learn and gather information. Don't miss out because you think you are camera shy or don't have the time or skill level to make videos. Everyone can make a video, so go have fun with it, and we'll see you on YouTube!

