

# GETTING STARTED *with* VIDEO



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## WHY USE VIDEO IN YOUR BUSINESS?

People are 7% likely to connect and engage with you when they read your words. This increases to 38% if they hear your voice. This increases to 55% when they see your face and your body moments. Video increases people's understanding of your product or service by 74%. Website visitors are 64% more likely to buy a product on an online retail site after watching a video.

## WHAT TYPES OF VIDEOS SHOULD YOU MAKE?

- **Introduction/Welcome Videos** - Introduce yourself and your business. What are your values and mission? What makes your business unique? How does your product or service fill their needs? Share this video on your Facebook business page, YouTube channel, blog or website. Have a team website or Facebook group? Post a video that welcomes new team members and share what they can expect and how you will support them.

- **Testimonial Videos** – Have you ever purchased something because there were great reviews? Ask your happy customers to share what they love about a product or service you provide. Hosts can share how easy and rewarding it was to have a party with you. New and seasoned team members can share what their business has done for them. Share these videos on social media and on your website.
- **Instructional Videos** – These videos can describe what you sell or do, features & benefits, use & care, various uses, close-ups, etc. YouTube is the second largest search engine for a reason. Your potential leads are searching for HOW and WHY to use what you offer. Posting instructional videos on YouTube will introduce you to new leads. Posting these videos on your website and in your VIP Customer Facebook group will increase loyalty and repeat business.
- **Recognition/Appreciation Videos** – Want to express gratitude or congratulate someone for a job well done? A heartfelt message from you via video will be more meaningful than an email or text. Thank your fans and customers on social media. Recognize your hosts and team members with a quick video that you share privately or in a group.
- **Live Stream Videos** – Live broadcasting through Periscope or Facebook Live allows a two-way conversation. Customers or team members can ask questions that you answer in real time. No need to worry about editing or uploading since video replays post automatically after the broadcast. This is a great opportunity for customers and team members to get to know you and your personality. All of the video types mentioned above can also be done as a live stream video.



## WHAT EQUIPMENT DO YOU NEED?

You can get started right now with just a smart phone. No fancy equipment needed! But, there are some tools that will improve the quality and experience for your viewers. There are many equipment options, but I've included suggested links to give you an idea of what to search for.

### **Tripod and Phone Mount**

There are many tripod and mount options. I used an inexpensive one on my desk for a long time, but have upgraded to this option. It's sturdier, but also portable.

Nootle Universal Smartphone Mount and Stand



by Grifiti



## Tripod and Tablet Mount

If you are recording from your tablet, make sure the mount fits your device.

## Lavalier Microphone

There is a range of quality and prices, but a lav mic can make a big difference in sound quality, especially if you record in an area with a lot of background noise.



## Wide Angle Lens

This allows you to include more people or more space in the frame without having to set the phone further back. This is very helpful when you want to read comments during a live broadcast.



## Diva Light

I personally use a lighting kit, but if you aren't ready to invest a few hundred dollars, this is a great option to improve your lighting.





## WHAT ARE THE BEST ONLINE TOOLS AND APPS FOR VIDEO EDITING?

- For iPhone, iPad and Macs – [iMovie](#) is a great option.
- Apple/Android apps – [FilmoraGo](#), [WeVideo](#), [VivaVideo](#)
- Desktop tool for PC's and Macs – [Wondershare Filmora](#)
- For more sophisticated editing options, I recommend [Camtasia](#) for PC's and [Screenflow](#) for Macs.
- If you don't have Camtasia or Screenflow and want to record a video of your screen, I recommend [Screencast-o-Matic](#).

For additional resources for your business, please visit [stepintosuccess.com](http://stepintosuccess.com).