Skip Hollywood: This is How To Video

Speaker
David Greenspan
Learning Objective:
After completing this session, you will be able to easily leverage video as a tactic within your overall marketing strategy.

Course Outline/Table of Contents:
- Learn 5 Steps to get comfortable on camera
- Learn how to create video
- Learn how to plan to shoot video
- Identify the different recording options
- Identify the different kinds of Videos
- Learn where to post their videos and why
- Live demo of how to record and post video
- What size videos should be and Why
- Tools to help make it easy
- Tips for what to always remember when recording
Skip Hollywood - Here’s How to Video

Video has made a huge leap away from clunky cameras and complex editing suites. Today, smart phones give individuals new power to capture, create and post. Yes with just a few clicks it’s ready to go. Video is no longer about telling a drawn-out story, it’s about quickly sharing, captivating, actionable ideas.

This session will share strategies of why post a video and where to post it. You’ll also come away with practical aspects of how to use video within your marketing toolkit. And you’ll get tips on “how to create” and “how to get comfortable” being the – in-front-of-camera talent.
What kind of Videos do I want to make?
- Virtual Tours
- Interviews
- Educational (long or short)
- Quick Rants
- Whiteboard

Which option am I more likely to go with?
- Professional Videographer
- Tripod & Camera
- Smartphone
- Webcam on your computer
- Drones

What Size Video and Why (Draw a line to match the Size to the Applications)

Size: Applications:
Horizontal Timeline Posts
Vertical IG TV, Stories
Square YouTube, Vimeo, Website
Options & Tools to Edit Video

1. _________________
2. _________________
3. _________________

Platforms I may use to post full length videos.

- Instagram
- Facebook
- LinkedIn
- Snapchat
- YouTube

Short-run 60 second videos?

- Facebook
- LinkedIn
- Instagram

Does being in front of the camera make you nervous?

☐ Yes
☐ No
A Video How-To Resource Guide

5 Steps to Getting Comfortable

1) Write down 5 sentences about anything...literally anything, could be your favorite sports team, favorite car, favorite food...anything! Once written down, repeat them out loud to yourself a few times. Listen to your inflection, how you say it, how you pronounce it, how fast you say it...are you speaking clearly. Adjust as needed. They key is to get comfortable speaking out loud.

2) Driving in the car, pick out random things, like a Starbucks sign...anything, and out loud, just talk about it for 30 seconds. It’s OK to ramble, as long as it is relevant. Again, this will help you practice speaking.

3) Write down a couple of phrases, read them in front of a mirror – speaking to yourself, making sure to make eye contact, watching your facial expressions, and of course, speaking clearly.

4) Write a few paragraphs about something relevant, it could be a listing, it could be self promotion, should be about 30 seconds, it does not have to be memorized, but what you are working towards is being comfortable with the key points of what you want to share, then go back to that mirror, and give it a go.

*Repeat each of those 4 steps until you are comfortable.

5) Step 5 is that you are now ready for video. Have your key points in your mind ready to go, then hit record, stare straight into the lens of the camera, DO NOT look at your screen, because you will NOT be making eye contact with your viewers, speak clearly, be concise, and then done! Now, go back and watch to see if you were making eye contact, if you were smiling or frowning, did you ramble, were there too many “uh”s and pauses...BUT remember 9 times out of 10, you will not be happy with what you see. My advice to you, DO NOT let it stop you from posting that video.
That’s a Wrap!

Tips For Better Video Recordings

1. Always have the sun (light) in front of You
2. Check your background
3. Too much noise…is too much noise
4. Look at the lens, NOT your screen
5. Your hands should not be over used OR glued down

Take Away Thoughts

Do Not spend too much time Editing.
Do Not over-spend on Production Techniques.
If you want this to work, you need to be consistent.
Producing 1 Video is not enough.
You look and sound the same on Camera as you do in the Mirror.
Most People don’t actually do it. Don’t be Most People!

You now know how to –

- Plan
- Create
- Get Comfortable
- Edit
- Share
ABOUT – David Greenspan

He is a Marketing Strategist, and the VP of KiTS Keep-in-Touch Systems. He is the voice of #MindShare101, and host of The MindShare PodCast, as well as The MindShare Challenge Real Estate Training. He is a nationally recognized Keynote Speaker. He’s been featured in REM Magazine, on NewsTalk1010AM, on Real Estate TV, and Inman. He is a Husband, and the Father of 2 of the most awesome Kids in the world. He is a die hard Toronto Maple Leafs fan, he Coaches Hockey and Baseball, he loves to play Hockey, and he finds his quiet time while riding his Harley Davidson. He is a high energy, motivating, tell it like it is personality, with a goal of helping his clients learn to Work Easier, Spend Less, Make More, and build #MindShare!

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