

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

**Social Media & Online Video:
The One-Two Punch That Rocks Your Brand!**

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and

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Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host and our topic today is Social Media and Online Video the 1-2 Punch that Rocks your Brand. I'm very excited to have with us Lou Bortone. I met Lou a while back, I think it was in one of Alicia Farr's trainings that we did together.

Lou: Yeah.

Adela: Yeah, it's been a little while now, yeah.

Lou: Definitely.

Adela: But Lou's done loads of trainings and he's got a broad expertise in terms of marketing, but specifically he's an online branding specialist and he helps entrepreneurs and coaches build breakthrough brands on the Internet so that you can have more visibility, credibility and profitability. And Lou's clients get more business and make more money and that's because Lou helps them out with innovative online branding strategies which include two really hot ones: Social Media Marketing and Online Video Coaching.

Welcome Lou, it's great to have you here.

Lou: Thank you and thanks again for having me. It's a very impressive lineup of folks that you are talking to and I am happy to be among them.

Adela: Yeah, we've got a whole bunch of folks that are doing really great stuff and sharing wonderful expertise with our members here. I'm really excited to have you sharing about video and social media. I just wanted to just start off with...you mentioned that online video is a social medium and you consider it part of social networking. I'll confess that I never really thought of it as social networking. Can you just speak a little bit about that?

Lou: Yeah, it's funny because it probably isn't the first thing that you think of when you think about YouTube and Facebook and Twitter, but it may really be the ultimate social medium because video is so viable by nature and it's really meant to be shared. So I mean retweets are great and sometimes I'll pass along folks info from Facebook that I see elsewhere, but videos are really, really meant to be shared; are really meant to be passed along.

Sites like YouTube have become much more interactive and more social. If you go to YouTube for instance and you've got a video there, you'll notice that you can comment on someone's video, you can subscribe to their videos, you can share that video to Twitter or Facebook, you can post your video as a response. So there are all kinds of different things in ways to interact with YouTube as if it was a social network. I should probably fill in as long as we're talking about YouTube that YouTube is now the 4th most popular website and the 2nd most popular search engine which I found very surprising.

Adela: I didn't know that either. I wouldn't have thought of it as a search engine.

Lou: Yeah, they are not only going to Google for answers but they are actually looking for videos that will answer their questions.

Adela: Well, if you think about it we have different mode. I know that in NLP they cover some of this stuff and I don't know much about NLP but I know enough to be a little dangerous. But we have different modes of communication and connection that land for us and definitely many of us are visual.

Lou: Right.

Adela: But what's particularly cool about the video medium in terms of its ability to communicate Lou, can you speak a little bit about that?

Lou: Yeah, and it's funny because more and more we are seeing some of the big Internet marketers using video on their sales pages and I think it goes back to what you said about a lot of us are visual and a lot of us kind of like to watch things or sort of have that visual way of looking at things.

And with video you're getting that plus in a lot of cases, like if you are watching a video PowerPoint, you are getting the words and a video, so it's sort like a double...two ways to reach people and the audio obviously. So you're really kind of getting folks on all different levels.

Adela: Yes. It's like a triple whammy. You are coming in on different levels and so we can take in information on a number of levels. I would think also that those of us that grew up with TV, I remember when TV was a really big thing. You sat around the TV, that was like the thing to do.

Lou: Yes.

Adela: It's already a way of ingesting information, of consuming information that we're really used to. So we're used to it, but how is it that we can help create strong brands by using video?

Lou: Well, it's funny because video is, when you talk about it in terms of TV and when we were growing up, it's really more of a passive medium, but online video and video on the Internet is very interactive. There are many, many ways to use it from a branding standpoint.

Just the fact that you are getting video online and getting it out there is going to give you more visibility and more exposure and when you put something on the Internet like a video, it's out there. It's going to be there next week and next month and I have folks that find me because they saw a video that I created a year and a half ago. So it's kind of a neat way to get out there and get exposure.

Adela: So, let's say that I want to put out a video and I don't know a lot. I know about YouTube and I've got maybe a Flip camera. What are some of the easy ways that someone can integrate video into their brand?

Lou: Probably the easiest way to start is if you have a Flip video camera which is like a little easy to use pocket camera or a webcam, you can basically create a video right from your desktop and you can start with something like a little welcome video for your website which you can create little 30 seconds or 1 minute greetings.

Basically when somebody is landing on your page, they are not just sort of finding an impersonal site with a lot of text, but they are actually seeing the person behind the site and making that connection, making that site more personable.

I usually tell my clients the first thing you ought to do is put a welcome video on your website, it doesn't have to be long or complicated. It's just kind of like, "Hey, I'm glad you are here, this is who I am, this is what I do, this is how I can help you," kind of thing.

Another way to do a video and start to build a presence is to do a short series of videos on your area of expertise. You can just offer 30 second

tips or 1 minute tips and upload those to YouTube. And what I do is I'll typically record 5 or 10 at a time really short and sweet little videos and then post them once a week maybe or once every couple of weeks to YouTube so I've got a steady presence. Again that's building my expertise and credibility. It's also giving me visibility and exposure on YouTube.

Adela: Yes, that's wonderful and does YouTube have any integration with...I'd say that I really know nothing about this. Does YouTube have integration with social media at this point?

Lou: Yes. It's great because YouTube let's you share your video now to Facebook and MySpace and Twitter with one click, so there's a nice little easy one click button. Once you've posted your video to YouTube it makes it really, really easy to share it to Facebook or Twitter or any other number of places.

The other thing you can do is once your video is on Facebook you can then pass it along and tell your followers on Facebook that it's there, because Facebook is really video friendly and they make it really easy to share and promote your video.

Then you can go one step further and say, "Okay, well I can't really post a video on Twitter, but I can promote my video on Twitter. I can tell folks on Twitter that I've got a new video and send them a link." Or I can go to one of a host of new Twitter video sites like TweeTube or Twiteo or Twitcam, there's all kinds of sites popping up that make it really easy for you to post a video and then promote it and share it on Twitter.

Adela: Wonderful. I know that I tried to do this probably like a year ago and when I looked at my video and I saw what it was, I was just like, "Oh my God, oh no. I don't think that I could put this out there." So everything from the lighting, I think I look weird and when I put up the video I was stuck in a frame where my face is in some weird contorted position.

So I wanted to know if you could give us some tips as to when you are going to record your video, what are the ways that we can get a nice quality video that we feel good and that reflects who we are. Because the other thing was like...I was like a deer in headlights, I was just so awkward.

Lou: Yes, well and it's hard at first because I used to think that the reason folks weren't getting into video was the technology and then what I came to find out was it's really not the technology because if you've got a webcam and an account on YouTube, you can do it. It's really more a matter of some folks aren't comfortable on camera or they are camera shy or they are just, and I'm the same way, like when I'm having a bad hair day I do not want to be on camera.

There are a few things that you can do to get through that other than just doing a few of them and not posting them until you get more comfortable. It's like anything, if we do it a few times it usually get's a little bit more natural, but there are a couple of things that you can do and...

First and foremost keep it simple, keep it short, your first video doesn't have to be a big long speech or a big extravaganza. Even if you just do a 30 second video to start, that takes a little bit of the intimidation away because you realize, "Okay, I don't have to memorize a big long speech or anything."

The other thing that you can do is if you are using your webcam you want to make sure that there's enough light coming from in front of you. So if you are lighting from the front, it's going to look better than if the light source is behind you and that's sort of just like regular photography. You want to make sure that the light source is in front of you and you also want to make sure like I said, keep it short and sweet and try and think more about the content than the quality. Because if you are delivering good content and compelling content the folks on the other end they are going to be more concerned with getting the message than if you've got a hair out of place or if something doesn't look quite right.

Another thing to consider is your background. A lot of folks will just sort of fire up their webcam wherever their computer happens to be and not really realize that their background is either distracting or messy or whatever. So you want to make sure that what's behind you is not detracting from the video and that it's...it can be neutral, it can be just an office or whatever, but it shouldn't be really distracting. I always use this example and I think it's kind of funny. I was watching a video by an "organizational coach" and yet the book case behind her looked like a hurricane had hit it. So I'm like,

“Okay why does an organization coach have a really messy office, I’m not getting credibility there.”

Adela: Oh that’s funny.

Lou: So you just want to make sure of, be aware of what’s in the background. Some folks do video outside, great that’s perfectly fine but you just want to make sure that the background isn’t so distracting that it’s taking away from the video itself.

Adela: Okay.

Lou: Bottom line is folks online are more interested in content than quality. You don’t have to be Brad Pitt or Angelina Jolie to do a video online. The online viewers are far more forgiving and they are interested in content and the message, so content is more important than quality.

Adela: Got it, thank you for that. The other question...and I’ve seen some of these videos and I just find them odd where you can tell that someone is reading something.

Lou: Yeah.

Adela: What do you think about that?

Lou: Yeah, and it’s really whatever folks are most comfortable with and what I used to do was I just make some notes. I use a webcam quite a bit so I’d literally tape the notes on the computer. I pull out the webcam so I could kind of refer to them, but it depends, I mean a lot of times I’ll just tell folks to do something that’s short enough so that they don’t have to have a big script because if it looks like they are reading it can be a little distracting.

If you definitely need a script and you feel like you need to see something in front of you, then one of the tricks is just get a little further back from the camera because the further away you are from the camera the less evident it’s going to be that you are not looking directly at the camera. So it’s just sort of an old TV trick is to get further back and you won’t be able to tell you are reading.

The other thing you can do is if you really feel like you need to have a script but you want something that's more professional, you can get basically a teleprompter for your computer. And there's a software called PROMPT I can't remember I think it's...I can't remember the name of the company that makes it but if you Google PROMPT you'll find the software that basically turns your document into a scrolling teleprompter. So the words scroll on the screen and you can read as you go and that helps also to...it's almost like a security blanket for folks who have a script.

Adela: Yeah, that's a great tip. So aside from either a webcam or like a Flip camera, are there any other pieces of technology or software that folks need for there videos?

Lou: Not really. I mean to start a webcam is fine, a Flip video camera certainly is easy to use. If you want to take it to the next level, some folks like to edit their videos before they upload them and there is a little bit of editing that you can do right on the Flip cam if you happen to have one of those.

If not and if you are on a PC, a lot of PC's come with Windows Movie Maker which allows you to put a little bit of music or titles or graphics into your video. Pretty easy to use and that comes with most Windows based software and if you are on a Mac...I used to say if you are lucky enough to be on a Mac, but that's kind of I don't want to diss PC's because I have both, but if you have a Mac you can use iMovie which comes with all the Macs. That's a really easy software to use to add titles and effects and music and all kinds of fun stuff. So you don't really need to edit your video but if you decide to, then there is some sort of entry level software to do that and to begin to edit the video.

The other thing you can do, and this isn't really cheating, but if you don't have a camera at all or if you don't want to be on camera there are a number of ways to do video without camera and if now is a good time I can tell you about a couple of...

Adela: Well, that was my next question so go...

Lou: Oh.

Adela: Go for it.

Lou: Great, because there are days when you just say I am not ready to be on camera, I don't want to be on camera or I'm having an especially bad hair day and the good news is you don't even need a camera to create really good video. I'm sure you've seen an examples of this, but like I said at the beginning of the call, there are a lot of Internet gurus who are starting to use video on their sales pages and in many cases they are just using PowerPoint or narrated PowerPoint. So basically they are reading the same words that are on the screen as the words come on the screen, so it's really kind of just a glorified PowerPoint presentation, but that's one way to do it.

There's another software that you can use called SCREENR which is Screenr.com and you can create little slide shows on Screenr and upload those as your video. There's software online called Animoto.com which I know a lot of folks use. And that's Animoto.com and the neat thing about Animoto.com is it let's you create a video montage. All you need is to do is upload some photos, like add your own photos, add your own text and then Animoto basically mixes a really cool professional looking video for you online that you can upload right to YouTube or to your own site.

So that's Animoto is one trick; the other one that I use quite a bit is called One2media and that's another free online site. There's actually a paid version and a free version, but even the free version you can do quite a bit with. And again it's a site that allows you to select some photos and add your own text and add your own music, they give you a lot of different music choices and basically they take those photos and that text and mix it together into something that looks very professional and very cool even if you don't know how to use video. All you need to know how to do is upload some photos.

Adela: So...

Lou: It's actually really simple.

Adela: That sounds wonderful and there are so many free options this is great. Any other...you mentioned these three: Screenr, Animoto and One2media...

Lou: Yeah.

Adela: When would you use one or the other or are they all interchangeable?

Lou: Right and I have...there are even a few more sites than that.

Adela: Oh!.

Lou: But it really depends on kind of starting from what you have. If you are doing some kind of a tutorial or sort of a teaching video, then PowerPoint can be really effective for that and most folks are familiar with PowerPoint for presentations.

Kind of one step up from that is screen capture software such as Camtasia which is CAMTASIA or Jing which is like Camtasia's little brother made by the same people. Jing is JING at Jingproject.com. And those are good if you are showing somebody how to do something on screen or sharing your computer screen, so those are good for tutorials and teaching.

And then I would say One2media and Animoto are probably better for promotion or sometimes I'll use One2media for holiday videos depicting ads with people's pictures or birthday videos, things like that. So there are all kinds of different ways to use them but I would say PowerPoint and Camtasia are probably best for education and One2media and Animoto are probably best for promotion, promoting products or product launch or things like that.

Adela: Great and this leads me to my next question which I've seen these, as a matter of fact, I think the first...I saw a viral video. This whole term about viral video, how do you actually make your video go viral?

Lou: Yeah, and that's a good question and a lot of folks, they want to do that like, "Oh, can you create a viral video," which is a little bit like catching lightning in a bottle. And what I usually tell them is, "Don't worry so much about viral."

I mean basically viral is you want millions of people to see your video and you want it to spread all over the world and be the next big YouTube sensation. But the problem with those is that most of them happen by accident and that most of the viral videos, they never really make any money or do all that much for the folks who uploaded them because case in point might the dancing babies that dances the Beyonce song. Well,

that was cute and funny and got passed around a lot but unless it was Beyonce somewhere behind the scenes promoting her album it didn't really do anything.

So what I tell folks is it's more important to get the right people to see your video than to get a lot of people to see it. I mean it's great to have a lot of views, but it's more important that the people in your target market are finding and seeing your video than just a bunch of random folks that are passing it around because it's funny.

So viral myth is a little bit of a myth I think and a little bit we get kind of hung up on it because everybody is concerned with the numbers, but it's just like Twitter or Facebook. I mean it's great to have a lot followers but if those followers aren't engaged and if they are not in your target market and if they are not ultimately going to work with you or buy from you, then it's sort of a waste anyway.

Adela: Yeah, do you know if there are any statistics around video for certain demographics or does video just work for everybody.

Lou: It used to be sort of the skateboard stunts and cats on pianos and a lot of teens and things like that. And it really just exploded across the board I mean all the way up to folks 55, 65 plus. So it is truly mass media now and kind of across the board and has gone from sort of a hobby and sort of the teens or sort of the geeky kind of people like they are the only ones that can do video to completely across the board and completely accepted to the point where the TV networks and the folks that I worked for 10 or 15 years ago are now all racing to get their own presence online. And I'll see like folks there, maybe more people that saw a Saturday Night skit for instance on YouTube or Hulu than watched it originally on the network. So it's really become much more of a mass medium

Adela: So we've created a video whether it's one of us giving some tips or you now using PowerPoint or one of these tools and you mentioned getting it in front of the right people.

Lou: Right.

Adela: So how do we do that?

Lou: Well, there are a few ways. I mean obviously you want to put the video, I usually start on YouTube because anyone can access it there or just about anyone could potentially find it on YouTube. There's a funny statistic I saw recently that I'll throw out just because I find it so amusing and that's there's so much video on YouTube right now and so much is being uploaded to YouTube in the last 5 years that if you sat down to watch every single video that is currently on YouTube it would take you 9,000 years.

Adela: Oh my goodness.

Lou: That's a lot of video and I don't have that kind of time, I don't know about you, but...

Adela: No.

Lou: But obviously you want your video to be seen by the right people and you want to stand out amongst those gazillion videos. So if you upload it to YouTube, you can start with that because it's sort of a good launching pad. Then from there you can share it to your own Facebook page so that your Facebook fans are seeing it.

You can promote the video on your Twitter stream so that your folks that follow you on Twitter have a good chance of seeing it. You can even if you have a MySpace account, you can send it to MySpace. There's another social video site that I use fairly often called Posterous, Posterous.com.

When it comes to video and social media it's really about leverage so you put that video on YouTube and then you spread it to Facebook and Twitter and it doesn't take a whole lot of effort to click the share button. Or you put your video on Posterous which is another micro blogging site and from there you can share it to six or seven social media sites.

So, that's how you kind of get the video into your galaxy and into the places where your folks can see it. It's getting it on your social networks and getting the video out in your world and then finally, and perhaps most importantly, once your video is on YouTube you can take the embed code that they give you which is just a couple of lines of HTML and you can cut and paste that into your own website or blog so that when folks go to your

blog you can post your video there as well. So it's basically just a matter of putting your video in as many places as possible where your people have a chance to see it.

Adela: And how important, because I know that I subscribe to a couple of YouTube channels, how important is it to get subscribers?

Lou: Yeah, that's an excellent question because a lot of folks again get kind of hung up with the numbers and they say well I want to get as many people to subscribe to my videos as possible and there's certainly nothing wrong with that. On YouTube you can subscribe to videos and basically that means you get a notice when somebody else uploads a video. But I don't get too hung up on that and I usually tell my clients not to worry about that because the bottom line is that there is no 'buy' button on YouTube. I mean, people can not hire you or buy a product from you from YouTube. They have to find you on at your website or go back to another site.

So because you don't control that environment on YouTube, and it's ultimately not sort of like you are renting instead of owning a home, I always tell folks to drive that traffic and to lead people back to their own website where they can control the experience and they can control the environment and they can engage their customers and hopefully get them to sign up or to buy or to hire them or whatever it is they want, none of which you can really do from YouTube. So I don't really care about subscribers. At the end of the day I want those folks to come to my website and not simply stop at YouTube and say, "Oh, I subscribe to this person's videos."

Adela: Right, so we can look at those social media sites kind of like what we are doing is broadcasting our own broadcast channels, right?

Lou: Exactly, it's like having your own network.

Adela: Yeah, exactly. So we are broadcasting in all these places and what we are looking to do is bring all that traffic and direct it back to our website.

Lou: Yes, definitely. I mean it's great to have people on Twitter and Facebook because we can link back to other places, but at the end of the day I always want the folks to end up at my website because that's the only real

estate that I truly own. It's like I'm sort of leasing space on twitter and they can potentially shut me down at any moment or I'm leasing space on YouTube and I don't really control that environment. I can customize my channel and make it look sort of like my website, but I mean one example is like I used to put a lot of videos on Bleep.tv which is another video hosting site and they shut me down because they said my video was promotional. And what happened was I was putting client videos up there so that they could see them. So of course they looked like commercials and Bleep.tv doesn't make that distinction and they just said, "Boom. You're out," no warning no nothing.

So again at the end of the day I want to own that real estate and I want the folks to come back to my site because that's the only place where I'm really assured that I can control the environment.

Adela: So when you do your video whether it's you speaking or a PowerPoint slide show, do you point them back to your website? Do you speak it, you write it, you do both?

Lou: Yeah.

Adela: What's your recommendation?

Lou: Yeah, and especially on YouTube it's really important to list your website, if not at the end of the video then throughout the entire video. I mean a lot of times you can just write that line. Tell folks what you want them to do when they're done watching the video, because if you don't sort of give them that direction, basically a bunch of random videos are going to pop up and they are going to be off to something else sort of like going down that rabbit hole.

Whereas if you in your video, if you are telling them and showing them what you want them to do, "Hey for more information be sure and visit my website." You can state the URL, you can list the URL below sort of like at the lower third like the folks do on the news so it's got a little line of text there. Anyway that you can basically guide them and direct the viewer and tell them what you want them to do is going to be helpful. It's just like on your website. If you give them 40 choices of something to do they are going to be confused and not do anything, but if you tell them exactly what

you want them to do, you know, “Fill in the box to the left to get a free report,” or whatever it is then that’s going to be more helpful.

Adela: Right, so your video should include a call to action whatever that call to action is.

Lou: Yep and I’m guilty of not always doing that too because sometimes I’m thinking more about like the content or, “Oh, I just have to make this really funny or really engaging,” but at the end of the day if I don’t sort of give them that next step then I’ve lost them.

Adela: Okay, yeah it’s bringing me a whole...I’m going in a whole other different thing now thinking about, what other things should we make sure to include in our videos?

Lou: In your videos, one of the things that you want to include and I probably should have made this distinction earlier, but if you are creating a promotional video or a video for a product launch or service that you provide, you probably want to keep it pretty short. Most video these days are under three minutes, but I tell folks that if you can get your message out there and say what you need to say in 30 seconds or a minute, then that’s even better.

The exception to that is if you are doing a teaching demo or a tutorial or something that obviously may take more time, you can take more time if you need to. A PowerPoint video or Camtasia video could be longer because it may just take more than two or three minutes to show your viewer what you want them to do. YouTube has a ten minute limit still on videos so you can’t upload anything longer than that to YouTube. Facebook actually has a 20 minute limit, I don’t really know why but I guess if you had to show something longer you could put it on Facebook, but by and large you want your videos to be short and sweet and you want to get to the point.

The other things that you should include in your video is I mean don’t assume anything basically. Just tell folks exactly what you want them to do at the end of the video with again URL or some place to direct them and make sure that at the beginning of your video you sort of basically tell them who you are and what you’re talking about because you can’t

assume that they are coming into the video already knowing you and what you are going to talk about.

Adela: Okay, are there any like glaring 'don't do this' kind of tips for videos.

Lou: Yeah, and you've sort of seen it all I guess, but one of the main things is and it's like social media, I mean if there is a time and a place for promotion and for pitching, and certainly we are all ultimately in business to stay in business, but just like social media you want to try and add value. You want to try and be engaging and have some kind of valuable content and compelling content. You don't want to just sort of have it be a complete pitch first right from the opening frame of your video.

So what I'll try and do is I'll try and create tips or I'll try and do something that's sharing something of value, sharing some information. And then somewhere within that, maybe at the end, I'll say, "Hey, if you want more information I've got this product," or whatever. So I'm trying to always make sure that you start from a value proposition before you start pitching and I think it's the same...the same can be said of Twitter or Facebook .

Adela: Yeah, so that takes me to the next one. How do we monetize...how do we videos help us monetize?

Lou: Yeah, that's an excellent question because I mean that's sort of like the magic ball that everybody is looking for. With Facebook and Twitter it's like, "Well, how do we make any money?"

Well, there's a number of ways that you can do that with video and first of all video as a marketing tool can be really effective and increasing your trust and credibility increasing your exposure. So in that regard it's a means to an end, but as a product itself your video can actually be the end product.

Some of the things that I sell online for example besides eBooks or courses or whatever it is, I actually sell video tutorials. I use my videos as a product and as a way to deliver content so certainly that's one way to use video to actually make money because it can be a product itself or it can be what you use to promote your other products. So you may have a

video tutorial series that sell a higher end product. So it's definitely a means to an end, it can also be an end in and of itself.

I've also seen folks that do things like Ustream.tv as a web casting website which is a free website where you can create an account at Ustream.tv and you can create web casts from there; I've seen other folks like who would put a whole bunch of videos up and basically almost have like an online university and that's something that I do at OnlinevideoU.com so basically I have a clearing house for all my courses and things like that and I use that site to sell the courses.

Adela: Awesome.

Lou: Like anything else, if you use it strategically and if you think about, "Okay, how can I use video to do what I'm doing in my business more efficiently," or "How can I use video in what I'm already doing to try and monetize what I'm doing," and for me that's usually creating video courses and things like that, that I can sell later on.

Adela: Do we need to use any different set of tools when we know that in the end we are going to be charging for the videos? Is there a different level of quality that people are expecting when they are paying for the videos?

Lou: Not necessarily but I think you always want to make sure that your videos are as professional and as clean as they can be especially if you are going to sell them or if you are going to burn them on to a DVD and sell those.

A lot of folks, and I'm sure you've seen this, if they have conferences or events or seminars they may record the entire event and then burn those videos onto DVD and then sell it as a stand alone product or as a home study course later on.

So again, it's repurposing what you are already doing and using videos and medium to then sell that. And I think in that case, like especially if you are going to record an event and you know that you are going to create a DVD set from it or something like that, that's the time where it may not pay to just sort of use the Flip camera and do something down and dirty, you may want to actually go out and hire professionals to do that because you are going to charge \$500 later on for the 6 DVD set or something.

Adela: You mentioned one of my favorite words just now, repurpose.

Lou: Yeah.

Adela: And so as we are looking to build our video library and especially because you mentioned doing short videos maybe at least once a week...

Lou: Yeah.

Adela: To get yourself out there, Jeff Herring and Maritza Parra were talking about this early last week about that a lot of it isn't only about monetizing, it's about building that relationship and creating value.

Lou: Exactly, yes.

Adela: This is what we are seeing with marketing, Lou, right?

Lou: Absolutely, it's really what you talk about, I mean it's really, you can be yourself, you can be authentic, you can be in integrity, it doesn't have to be a pitch fest. If you are adding value and if you are doing it the right way, you are going to establish that credibility and I think you can do it even more quickly with video because you can't really hide with video. I mean you are out there and the folks can see you, they can connect with you, it can really do a lot for your know, like and trust factor, and it can really accelerate the sales process.

And what I tell folks is that when I go to a live event or a conference, they'll come up to me and say, "I feel like I already know you," which is kind of the sweetest words an entrepreneur can hear because you've already established a little bit of relationship with that person before you've even met them.

So if they are saying that they feel like they already know you obviously that's because in my case they've seen me on video and they are used to seeing my crazy videos or whatever and I've already basically established that rapport before I've even met them in person.

Adela: Yeah.

Lou: So that goes on a long, long way in enhancing your trust and credibility and ultimately people want to buy from folks that they know, like and trust and if you can build that, then you are one step ahead of the game.

Adela: Yep, so when it comes to repurposing, how can folks take the content that they've got and repurpose it into video?

Lou: That's the neat thing as you can really turn almost anything into video and I guess I can use an example from one of the folks that I coach with, Milana Leshinsky, because she has a program that she was delivering, be it audio or live, and she has sort of since turned that into a video presentation and a PowerPoint. So again she is sort of going through the slides, she is showing examples and we can see it visually and we can hear it and watch it and again that was a product that probably three months ago didn't exist. She just decided to take content that she already had or information that she was already sharing and repurpose it and to give it new life as a video and sell it in a whole different platform. You could certainly do that with your live events, you could do it with teleseminars or phone calls if you have some kind of a visual or a PowerPoint that can go with it.

So in other words if I do a webinar on Instant Teleseminar or something like that and I've got a PowerPoint or slides that go with it, I can just combine those slides and audio and use that as a whole separate product later on after the call. So just about anything you can do, can be turned in to a repurposed full video.

Adela: I'm getting very excited here thinking, "Oh, there are so many things that I'm going to be able to do with a video," because if you think about it whether it's a blog post or an article or a handout that you have for a teleseminar, you can...what's wonderful is that even out of one article or one blog post you can just pull...

Lou: Yes.

Adela: Something like you can pull out a lot of different bits and create small videos about them.

Lou: Exactly. I mean if you had an article that was, say it was 10 steps to whatever it is you're talking about in your niche. So you've got that article, it's already written, maybe it's in your Ezine, but you decide you are going to pull those 10 tips out and read each one of them on your webcam as a 20, 30 second video. So now you've got 10 short videos and you can upload those to YouTube and share them in different spots or you can put all 10 of them together as a quick little series and maybe sell it for a **[inaudible 41:15]** series.

Adela: Yeah you can...

Lou: You can repurpose, re-package.

Adela: Yeah, and you could also even do it like your pink spoon like your little freebie for an opt-in for something.

Lou: Absolutely. That's what I do on my...I have a video squeeze page I guess you'd call it called 'If I Only Had A Brand' and I just did a funny little video like the scarecrows singing If I only had a brand and it gives and it gives you the opportunity to opt-in for other videos.

Adela: Oh, awesome. What's that domain just so folks can go check it out?

Lou: It's IfIOnlyHadABrand.com. I know it's a little long but...

Adela: No, it's great, it's great. I know I can hear it -- If I Only Had A Brand, absolutely.

Lou: I should have got you as a back up singer.

Adela: Yeah, there we go. The other thing that I was just thinking as you were saying about pulling out the 10 tips like a 10 tips article, that would also be a great opportunity where people can mention a couple of examples or case studies where that lends to their expertise.

Lou: Exactly.

Adela: Yeah.

Lou: Yeah.

Adela: Yeah, awesome.

Lou: Yeah, there are all kinds of ways that you can pull that out and again it isn't just a matter of just to record a video. There are other ways that you can use it to sort of enhance what you are already doing, like if you've got a sales page, rather than having print testimonials maybe you've got video testimonials. So I bring my Flip camera to events and I'll exchange video testimonials with colleagues and I'll just say, "Hey, I know you bought my such and such program. Can you say a few words about it?" That way I can come home and post that testimonial as a video testimonial on my website or sales page.

Adela: Yeah, awesome. I know. I just did that for Christina Hill's when I was at Alex Mandossian's event.

Lou: How cool.

Adela: She grabbed me, she was like, "I know you did my course. Give me a testimonial."

Lou: Yeah.

Adela: I'm like, "Yeah of course." Any unusual or cool uses of video that you've come across, Lou?

Lou: It's funny because some of the like I said the big guys are doing sort of low hanging fruit. I mean they are just basically reading PowerPoint so that levels the playing field and that kind of shows that anybody can do that. But there are certainly folks using it in different ways and you mentioned Christina Hills. She had a great series of videos that she did last year, she did the whole Julia Child thing.

Adela: Yeah, the Julia Child thing. Yeah.

Lou: That's fun because nobody else is really doing that and because she sort of went the extra mile and did something a little bit unusual it really stuck out and it really helped her stand out.

So you don't have to be a crazy character or come up with something totally crazy on video, but whatever you are already doing if you can take

that to the next level with video, then you can definitely have an impact with that. I mean I've seen folks do stuff outdoors, especially if they are talking about lifestyle things, they may be at a location. So it just allows you to sort of get out from behind the computer and take your camera with you and maybe you are in a location that's appropriate or maybe you are at an event. So there's really a lot of different ways you can do it. You just have to sort of start thinking visually like, "How can I enhance this and how can I bring it to the next level with video."

Adela: Yeah, and it also sounds like because this is what Christina did, it also sounds like you can let your personality come through, you can have fun with it. You can just allow yourself to try and play with different things in video and you can also delete them, right.

Lou: Yeah, that's true. I mean if you don't want the video out there you just either don't show it to everybody or don't promote it that much. You don't necessarily have to be crazy and have a really out there personality. So you don't have to dress up like Julia Child, but for her it was a whole campaign and a theme.

I mean I've seen other folks just use video as a way to enhance their coaching. Like what I'll do is a lot of times I'll use something called Tinychat.com or there's another platform called Dimdim. I don't know where they get these names...

Adela: I know.

Lou: But DIMDIM and you can share your screen it can be almost as if, even if my client is in New Zealand, it can be like she's looking over my shoulder because I can show her, "Okay, on YouTube you go over here and you click this button," and she is seeing my screen. So there are other ways that you can use video, maybe it's not a product but maybe you are using it to enhance your coaching.

I did a call, we were playing with some software the other day at Tinychat.com and I did a call with Michael Port we had seven different people on the screen and we could all see each other it was like the Brady Bunch or something, we were all like in these little boxes and we are all in our webcams. So again, it's just a way to really enhance what you are

already doing. If you are doing group coaching you can do that via video. There is all kinds of fun stuff you can do.

Adela: Great, so we've mentioned uses for video, it could be tutorials or training, they could be for promotions, we can use them for testimonials. Any other ways that you can think to use online video?

Lou: Yeah, if you want you can do quick little video photomontages. I started doing them on One2media sort of as holiday videos and I was using those sort of as online greeting cards rather than sending paper cards. I thought that was rather green of me.

You can again tape an even or speaking engagement and it doesn't have to be, if you are doing a three day event you don't have to tape the whole thing. You can just do bits and pieces so that you can use it as a demo on your website. Rather than sending maybe a press release, you can send a video press release to the media and again, since not that many folks are doing it it's definitely going to stand out. I mean a reporter may get a hundred paper press releases, but I can pretty much guarantee they are not getting very many video press releases. So again, it's whatever you are currently doing, there may be a way to do it even better with video.

Adela: Wonderful, I've got this last question and then I want you to tell us a bit about your Video Rock Star program, but any mistakes that you notice like really big mistakes that you notice that folks are making when it comes to video marketing.

Lou: I think one of the things is not realizing that it isn't that difficult and just jumping into it. So a lot of time folks would just have everything, they might even have the Flip video camera in the box, and they are just not getting started. I mean it's just a matter of just do something, just get started.

The other thing that folks, once they have their video maybe they'll just do one and they'll give up. I call it the 'one and done.' It's like, "Okay, I did my video I didn't sell a million units of whatever, so forget it." And video is like anything else, it's like article marketing or blogging or social media. You can't sort of expect to just do that one post or that one video and expect miracles. You've to have some kind of consistency or at least do a handful of videos, don't do one and give up.

And then finally and you mentioned this earlier, is not repurposing and leveraging that video because once you have it it's really easy to share it to Twitter and to Facebook and to social media. And if you just do your video and post it on YouTube and don't do anything else with it then you are sort of missing the opportunity to get as much mileage out of it as you can.

Adela: Awesome, well I just wan to mention to folks this is your last call for questions because we don't have much more time, I know we've got one question here so that little box on the speaker page is where you submit your questions. So if you've got anything, any question relative to your business, we've got a video expert here with us so now is the time to submit your questions.

So I've got Anna from Edmonton. "Can a person have multiple accounts on YouTube for personal and business purposes?"

Lou: Yeah, but it's a little tricky because it's tied to your Google account. Every time I try and open a separate account on YouTube, it bumps me back to my regular Google account. So when you are doing your first...when you are setting up an account on YouTube, it's probably best to use your name rather than your business name because that's that the one thing that's probably not going to change.

So it's possible to do to set up separate accounts, but it's probably better to have one master account and then kind of have different sections or channels on YouTube.

Adela: Okay, alright wonderful. Well, I don't see anymore questions and I think I felt like a machine gun there video video, video, video. I had questions lots of them, Lou. I didn't even give you a chance to breathe.

Lou: It's okay.

Adela: Oh wonderful, so can you tell us about the Video Rock Star program that you've got?

Lou: Sure, you'll have to remind me of the link because I don't have that in front of me.

Adela: Oh I actually, yeah I actually created a re-direct consciousbusinesstribe.com/videorockstar.

Lou: Cool. Well, Video Rock Star is a program that I put together. I had a lot of help because Erin Blaskie who I've worked with for years is sort of the Ustream.tv expert and she did some information about Ustream TV if you are interested in web casting or doing live videos. I do quite a bit about YouTube so there are teleseminars, recorded teleseminars on there that go into much greater detail about YouTube and Ustream. And then there are a series of videos, of course a video series has to have video tutorials, but there are series of videos that walk you through a lot of different aspects of video.

So a lot of the kind of things that we jumped around and talked about today are organized and put into a program where somebody can just dive in and go at their own pace, and learn as much as they need to know to use video to promote their business.

Adela: Wonderful so that's a self-paced course?

Lou: Yep.

Adela: Yeah.

Lou: It's all you can go at your own pace, there are videos, there are audios, there are teleclasses, so all kinds of neat stuff in there. There are checklists and guides so like we said before whether you are... whether you prefer audio or written or video, it's all in there for you.

Adela: Okay, wonderful so folks have some hand holding and they can get started with getting their online visibility really pumped out. And they can get a lot more information, I mean just from this time together you gave out more domain names for different tools, so even though it can be pretty easy as you mentioned earlier to just get yourself up and running and get a video out there, I'm sure that the more that you get into creating videos the more questions and the more ideas and the more neat tricks and tools that you can use to enhance your brand online...

Lou: Exactly.

Adela: Yeah. So last call for questions if anyone else has any other questions. Oh, I've got a couple more in here. Jeanie Hause, Jeanie I'm not really sure, you may need to elaborate on this question here because I'm not clear. "How do I do videos for several people all over the world with different practices?" Lou, I'm not sure I know what that question means, do you?

Lou: Yes, well if she means getting them all together in one place you can use service like Tinychat.com which is sort of a free web casting and you can have folks from anywhere if they have a webcam all come together almost like a group coaching conference.

So, if she means that. Otherwise if she means just doing videos for people all over the world and you want to edit their video but they are far away, a lot of times I'll have folks just send me their footage. Like somebody from San Diego, I'm in New Hampshire, they'll send me their footage from their Flip cam and I can take it and edit it and add music and things like that. So perhaps she means editing other videos from other people.

Adela: Yeah, Jeanie, if that's not your question then you need to clarify it a little bit more so that Lou can help you out. I've got another question and thank you for the question Jeanie. Sheila from Boynton Beach, Florida. "Is there any way we can capture video created on Skype and save it to use outside of Skype?"

Lou: That's a good question. I'm not sure but the way that I would do it is again I have screen capture software like JING or Camtasia. If I was going to do that I would basically just run my Skype but also record it with Camtasia at the same time and that way I'd basically be recording the video call.

Adela: Oh wonderful.

Lou: Now if you don't have Camtasia, because that's a little bit more complex and costly, JING will allow you to do videos that I think up to five minutes and JING is a free software.

Adela: Yeah I've been using it just to capture things on the screen and it's so easy and it's wonderful. I love it.

- Lou: Yes, it's just like recording your screen. Whatever is on the screen whether it's Skype or whatever, you can record the whole thing and capture it that way.
- Adela: Yeah, I've actually been using it in my customer service with people. I have questions with their merchant accounts and I'm like here it is. Here's the picture and it's just really, really cool.
- Lou: Yep.
- Adela: And it's free. They do have a paid version though, right?
- Lou: Yeah, but I think even the paid version is like under \$20 and its www.jingproject.com.
- Adela: Yeah, thank you. Jeanie came back with another question. "Can they each record their own 5 minute practice by using the player in their computer from Ustream?"
- Lou: Yeah, I mean anybody can go on Ustream and record a webcast and then once they've done the sort of live recording, that's captured in their archives as a video so that they can then take that video whether they recorded it last week or last month and they can put it on YouTube or email it to somebody. So I think if I'm understanding the question, yes that's possible.
- Adela: Okay wonderful, well I don't see any other questions.
- Lou: Cool, right on time.
- Adela: Yeah, right on time. See we are together here, at least today. Well Lou, thank you so much.
- Lou: My pleasure.
- Adela: It's been wonderful to have you here. This was just such a chock-full call. I'm actually going to put some of these domain names out there on the page for folks because there were quite a lot so you can go out there and explore. If you are on the page, you can click that link to check out Video Rock Star, if you are on the phone and you want to check it out it's consciousbusinesstribe.com/videorockstar and you can get started with

getting your video out there and your branding and your visibility and amp it up.

Lou: Yea, have fun with it.

Adela: Thank you very much, Lou. It's been wonderful having you here and...

Lou: Thank you.

Adela: Thank you everyone for being here at the Conscious Business Telesummit and we will see you tomorrow. Bye-bye.

Lou: Bye-bye.

Adela: Bye.