The VIDEO ADOPTION GUIDE

The fastest way for you and your team to get going (and keep going!) with personal video messages.
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If you send emails, text messages, or social messages in a professional capacity, this is for you.
As a business professional, you know the importance and value of getting face to face, building trust, and investing in relationships. But how often are you relegating your most important and valuable messages to faceless, digital communication — to plain, typed-out text? You and the people you’re reaching out to deserve better.

Tens of thousands of your peers in all kinds of roles and industries have pioneered a more effective way to connect and communicate. Together with these innovators and early adopters, we’ve developed the “relationships through video” philosophy and practice over the past decade. Whether or not you’re a BombBomb customer, this guide will help you ...

Evolve from the status quo. Stop sitting on the sidelines. Join this fast-growing movement.

But you don’t have to figure it out on your own. We have spent years honing this practice. We’ve brought together hard-learned lessons, best practices, and a clear vision for how you and your team members can click “Record” a little more frequently — and peck at keyboards a little less often.

If you send emails, text messages, or social messages in a professional capacity, this is for you. If you type out words and click “Send” (and we’ll bet that you do), this guide will help you achieve clearer

JUST SOME OF WHAT AWAITS YOU IN THIS GUIDE:

✔ How to get buy-in from decision makers and team members
✔ When to send videos instead of text and what to say
✔ How to get comfortable and confident on camera
✔ How to get more video plays and responses
✔ Why and how to make video messages as common as emails or phone calls
communication, human connection, and higher conversion. No matter your role, no matter your business, and no matter your industry, we’ll help you get face to face more often with the people who matter most to your success. We’ll guide you to rehumanize your communication so you can build better business relationships with personal video messages.

**What this guide is (and isn’t).**

This guide will not instruct you on becoming a zillionaire YouTuber or Instagram influencer. You won’t learn much about lights, editing, production, drones, green screens, or expensive equipment. It’s not about your video advertising strategy or your new homepage video. Instead, this is about relationships through video. It’s about getting face to face more often with people — employees and recruits, customers and prospects, and partners and vendors.

Communicate with your very best asset … you!

This guide will help you replace some of your plain, typed-out text with simple, personal videos. It will help make video messages as common for you as emails, phone calls, or meetings.

Live, synchronous video communication with services like Zoom, Microsoft Teams, or Google Meet helps you overcome distance. Anyone with an internet connection can get face to face with others no matter where they are in the world. But they have to do it at the exact same time. How often has that stopped you from communicating with people this way?
So much of what you’ll learn in this guide is transferable to live video calls, but that’s not what we’re going to focus on. Instead, this guide is about adopting the practice of using recorded, asynchronous video messages to overcome both time and distance. You record and send when it’s convenient for you, and each person opens your message up and experiences you “in person” whenever it’s convenient for her or him.

Your videos can be casual, conversational, and imperfect. They can be recorded with your webcam or your smartphone and sent via email, text messages, and social messages. We know from years of experience that they will help you be understood, help you make human connections, and help get to “yes” more often! You’ll learn to send these videos in a variety of ways …

- One-to-one, one-to-many, or one-to-all
- In emails, text messages, or social messages
- In styled-up, branded designs, or in straightforward, stripped-down notes

This guide will help you and your team enjoy more success and satisfaction every day by connecting and communicating with your very best asset … you!

THIS GUIDE IS FOR YOU
Introduction

"Stop hiding behind a cloak of digital anonymity."
Do you believe that people are your organization’s strongest asset?

Do you think your team should be more visible to your customers?

Do you want to deliver a truly remarkable customer experience?

Do you feel that successful selling involves the transfer of emotion?

Do you recognize that people connect and communicate far more effectively when they’re face to face?

If so, this “relationships through video” philosophy and practice are for you and your team.

Replacing some of your faceless, digital communication with personal video messages will help you restore a meaningful, personal, and human touch — with customers, prospects, team members, prospective team members, peers, strategic partners, and other stakeholders.

With personal videos, you can expect:

- To receive more and warmer replies to your messages
- To communicate more clearly with nonverbal cues
- To build stronger human connections
- To leverage both truly personal videos and convenient evergreen videos

But you’re not exactly sure how to proceed.

- What if I’m not comfortable on camera?
- When do I send a video instead of typing out my message?
- What do I say? Should I use scripts?
- How do I get my team on board?
How will I know that I’m on the right track?

Don’t worry. We’ve seen it all and we’ll build success together.

Whether you’re completely new to video, whether you’re leading a team implementation, whether you’re being dragged into this, or whether you’re going it alone, this guide will support your successful adoption of this new habit.

The BombBomb team has helped tens of thousands of leaders, managers, salespeople, entrepreneurs, marketers, customer success associates, and all kinds of other professionals successfully adopt video. For them, sending a video has become as easy and common as sending emails, making phone calls, and attending meetings.

We’ve heard and answered countless questions — many of them over and over again. At BombBomb, we’re all practitioners ourselves; our team sent nearly 3,000 video messages in the past week alone. One hundred of us have each sent more than 1,000 videos, and a half dozen of our employees have sent more than 10,000 videos! We also wrote the book on this topic, the #1 bestseller Rehumanize Your Business: How Personal Videos Accelerate Sales and Improve Customer Experience (Wiley, 2019).

We’re excited for you. We know that you’ll find this approach a more effective and satisfying way to work. It will impact your business outcomes and your professional relationships. And if you decide to send videos to family and friends, it’ll help build those relationships, too!

Stop entrusting your most important and valuable messages to a dehumanizing form of communication. Stop hiding behind a cloak of digital anonymity. Stop entrusting your most important and valuable messages to a dehumanizing form of communication. (Really—research shows that
our brains don’t assign faceless text to a human writer!) And stop sitting on the video sidelines.

Instead, learn how to adopt video messaging inside your organization and start getting face to face with more people, more often. See a clear path to success with goals and milestones to track progress. Watch the improved results come in naturally by focusing on sending videos consistently.

And start asking yourself and your team members, “Would this message be better if we said it ‘in person?’” (Spoiler: the answer is often yes!)

And, no, the irony is not lost on us that this is being delivered to you in ... plain, typed-out text. Consider it a reference piece and guide that you can jump back into anywhere, any time, as needed.

What’s in this Guide

GETTING BUY-IN
Making video feel as natural as typing up an email requires change. No one wants to change, but everyone wants better results. Whether you need to sell this opportunity to yourself, to your supervisor, or to your team, this section will help.

THE FOUR STAGES OF ADOPTION
We’ve helped tens of thousands of people adopt video messaging. Script, Self, Structure, and System are the four stages everyone goes through at their own pace — and often concurrently. Learn to recognize the stages to normalize the experience and see progress.
What’s in this Guide – Cont’d

STAGE 1: SCRIPT
When would you send a video? And what do you say? Get ideas and tips to improve communication across the entire customer lifecycle, across the entire employee lifecycle, and within your professional network. Mastering these simple and easy concepts will position you for success.

STAGE 2: SELF
You know when to send a video, and you know what to say. Great! But then you turn on the camera and … you freeze. You don’t like how you look or sound. You’re not sure if you’re doing it right. You judge yourself harshly. Feeling uncomfortable as you get started is normal and temporary. In this section, we will give you the skills and perspective to surmount this hurdle.

STAGE 3: STRUCTURE
Videos in emails, texts, LinkedIn messages, Slack channels, and other places can often speak for themselves. But they’re far more effective when you use some text along with your video. Increase your video play rates, your face-to-face time, and your responses by learning to structure your video and text together.

STAGE 4: SYSTEM
You know when you’d go to the record button instead of the keyboard. You’re comfortable doing it. And your video’s supported by complementary text. But how do you make it a habit? How do you incorporate it into your processes? How do you truly adopt this behavior change? Don’t worry — we have proven techniques that will make video messages a natural part of your daily life.
NOTE:
We’ve created this glossary in case you’re unclear about any of the words or phrases we use in this guide.

CONCLUSION
See a vision for your future with simple, personal video messages and make it your own. Get additional resources to help you, your team, or your company make the successful transition from facelessness to familiarity among the people who matter most to you.

What You Can do Today

THE BEST WAY TO GET STARTED (DO THIS TODAY!)
You’re going to learn a mountain of valuable information in this guide. But the most important part of getting started is … starting. But where? When? How? With whom? It’s this simple. Make this commitment to yourself, your team members, and your success:

✔️ Time block five minutes in your calendar. [Perhaps at the start of your day.]

✔️ Think of two people you know and who know you. [This increases comfort and familiarity, reduces fear and perceived threat, and assures replies.]

✔️ Think of a basic message for each person. [Something like: thank you, good job, congratulations, excited to hear, sorry to hear, thinking about you, happy birthday, happy holiday, etc. Your social media feeds are filled with things to reach out about!]

INTRODUCTION
Use BombBomb to record a video message and send it by email, text message, or social messaging (LinkedIn Messaging, Facebook Messenger, Slack, etc). [This is easiest if you pick one way and do it over and over again.]

Keep it short, simple, and sincere. [Most of these messages should be under one minute.]

Repeat this process every weekday for one month. [It takes less than five minutes per day and can change your career — and even your life. Really.]

You’ll have sent 40 to 50 truly personal videos and received a couple dozen replies that confirm that this is, in fact, a different and better way to connect and communicate with people. [Really. Put the time in your calendar right now.]

There’s so much more ahead in this guide, but this is the very best place for you and your team members to start.
Getting Buy-In
A few generations ago, the morning meeting wrapped up at the office, team members turned around, and they found telephones on their desks. A new tool to prospect. A new tool to sell. A new way to connect with customers. A new way to stay in touch with team members.

No matter their roles, the telephone provided these people with a valuable new way to communicate, connect, and convert. Some skills they possessed were immediately transferable to doing their work over the phone. Some new skills were required; the experience and the dynamics were different than the other tools to which they’d grown accustomed.

Back then, some people jumped at the new opportunity, while others ran from it. Today, however, phones seem completely normal to us. And several generations later, you can still buy books and take classes to become more effective at selling over the phone!
Now, we’re at the same stage with video messages that we were 70 or 80 years ago with phones.

Video messaging is new. Some people are rushing toward it, and others are cowering. Some current skills are transferable, while new skills will be developed. It will become normal, and there’s always more to learn.

Our lives and businesses have always been filled with change and transformation. Video messaging is a big shift we are seeing right now. Early adopters have an advantage, and using video will continue to be a valuable, developing skill for years to come.

**We Don’t Want to Change**

Generally, people don’t like to change. We’re comfortable with the familiar and predictable. We favor regular patterns and create mental shortcuts for efficiency.

More importantly, people don’t want change. Instead, we want what change brings.

When we make the effort to change, we do so in order to enjoy the benefit — easier, faster, simpler, better, bigger, more valuable, less expensive, etc.

But the transformation process requires an effort that some people are resistant to make. Within our culture is an inclination towards get-rich-quick and lose-weight-fast — a taste for silver bullets and magic pills.
But a digital transformation or tech adoption requires more than signing a contract or flipping a switch. And getting buy-in on the what, how, and why behind the change — cognitively and emotionally — is the first step.

Having video as an available communication tool will make your work more effective and more satisfying, no matter your role. This change is, in short, worth the effort to transform as an individual and as a group.

THE 3 POINTS YOU MUST ALIGN
No matter the change or transformation you’re undertaking, a shared vision and mutually beneficial outcomes increase the likelihood of success. Those transformations often start with one or two champions who are the people most excited about the idea and opportunity. They can generate some momentum, but that tends not to be enough for lasting cultural change to take hold.

In helping organizations successfully adopt the philosophy and practice of video messages, we’ve seen three specific points that must be aligned:

1. The organization
2. The leader
3. The front-line practitioner

What’s in it for the organization? What’s in it for the leader? What’s in it for the front-line practitioner? What are the specific motivations of each stakeholder? What are the specific benefits for each? What does success look like for each?
The executive buy-in can be there from day one, but if the people who execute and bring it to life aren’t on board, the initiative becomes a cram-down destined for middling results at best.

Team members may be excited and raring to go, but without leadership’s shared enthusiasm and sponsored support, the project fades into frustration — or even futility.

Talk about the value and benefit of increasing face-to-face time. Map it specifically to each role and position. How will it help them? How will it save them time or increase their efficiency? How will it increase revenue or improve results? What are the fears or points of resistance? Why should we work through them?

Don’t leave these important conversations for the rollout. Think about them in advance. Talk about them. And, of course, engage the BombBomb team in the conversation with your organization, leaders, and team members. Every team and culture is unique, but we’ve learned plenty by helping many. This guide is, in part, a result of those efforts.
Selling Video Up
IN YOUR ORGANIZATION

“Save time and improve clarity with more personal communication and less typing.”
If you’re an individual contributor or a front-line practitioner exploring video messaging to improve the status quo, we’re with you. Historically, adoption of BombBomb within most organizations has come bottom-up, rather than top-down. As a salesperson, a customer success practitioner, or a manager, you learn about the opportunity, survey the scene, and start a free trial or request a demo with us.

You get going, get results, and then … get questions. What are you doing? How are you doing it? Can I do it, too?

Now it’s a thing. Others on the team or in the department are interested and even starting their own trials. It’s a topic in the next one-on-one coaching session with your supervisor. You’ve got a chance to help lead a powerful, meaningful, and valuable change in your organization. The potential for you to be a go-to person on a valuable new practice is right there.

This is a great scenario for successful adoption, but you may need some support. Front-line practitioners are already bought in. Some have already experienced success and have stories to tell and positive responses from prospects or customers to share. This can be an ROI play. If the leader sees the benefit, it’s easy to invest in a set of team accounts.

**Common objections to overcome or conversation points to raise when selling up:**

1. **Your leader or manager is often hiding your best asset.** How much thought and care does she or he put into recruiting, interviewing, selecting, hiring, onboarding, and developing your team members … only to hide great people behind faceless, digital communication? Even in customer-facing roles! Get face to face earlier and more often.

2. **Your leader or manager is likely overestimating your writing.** How much time do team members spend writing and editing emails? Research shows that we experience anxiety in crafting
emails and that we overestimate our ability to communicate effectively. And a standardized, pre-written approach to every email misses the mark more often than it hits the mark. Save time and improve clarity with more personal communication and less typing.

3 Your leader or manager is probably unclear about the efficacy of video messages. Does he or she worry about how much time video might take? Not every video needs to be personal; you can also record a video once and use it over and over. Once someone’s comfortable with video, it’s faster than typing. And increases in responses and conversion with video mean that fewer activities are required to achieve your desired outcomes.

4 Your leader or manager is potentially unclear on the benefits. Where are points of customer slowdown or friction? Which key metrics need to move? A/B test what you’re doing now against video messages at those friction points and see the difference. Share measured successes, as well as anecdotes. You’ll have plenty.

5 Your leader or manager is typically in favor of control and standards. Does she or he fear a loss of control? Is the system geared around uniformity and standards for metrics’ sake? If he or she trusts you on calls, demos, and appointments, that trust should extend to video messages. Make clear that videos can be reviewed and coached, just as pipelines, calls, and demos should be. Additionally, BombBomb’s dashboard shows activity and results at the individual and group levels, providing further actionable insights and demonstrating ROI.
Your leader or manager is still skeptical. What are his or her specific questions or concerns? How can your team’s adoption of personal video help her or him meet or exceed goals, metrics, or KPIs? Share stories, experiences, and results from team members who’ve already started using video to illustrate a better future.

If you don’t have what you need to successfully navigate this conversation, talk to us. We’d be happy to have a discovery call, address questions and concerns, deliver a tailored demo, and prescribe some specific use cases.

We want what you want: you and your team getting face to face more often to provide a more personal touch, to improve customer experience, and to exceed your goals.
Selling Video Out
INTO YOUR ORGANIZATION

"Once you and your team start using video messages, you’ll immediately start to see more ways to use them."
If you’re a leader or manager who’s rolled out a new initiative, you know that you should expect both resistance and excitement. Depending on the initiative, you can probably predict who’s going to fall into each camp and who’s going to fall into the great middle between them.

You also know your organization’s history and culture. Video may be an easy adoption — or it may take some selling. You may need to mandate adoption, or you may be able to leverage peer pressure by playing “follow the leader.” We’ve seen several winning approaches.

**Some key ideas for selling in:**

1. **Your best performers will typically adopt faster.** They’re your best performers because they’re open and curious — they’re looking to learn and grow. They’re often looking for newer and better methods. Challenge them and learn from them. And know that others are always looking to them as informal leaders.

2. **Resistors will lag on video more than on some other initiatives.** Video is a bit more personal. Many people don’t like how they look and sound. They’re uncomfortable. This is perfectly normal. They need to know it’s perfectly normal. This is about confidence, not about “video.” Support them through it (and see the Self section of this guide).

3. **Be clear about how videos will help them in their day to day.** The change needs to be worth it. True differentiation. More replies. Better interactions. Time saved. Better access to decision makers. Accelerated sales or onboarding. Fewer back-and-forth exchanges. More appointments set and held. Be clear about how this is a win for each person in each role.

4. **The primary goal for the first several months is activity.** Your desired business outcomes are natural consequences of communication that’s clearer, more personal, and more human.
Set daily or weekly goals for each person. These could be raw numbers (for example: 15 videos/week) or percentages of sends (for example: 25% of all emails). Use the team dashboard in BombBomb to acknowledge wins, publicly praise big movers, and privately spur on the resistors.

**5 Don’t leave adoption up to each individual.** Picture a polarity of options with immediate, mandated, and forced adoption of video on the left side and an adopt-if-when-and-how-you-want approach on the right. In the middle is something like a phased rollout across team members and/or ramped video activity quotas. Successful adoption occurs in the option range left of center.

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<th>Ramped</th>
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- **Phasing:** Break up the team by role or initial interest into two or three groups. Phase the launches two weeks apart. Take learnings and success stories from the initial group to enhance the speed and success of the subsequent groups.

- **Ramping:** Identify the target activity level, then ramp into it over four to eight weeks. Communicate consistently across this period. Publicly celebrate wins and privately coach shortcomings.

**6 Share examples and assign mentors.** As you and your team begin generating activity and results, share examples of videos that receive positive replies and results. As natural leaders emerge in this practice, connect them with one or more team members who are lagging in activity or results. Consult with our team on similar practices that can increase usage and engagement.
These are obviously broad concepts and frameworks. Throughout, the alignment of company, team, and individual benefits and goals remains critical, as does communication and reinforcement of them. We’re happy to map the right course with you.
Selling Video Through
YOUR TECH, OPERATIONS, AND LEGAL PEOPLE

“We maintain top-of-industry deliverability rates from our own platform — and send through several of our integration partners like Gmail or Salesforce.”
If you’re in a larger organization, you likely have stakeholders in any technology adoption who are outside the practitioner group. Typically, they’re in IT, operations, or legal, but this information is relevant to others, as well.

**Here is wording you can use with these groups.**

BombBomb is a secure platform that’s compliant with **GDPR**, **PCI**, **Privacy Shield**, **SOC 2 Type 1**, and **SOC 2 Type 2**. We’ve cleared the hurdles and satisfied the demands of several large companies with household names to become an approved service within their tech stack and business processes.

**No special equipment is required.** As long as your hardware is reasonably current and camera-equipped and your internet connection is moderate and stable, you already have what you need. Recipients of your videos don’t need special equipment either.

**Videos are not attachments.** We automatically generate lightweight, animated preview (GIFs) of your videos and a click-to-play smartly streams them from our secure servers. We maintain top-of-industry deliverability rates from our own platform — and send through several of our integration partners like Gmail or Salesforce. We’re prepared to provide you or your recipients IPs to whitelist if needed.

**Integrations are easy to set up.** We have a team to assist, if needed. We’ve worked through an incredible variety of hardware and software circumstances to find the best way to empower individuals and teams to record, send, and track videos in ways that are integrated with your tech and your workflow.

The adoption of video will change your relationships internally and externally, improve your customer experience, and benefit your company. If you need help getting buy-in at any level, please talk with us. We’re happy to talk peer-to-peer with anyone in your organization if it’s helpful.
The Four Stages of Adoption
The Four Stages of Adoption

“Tens of thousands of people are already doing this. And we’ll help you join them.”
Successful adoption of video looks something like this:

1. Most of your team is sending several videos each day or each week based on specific triggers, time blocking, and/or automation.

2. The motivations for and execution of video messaging are aligned with individual, team, and company goals.

3. You’re generating hours of face-to-face time through video that would be hard to achieve any other way. You and your team are getting face to face with people earlier, more often, and at scale.

4. Best practices are being shared and coaching is being provided for constant iteration in where, when, and how you’re communicating with video messages.

5. You’re telling success stories and teaching use cases internally with the support of the BombBomb team as video becomes normalized within your processes and culture.

6. It becomes obvious to you and your team that blending video messages into your communication mix is more satisfying and more effective than what you’re doing today.

7. Recording and sending video messages is normalized behavior and you can’t imagine working without it.

Sound challenging? Sound distant? Sound impossible? It’s none of these. Tens of thousands of people are already doing this. And we’ll help you join them.

You’ll work through all four of the following stages to reach successful adoption.

The stages are numbered and sequenced intentionally, but progress is non-linear; you’ll be working through Stages 1, 2, and 3 simultaneously from the start. Stage 4 typically emerges as you reach competence in the first three stages.
Progress is personal; each person has different strengths and experiences and will move through each stage at different paces.

However, none are optional. Adoption and success require basic competence in all four stages.

Practice is key; the more videos you send, the more attuned to the importance and nuance of each stage.

Click here to see a progress checklist that’s organized by Stage.

DOWNLOAD THE FOUR STAGES OF ADOPTION

Stage 1 Summary: Script

In Short: What to say and when to say it

Progress Note: Start with one or two use cases, then grow into additional opportunities.

Video is simply a container for your message. It’s a communication medium. Nothing more and nothing less. But it has unique strengths and advantages.

Because it’s often a replacement for your plain, typed-out text and you’re clicking “Send” all day, every day, you have opportunities to send video all day, every day. Across the entire customer lifecycle, across the entire employee lifecycle, and throughout your professional network.

To properly adopt video, you must be clear about the specific times or circumstances when you go to the record button instead of to the keyboard to deliver the core message. Start with one or two and grow from there.
Stage 2 Summary: Self

**In Short:** Comfort and confidence on camera

**Progress Note:** You’re no longer thinking about recording video, you’re just doing it — in public places and in private spaces alike.

You’re a smart and worthy professional. You may get a little excited or nervous before a big moment or meeting, but most of the time you’re not especially self-conscious on the phone, in person, or in your digital communication.

But when that record light comes on … everything changes. You don’t like how you look or sound. You’re not sure if you’re doing it “right.” You second-guess and harshly judge every frame of the video you recorded, including each and every pause or “um.”

This will pass. But it’s where nearly everyone starts. It’s perfectly normal to feel awkward, uncomfortable, or unconfident when you’re getting started.

To properly adopt video, each person must work through this experience. Spoiler: It’s all about practice.

Stage 3 Summary: Structure

**In Short:** Using text and video together for best results

**Progress Note:** You’re striking the right balance between what and how much to type and what and how much to say to increase play rates, play duration, and response rates.

When most people get started, they assume that if they record a video, everyone will watch it. Many people will, but there’s too much competition for everyone’s time and attention to safely operate from this assumption.

Beyond basics like sending relevant messages in a targeted way, simple and subtle efforts can yield significant improvements in how and how often people engage with your video messages. This
includes the animated preview we automatically generate for you, the text above and below the video, and how you structure the video message itself.

To properly adopt video, each person must understand its role and leverage it properly.

**Stage 4 Summary: System**

**In Short:** Making video a process and habit

**Progress Note:** You’re always prepared to send video messages at opportune times throughout your day — and you automatically or systematically act on the opportunity.

We always hate to hear this and we hear it from time to time: “Whenever I send videos, I make money. But I haven’t sent one in a while.” Full adoption involves consistently sending at particular times or in specific circumstances, as well as consistently expanding those times and circumstances.

Today, you know when you should send an email, when you should send a text message, when you should make a phone call, and when you should hold a meeting. Video should be folded into those “whens.” It should become an always-available, go-to option.

This means you’ve tried, failed, learned, succeeded, and progressed through Stages 1, 2, and 3. You’re equipped and ready to record most of the time. You know your triggers (“if this happens, then I send a video”) and you’ve scheduled your time blocks (for example, “Thank You Thursday” every week for 10 minutes from 7:40 – 7:50am). You may have even set up some automated video sending.

*When you’ve properly adopted video, it’s as easy and normal a go-to throughout your day and week as other common communication options.*
Stage 1: SCRIPT
Tens of thousands of people are already doing this. And we’ll help you join them.
This stage is first because the other stages don’t matter much if you don’t know when you’d go to the record button instead of the keyboard.

The two primary questions here in Stage 1 are:

“When would I send a video?”
“When would I say in a video?”

We’ll start with the latter …

What Would I Say? | 3 Tips

1. Like a Voicemail

Think of these video messages like voicemail messages. Of course, they provide a richer communication experience than voicemails, but they’re similar in this way: you know who you called, you know why you called, you know what you need to communicate, and you know what the person should do next (the call-to-action or CTA). And then … you just say it.
You may have given some thought to the structure of your voicemail, just as you should to your video message. But it’s one-and-done. No do-overs. No deletes. You’re only five or 10 video recordings away from being as comfortable with this type of video communication as you are leaving a voicemail. Relax, smile, and just say what you need or want to say.

2 More Than Words

Like so much effective communication, these videos give you the benefit of including not just what you say, but how you say it. This conveys so much more meaning than the words alone.

Video messages aren’t nearly as much about saying the exact “right” words in the exact “right” order as they are about how you make your recipients feel. Yes, you’re conveying information and offering a call-to-action, but your tone, pace, expertise, sincerity, gratitude, and other nonverbal qualities are what drive reactions and results here.

You don’t worry much about exactly how a voicemail goes and you don’t worry much about the second-by-second experience of an in-person conversation, interview, or meeting. It’s just happening. Sure, you get a little excited or anxious in a consequential conversation, an
important interview, or a material meeting. And you’ll feel the same way for an important video.

But, again, you’re a handful of videos away from being as out of your head and into the moment as you are on the phone or in person. Don’t watch the video back. Don’t second guess yourself or re-record your video trying to get the words “right” — the tone and intent help make the meaning.

3. **No Scripts**

As much as you might like to use a script, don’t. Scripts drive a more robotic delivery and add unnecessary pressure (again, there are no exact “right” words). And reading a script takes your eyes off the camera lens, which is how you make valuable eye contact with your viewer.

People have asked us for teleprompter recommendations. You don’t want one. They’ve also asked for teleprompter features in the software. You don’t want them. A teleprompter is fine for a television personality who doesn’t know or write their own content, but it’s not necessary for you. It’ll slow you down. And it tries to “fix” the wrong thing.

These videos are about how you make other people feel. They help people feel psychologically, emotionally, and socially connected to you. How you say it is just as important as what you say.

If you have a longer or more complex message to deliver in a video:

1. Outline or bullet point your main ideas for the video on paper or on your screen.

2. Refer to the outline at the beginning of your video (show it if it’s on paper).
3. Once you’ve shown or referred to it, you’ve given yourself permission to look at it during the video and created intrigue for the viewer as to what’s next on the list.

4. The honesty, transparency, and even vulnerability required to do this are the basis for human connection and are foundational to relationships.

When Would I Send? | The Main Idea

Any time you or your team members are clicking “Send” is a chance to add a video message. Likewise, any time a system is sending a message out on your behalf is a chance to include a video message.

Anywhere you can type a message, you can add a video to bring that message to life. This is even more true today than it was a few years ago with the BombBomb Google Chrome Extension and with the BombBomb keyboard feature in the mobile apps. Both of these features give you access to the video recorder and to your video library to use video messages anywhere you are on your laptop or smartphone.

Video messages are like email messages: you use them throughout the day, every day, whenever you need or want to. They’re useful across the entire customer lifecycle, across the entire employee lifecycle, and within your personal and professional networks.

When Would I Send? | 3 Signs You Should Add a Video

In the next section, we’ll share more specifics on when to send. And once you get going, you’ll start to see new opportunities for yourself. Here, though, are three signs your message should include a video.
As you’re evaluating all of the messages being sent on your behalf by systems and platforms and as you’re thinking about all of the times you click “Send” yourself, look for these qualities to know that it may be a great spot to add a video.

1. **Personal Connection**

   Whenever a primary goal of the message is to make a personal connection, to build trust or rapport, or to establish or strengthen the relationship, consider video.

   Especially early on in a relationship, video will make people feel like they know you before they ever meet you. This is incredibly valuable. But this aspect is also incredibly powerful for the long-term. When it’s important to stay in front of team members, customers, strategic partners, and others over a long period of time, show up in a more personal way from time to time by sending a video.

   Though we intellectually know that you’re appearing in a video, our brains — via mirror neurons — experience you as if you’re physically near (click for more). Experiencing someone through video triggers the release of oxytocin, the hormone of bonding and connection that’s most commonly produced through physical touch (click for more).

   **Sending videos creates connection.**

2. **Emotion or Tone**

   Whenever the message has a strong emotional component, whether positive or negative, manage the tone and intention by talking rather than typing.

   We’ve all misread an email or been misunderstood in a text message — sometimes with significant consequences. Often it requires long back-and-forth exchanges to arrive at clarity. Whenever you type out a message and send it, you’re giving away control over how your message is received, read, and
understood. Did your recipient just enjoy a major win or get some fantastic news? Or did the person just realize that he or she made a major mistake or endure a terrible misfortune? The answer influences how your message is being read.

Stop giving away control. Convey your intended emotion and tone by communicating the message with your whole self. Positive examples are variations of “thank you,” “good job,” or “congratulations.” Negative examples are variations of “I’ve got some bad news” or “I’m sorry.” Your sincerity in these moments can’t be faked; people can feel it. Similarly, the time and attention you’re giving the person can’t be faked; people appreciate it.

A quick caution: if you don’t really mean what you’re saying, don’t send a video. Just as much as people love the honesty and sincerity video delivers, they hate phoniness and inauthenticity … and our sensitivity meters for them are high!

4 Detail or Complexity

Whenever you’re struggling to make clear a detailed or complex message by typing it all out, think about recording yourself — or yourself and your screen together. Video is a great way to reduce friction and confusion.

Some things are just easier to explain by talking through them. And some things are best explained with a show-and-tell using BombBomb’s Screen Recorder. Explain something in layperson’s terms. Walk someone through a form, report, presentation, or software solution. Don’t answer a question with five paragraphs of text and three links for more — that starts to look and feel like a homework assignment. Instead, just look the person in the eye and talk to her or him.

You’ll know this works because back-and-forth exchanges get shorter, you’re spending less time writing, and people thank you for the quality and specificity of your message.
A review of your own or your team’s touchpoints with customers, employees, and other stakeholders is always a good idea. As you’re considering blending video messages in with your other types of communication, it’s a great idea — especially with these three signs in mind.
When Would I Send?

ACROSS THE CUSTOMER LIFECYCLE

"Once you and your team start using video messages, you’ll immediately start to see more ways to use them."
When we talk about “customer lifecycle,” we’re talking about all the time and all the touches from initial prospect awareness through a long, healthy customer relationship that’s sustained in a perpetual growth loop. Across that lifecycle, we’re clicking “Send,” our team members are clicking “Send,” and our systems are sending messages on our behalf.

Review these messages and identify those that would be better if they included a video. Of course you’d be looking to make a better personal connection, to manage emotion and tone, and to make detail or complexity digestible. And, as already mentioned, once you and your team start using video messages, you’ll immediately start to see more ways to use them.

Let’s take a look at the customer lifecycle, following this bow-tie funnel.

The purchase, transaction, or commitment happens in the middle (Commit). Generally speaking, marketing and sales are on the left side (Acquisition). On the right, you have customer success and account management (Expansion).

If you’re in a smaller organization, one person may cover many or even all of these touchpoints and stages.

If you’re in a larger organization, you may have an entire team of people dedicated to one aspect of one stage alone.
Depending on your strategy, these steps may be automated, truly personal, or a blend of both. You’ll lean more automated for higher-volume, lower-cost products and services with shorter sales cycles. You’ll lean more personal for lower-volume, higher-cost products and services with longer sales cycles.

To get you started, here are specific ideas for video messages across the customer lifecycle.

**Acquisition**

**CUSTOMER AWARENESS**

Your goals during the Customer Awareness phase are to put a face with the name, to generate a response, to initiate a conversation, and to qualify the opportunity. A few ideas with an emphasis on personal connection ...

**Replying to or reaching out to inbound leads with a video**

- Affirm the inbound activity and drive the next step with an evergreen video in high-volume situations.
- Affirm the inbound activity and invite a conversation with a truly personal video in high-value situations.
- Put a face with the name, reinforce your brand and positioning, build trust and confidence, and provide a next step.
Outbounding to potential customers based on specific targeting or intent data — with video as one of the touchpoints

- Send personal, one-to-one videos by email with warmth, specificity, and relevance in high-value situations (using our Gmail integration, by copying/pasting HTML, or linking into Outlook or any other email client).

- Add videos to automated emails with as much detail and relevance as possible based on targeting criteria in high-volume situations (using our Outreach integration, CRM integrations, or by copying/pasting HTML or linking into any system).

- Add videos to LinkedIn messages by recording with the BombBomb Google Chrome Extension and copying/pasting the link into LinkedIn messages. (This will include the automatically-generated animated preview and your video title, so use both for personalization and relevance.)

Pairing video messages with voicemails, refer to the other message in each message

- Lead with the video message, then call when the video is played.

- Lead with the voicemail and mention that you’ll also be sending a video message.

- Let them know you’re just putting a face with the name, then reinforce the value, opportunity, and call-to-action.

CUSTOMER EDUCATION

Your goals during the Customer Education phase are to draw a vision of a better future around the problem or opportunity, to set and hold more appointments, and to build trust, rapport, and re-
relationships. A few ideas with emphasis on personal connection and on detail or complexity ...

**Manual or automated value-based nurturing specific to lead source or lead type**

- Answer your top three to six frequently asked questions in simple videos and have them available in your video library. Pre-populate these videos in BombBomb or CRM emails and send them manually as needed or by automation.

- Respond to any inquiry or reply with a truly personal video, especially if you’ve not yet communicated directly with the person.

- **Focus on three things in these videos: what you know about the person’s problem or opportunity, why and how your product or service addresses it, and how you make the other person feel (think: warmth, trust, confidence, approachability).**

**Setting meetings, demos, or appointments — evergreen or personal**

- Confirm your high-volume, standardized appointments with an evergreen video (thank the person, promise specific value, and remind of any next steps to take before the appointment), include date/time/location details in the body of the email and refer to “all the details down below” in the video, and further customize the body of the email to the specific person to make it more relevant.

- Confirm your high-value, personalized appointments with a personal video (thank the person, promise even more specific value, remind of any next steps to take before the appointment), mention date/time/location details in the video if possible, but include them in the body of the email regardless.
The purpose for doing this in videos is to increase show rates by building personal connection and by building anticipation and perceived value of the meeting.

**Following up after the appointment in a truly personal way to restate salient points, readdress any concerns or objections, tap into the initial excitement, and draw the vision of a better future**

This is one of the most valuable videos you can send — focus on making clear that you appreciate and understand the person and his or her situation, use words and phrases that he or she used in the meeting, readdress the top objection that came up, double down on the most exciting or positive thing shared, and reinforce the next step(s).

Outline this video before recording it, always make it personal, and suggest that the person forward the video to anyone else who may be involved in the decision-making process to allow yourself to position the opportunity in your own words.

Know that the act of sending videos before and after your meetings, appointments, or demos will immediately differentiate you from any other competitors in consideration, all other factors aside. Doing it perfectly doesn’t matter … simply doing it does matter.

**CUSTOMER SELECTION**

Your goal during the Customer Selection phase is to become the provider of choice for your product or service offering. A few ideas with an emphasis on detail or complexity ...

**Engaging and empowering your internal champion(s)**

Maintain consistent contact and build psychological proximity with your internal champion(s) within the prospective customer account by sending short videos with updates, ideas, and encouragement.
Based on your typical sales cycle, come up with an amount of time you don’t want to pass without getting face to face with your internal champion(s). Block five minutes every X number of days to send a quick video. (For longer sales cycles, the period of time can be longer — for example: every two weeks during a six-month sales cycle.)

Don’t talk exclusively about the sales process, make some of it personal based on social media and other things you know about the person, company, and industry, and mention details learned through previous conversations and exchanges.

Introducing yourself personally to other decision makers

Ask your internal champion for others who’ll influence the decision or be directly involved in making the decision and keep notes on details he or she offers about each.

Send truly personal videos to the top decision makers, speak to any of the notes you have, make yourself available to answer any questions, and provide links to resources like meeting recordings, meeting recap videos, or other relevant assets.

Making peer-to-peer video introductions from, for example, your CTO to their CTO

Increase awareness and understanding of the opportunity and build relationships between organizations with personal, peer-to-peer introductions.

Ideally, these would be simple video messages recorded by your leader or executive and sent by her or him directly to her or his peer in the other organization.

This can also be done one-to-many, for example with your CEO introducing herself or himself to the entire leadership team of the other organization.
Presenting the proposal or offer with a video

✔️ Make this video truly personal to the individual, team, and/or organization.

Reinforce the value, benefits, and transformation that the proposal represents — with the confidence and enthusiasm of a partner in their success.

✔️ Speak specifically to any terms, details, or timelines that were discussed or negotiated to confirm that their needs or wants are addressed in the proposal or offer.

Make clear the timeline and next steps in the video and in the supporting text.

✔️ Suggest that the video be forwarded to additional decision makers.

Walking through terms, conditions, documents, contracts, and other details with a screen recording

✔️ Work with other team members to identify common points of friction or confusion in your contracts or other supporting documents.

✔️ Screen record an evergreen video to address those points, show where they are, explain what they mean, and explain why they’re there.

✔️ For specific inquiries or high-value opportunities, do this in a personal screen recording and address that person’s or account’s specific questions or concerns.

✔️ Keep the tone positive, confident, and reassuring.
Responding to any inquiries with a truly personal video as additional decision makers emerge, details get more specific, and timelines get more important

✔️ The time, attention, and care you demonstrate by personally addressing questions and concerns reinforces the trust you’re building and the perception of you not just as a service provider but as a strategic partner.

Commit

CUSTOMER COMMITMENT
Your goal during the Customer Commitment phase is to mitigate buyer’s remorse and reinforce the value and benefit to be realized. A few ideas with an emphasis on emotion and tone ...  

Sending personal “thank you” videos to every decision maker involved

✔️ If there were eight decision makers involved, send eight separate videos.

✔️ Keep each short and sincere.

✔️ Whenever possible, add a detail about the benefits or points of excitement specific to that person and his or her role.

Sending peer-to-peer “thank you” videos from, for example, your CRO to their CRO

✔️ This is similar to the activity in Customer Selection, but as a message of appreciation, rather than of personal introduction.

✔️ Again, this is best done one-to-one, but can be done one-to-many.
Introducing the next people involved in the relationship, like an onboarding manager, customer success manager, or account manager

✔ The goal is to transfer the trust, familiarity, and confidence built leading up to the commitment to the next phase of the relationship.

✔ Your team’s primary point person (typically a salesperson) appears in the video with the next person (typically an account manager) or, if that’s not possible, alerts the internal champion or decision-making team that he or she will be reaching out with a video introduction.

✔ Introduce yourself, reiterate the motivations, desires, and goals of the new customer, and offer the next steps.

Expansion

CUSTOMER ONBOARDING

Your goals during the Customer Onboarding phase are to confirm the customer’s motivations, intentions, and goals, set the customer up for success, and to provide information and training to move the customer forward. A few ideas with emphasis on personal connection and on detail or complexity ...

Sending a “thank you” and “(what I think I know about you and this opportunity)” video

✔ This is a bridge between Commitment and Onboarding.

✔ In the video and in the supporting text, make the call-to-action a reply to confirm what you think you know (primary motivations, goals, desired outcomes, etc).

✔ To the degree that onboarding and training are personal or account-specific, incorporate and restate these confirmed ideas in later videos and sessions.
Providing a setup and training sequence that includes some video instruction

✔️ Identify frequently asked questions, points of confusion or friction, and the most important things a new customer needs to know.

✔️ Answer these questions in separate videos and sequence them in the most logical order.

✔️ Automate the sending of these video messages with your CRM or marketing automation platform.

✔️ Include supporting text, bullet-point lists, and links to related resources.

✔️ Consider screen recordings when “show and tell” would be especially helpful.

Setting and confirming training sessions

✔️ This is kin to setting and confirming appointments in the Customer Education phase.

✔️ Promise value to increase show rates on the training sessions.

✔️ Use an evergreen video for high volume and a personal video for high value.

Following up personally or automatically to reinforce key aspects of training sessions

✔️ Because people are often watching with one eye and listening with one ear, reinforce the most important need-to-know ideas with a short video after the training session.

✔️ Provide a link to the full training session in that message, and drive it as a call-to-action in your video.
The emotion here is positive and excited; the training and education of the new customer will close the gap between where they were and where they want to be — the transformation that your product or service enables.

Providing feedback, encouragement, and early wins via video message

The goal for any new customer is to reach goals and achieve desired outcomes on time and with as little friction as possible.

Identify small, early achievements and milestones that show progress and reach out in a personal or automated video with encouragement.

Identify early signs of stagnation or friction that inhibit progress and reach out in a personal or automated video to promote action and to make yourself available to help.

CUSTOMER IMPACT
Your goals during the Customer Impact phase are to affirm that the customer is getting what she or he paid for, to show progress and achievement of desired outcomes, and to introduce new problems or solutions to tackle together. A few ideas with emphasis on emotion and tone and on detail or complexity ...

Providing consistent account updates (cadence may shift from weekly to monthly or from monthly to quarterly as the relationship matures)

In high-value situations, block time in your calendar to review the activity and progress of a customer or an account and to reach out with a personal video to support further activity and progress.

In high-volume situations, send evergreen videos at particular points in the customer lifecycle with a “By now, you should have seen/done/experienced ...” types of messages. The
sends can be automated and a call-to-action could be to schedule a call, schedule a meeting, join a training or educational webinar, or access other resources.

- Use video to humanize the connection to your people, company, product, and service, to resell and reaffirm your value, and to improve the quality of communication and education.

- Consider using screen recordings when “show and tell” would be most effective.

**Setting, confirming, and following up after account reviews**

- As with setting, confirming, and following up with any appointment, a video allows you to communicate the value and increase meeting set and hold rates.

- The follow-up video message functions as a recap of salient points and an accountability touch for both sides; use video to emotionally reinforce the positive future you’re working on together.

**Celebrating milestones of success in an evergreen or personal video**

- Think of your most successful and satisfied customers and what their journey with you was like early on. What were the important milestones or achievements? What were the friction points and hurdles to overcome? Write them down.

- For high-volume situations, send an evergreen video by automation or by trigger congratulating customers on a particular milestone or achievement or helping customers at potential hurdles or points of friction.

- For high-value situations, send personal videos by trigger or by time blocking for the same purpose.
Managing negative situations

✔️ This one is useful across the entirety of customer and employee lifecycles, but it’s especially valuable in this phase.

✔️ Gracefully, directly, and sincerely managing negative customer experiences through video can save and even enhance a relationship and assure that your customer reaches the coveted Growth Loop.

✔️ No matter the situation or communication channel, take care to follow up on a negative exchange or experience with an apology, restatement of the issue, and steps being taken to resolve the situation.

✔️ This message should come from the most appropriate, highest-ranking member of the organization in high-value situations.

✔️ This message should be personal, even in high-volume situations.

CUSTOMER GROWTH AND GROWTH LOOP

Your goal during this phase is to increase customer lifetime value through retention and expansion, through repeat purchasing, and/or through referrals. A few ideas with emphasis on personal connection and on emotion and tone ...

Sending videos on a one-to-one or one-to-many basis to stay in touch, remain visible, and maintain top-of-mind awareness

✔️ This is essentially a “thank you” and “we’re here for you” message, but one that feels more human for the face, voice, and sincerity in the message.

✔️ You may not have a call-to-action in this video or in this message; if you do, it’s based on your expertise and guidance.
This is especially helpful when transactions and commitments are few and far between.

**Launching new products and services**

- This is typically done one-to-many or one-to-all.
- This is often best done with a screen recording video or even a “produced” video that’s uploaded into a BombBomb account and sent by email and other channels.
- Keep in mind that some of the videos you’re producing for social or other channels can be sent and tracked in email as well.
- Be clear on the call-to-action related to the launch or release and reinforce it in the video and in the text supporting the video.

**Introducing additional problems or opportunities with which you can help**

- Once you’ve achieved the initial or primary desired outcome for a customer or an account, introduce additional outcomes.
- Leverage the trust, relationship, and results you’ve built to get in front of new decision makers or teams within the customer account or organization to introduce these new opportunities.

**Inviting customers to training, events, and webinars**

- This is often done one-to-many or one-to-all.
- Use the video to create excitement, promise value, and drive the click to register.
- Follow up after the event with all registrants; provide key takeaways in a short video and link to the full recording (if available).
Getting customer feedback through video replies or by setting up, confirming, and following up after interviews

- At high volume, this is best done with an automated video email — an open invitation for feedback through a video reply, form, survey, or interview.

- If high value, the customer is best reached with a personal video with the same invitation.

- The feedback you collect should inform you about your processes overall, including your video communication in particular. You might identify other friction points that would benefit from the personal touch, emotion and tone, and detail or complexity that video helps manage.

Staying ahead of contract renewals

- For high-volume, charged-credit-card situations, include an evergreen video thanking the customer and reminding them of the problem you solve, opportunity you create, or value you provide in a message sent X days or Y weeks before the annual renewal. This isn’t as necessary for monthly charges, but is a nice touch semi-annually or annually in that case.

- For high-value, signed-contract situations, send a truly personal video thanking the customer, recappping highlights, and reminding them of the better future your partnership represents X days or Y weeks before the renewal.

- As with presenting the initial proposal or contract, you might include a personal video with the renewal message itself.

Requesting referrals, testimonials, or online reviews

- Video allows each of us to be more clear and persuasive, so when making asks of a customer’s time, consider using video.

- This can be a truly personal touch or an evergreen video.
By making the request in a video email, the customer is one click away from being in the right spot.

By using BombBomb’s Reply with Video feature, customers can send a video back to you (even if they don’t use BombBomb) and it automatically goes into your account. With their permission, send it to other prospects and customers or download it for use in other channels.

Sending peer-to-peer videos from, for example, your CEO to their CEO

This can happen from any team and at any level, and the goal is to build familiarity, trust, and conversation between the two organizations.

This can be based on duration of account, contract renewal, specific achievements, or just a regular, calendar-based check-in.

These are generalized ideas to help you see all of the opportunities you and your team have to be more personal and to improve your customers’ experiences throughout their journey.

These videos may be automated or personal.

They may be one-to-one, one-to-many, or one-to-all.

They may be sent from Gmail, Outreach, Salesforce, Zendesk, BombBomb, Google Chrome, mobile apps, your CRM, or other systems and platforms.

They may be manually sent or they may be triggered.

We cover several of these concepts in STAGE 4: SYSTEM. And you can see all the BombBomb integrations right here.
If you need a little help along the way, our team regularly provides guidance and consultation to find the best places to start implementing video to attract and retain customers.

**Final Customer Lifecycle Recommendations**

Look at your process, sequence, or cadence of pre-commitment touchpoints (Emails, voicemails, direct mail, text messages, social messages, meetings, etc.)

**Questions:**
Where would you, your team, and your customers benefit from more personal connection, clearer emotion and tone, and simplified detail or complexity?

At which points do deals slow or even stall?

**Recommendations:**
Add a video to at least one quarter of your touches (at least every four touches).

Modify the touches or the sequencing of them accordingly.

Refer to the video in adjacent touchpoints (before and after) and refer to adjacent touchpoints in your video.

Focus on points where deals slow or stall as places to add a human touch, build trust, increase persuasiveness, and add clarity.
Look at the length of your average sales cycle (the time from initial contact to commitment; how long it takes to close a deal)

Questions:
How early should you get face to face?
How often should you get face to face?

Recommendations:
Send a video within the first three days of a new opportunity.

Send a video within the first two days of learning about a new or additional decision maker in the process.

For sales cycles shorter than 60 days, don’t let more than a week go by without an opportunity for someone to experience you “in person” through a video message.

For cycles 60 days or longer, don’t let more than two weeks go by without an opportunity for someone to experience you “in person” through a video message.

Think about why customers stay (and leave) and why customers refer you (or don’t) (What’s going well and poorly in the post-sale process?)

Questions:
What are the make-or-break aspects of a long-term customer relationship?

Which moments or experiences produce the most positive or negative feedback?
Recommendations:
Send an evergreen or personal video to reinforce long-term trending with each customer who’s on track.

Send an evergreen or personal video to correct short-term trending with each customer who’s not on track.

Add a human touch to the moments and experiences producing the extremely positive feedback by sending an evergreen or automated video message. Consider adding a gift or even an ask (referral, online review, etc.).

Add a human touch ahead of the moments and experiences producing the extremely negative feedback to mitigate risk by sending an evergreen or automated video message.

These messages may be automated from your CRM and based on any of a variety of data sources.

These messages may be triggered based on reports or alerts delivered to the most appropriate person in your organization.

These messages may be sent during time blocked specifically for this activity.
When Would I Send?

ACROSS THE EMPLOYEE LIFECYCLE

“An excellent employee experience is a necessary precursor to an excellent customer experience.”
Nearly everyone working in a professional capacity can benefit from sending simple video messages in place of some of their faceless, typed-out text. Naturally, then, this type of communication isn’t just for reaching our customers, it’s also for our team members. Even if you work in the same office, you don’t have as much face time as you need or want and, as anthropologist and cultural researcher Edward T. Hall has been paraphrased: culture is communication and communication is culture.

**Our brand is our promise to our customers. And our employees decide — through their thoughts, words, and deeds — whether or not that promise is fulfilled. They deliver the experience.** They fulfill the promise. An excellent employee experience, then, is a necessary precursor to an excellent customer experience.

The same bow-tie funnel can be used to look at our employee lifecycle. On the left side, they discover our organization, that there may be a cultural fit, and that we may be a desirable team and company to join. On the right side, they become valuable, contributing team members and begin a long, mutually-beneficial relationship with us.

As with the customer life cycle, personal connection, emotion and tone, and detail or complexity are things to look for to know that a video can help.
Acquisition

EMPLOYEE AWARENESS

Just as video differentiates and humanizes you and your company with potential customers, it does the same with potential employees.

**Congratulating target recruits on accomplishments or achievements**

- Showing personal attention to ideal hires is something their manager may not be doing. You’re acting as if you’re their manager or supervisor by providing specific, positive feedback.

- By doing this in a video, you’re no longer a faceless voicemail, faceless email, or faceless email signature — you’re now a person they might recognize at a networking event.

- There’s no faking the time and attention that this requires and the impact is significant and meaningful.

**Making yourself available to target recruits for conversation, coaching, or connection**

- This is a nuance or variation on the “congratulations” or “good job” use case above.

- Put a face with your name, share a one-liner about your focus or intent, explain why this is relevant and valuable to the person, and ask for a reply with interest in a conversation.

- Again, this person’s manager or supervisor may not be investing in or developing her or him; you’re making a meaningful touch if it’s sincere and well-targeted.
Responding to inbound inquiries from potential hires

✔ Through LinkedIn, our personal networks, and other means, potential hires introduce themselves to us or are introduced to us.

✔ Regardless of whether or not you have a specific opportunity available, get face to face with this person and provide a piece of positive feedback or guidance.

✔ **When made a habit, this builds relationships, enhances your personal brand, enhances your company’s brand, and comes back around in a positive way.**

Responding to applicants on open positions

✔ Send truly personal videos to highly desirable candidates thanking them for their interest and sharing some details about the timeline, process, and next steps.

✔ Send evergreen videos to other candidates thanking them and sharing those details.

✔ The vast majority of candidates, of course, do not get hired. Giving a little extra care through video leaves a strong, positive impression that helps you and your organization standout from the black holes into which many candidates apply.

✔ In case it’s not yet clear, nearly every person in your organization will benefit from adopting personal video messages, including your in-house recruiters and talent management team.

**EMPLOYEE EDUCATION**

What is your company all about? What is the culture like? What types of customers do you serve? How are you structured and organized? Answers to these questions are better demonstrated than explained.
Setting, confirming, and following up after initial meetings with target recruits

✔ Put the recruits and interviewees at ease by introducing yourself and your company before you meet in person, by phone, or by video call.

✔ Set rates and show rates on interviews, calls, and meetings should not be problematic here; this creates a personal connection and helps set expectations.

Setting, confirming, and following up after interviews

✔ This can be personal or evergreen, depending on volume.

✔ If evergreen, the video’s purpose is to make the candidate feel appreciated and understand next steps.

✔ If personal, the video’s purpose is similar, but more specific to the individual and may include some constructive feedback for the person.

Sharing videos featuring team members, culture, core values, and other important aspects of the employee experience

✔ This will typically be an evergreen video, recorded or produced once and used over and over as useful or relevant.

✔ This may be composed of employee testimonials or scripted and shot.

Responding to inquiries from target recruits and desirable candidates

✔ As the communication opens up during the hiring process, you may get questions from potential hires. Save time, improve clarity, and build relationships by replying with a simple, personal video.
EMPLOYEE SELECTION

Why you? Why now? Why are you the employer of choice right now? Why is this the opportunity for the new hire to take right now? Answer these questions and align other stakeholders in the decision through video — the best way to demonstrate sincerity and enthusiasm.

Introducing yourself, your company, and the opportunity to any other decision makers in the process (spouse, significant other, etc)

✓ Build familiarity, trust, and confidence in others who will affect the hiring decision.

✓ Introduce yourself and your company and make yourself available via reply or even a call.

✓ Add a personal detail about the person you’re considering hiring and why it’s of interest to you and to the potential hire.

Presenting the offer with a video highlighting key points, especially points of negotiation

✓ This is similar to presenting the offer to a customer.

✓ Speak to points of interest and points of friction, including any details you discussed or negotiated prior to putting the offer together.

✓ Convey again the value and benefit of the opportunity.

Walking and talking through a screen recording of the offer or contract to explain any potential points of confusion or friction

✓ This is similar to walking through an offer or contract with a customer.
This “show and tell” approach allows you to preempt questions, concerns, and friction.

Keep your face on the screen. Stop, look into the lens, and reiterate important points.

Responding to inquiries from the potential new hire

Again, throughout the process, you may be fielding questions as they arise.

Save time and improve clarity by answering the question in an unscripted, unproduced video.

If the question and answer affect any other decision makers in the process, encourage the person to forward your video to those people.

Commit

EMPLOYEE COMMITMENT

Again, buyer’s remorse is a natural occurrence. And it happens with decisions big and small. Accepting a new role with your company is among them. Keep the positive, welcome feeling alive — and enhance it — with truly personal video messages.

Sending “thank you and congratulations” messages to new hires and other decision makers

As with customers, your goal is to maintain enthusiasm and mitigate buyer’s remorse.

Share in the video your own excitement, but also speak to one or two things motivating the new employee and/or other decision makers.

Sending “thank you and welcome” videos from senior leaders to new hires and other decision makers

Receiving a truly personal video from one or more senior lead-
ers is a gift of time and attention that can’t be faked. Make the new team member feel valued and welcomed.

✔ Provide your senior leader(s) with a few specific details about the person, her or his background, her or his new role, and one or two points of excitement or motivation.

**Building anticipation, setting expectations, and reminding about next steps in the window between commitment date and start date**

✔ Don’t let enthusiasm wane between the commitment and the start; continue to transfer positive emotions and useful information on a regular basis in that gap.

✔ The new hire is likely sharing the news with family, friends, colleagues, and others in their personal and professional networks; equip them with reminders or new details that they’d be proud to share.

✔ Make sure the transition goes smoothly by including details about next steps or deadlines.

**Expansion**

**EMPLOYEE ONBOARDING**

Ramp time to productivity isn’t equally measurable in every position, but it’s equally important. Get your new team members comfortable, confident, and productive with a strong orientation process that includes personal and evergreen videos.

**Sending personal “thank you and welcome” videos from team members, managers, and/or senior leaders**

✔ This is a strong, cultural habit that your entire organization can embrace.

✔ Anyone and everyone should be encouraged to participate.
Be sure to share a little about yourself and mention something you have in common with the new hire, if possible.

Including evergreen videos in the all-company and team-specific training and orientation materials, especially with screen recordings for details and processes and face-to-face videos for purpose, vision, culture, and other felt-but-not-seen characteristics

As with some of the Employee Education opportunities, these videos may be more formally and “professionally” produced.

If video training is hosted within a talent management or educational platform, reinforce key learnings, lessons, and takeaways with short, simple videos sent directly to the new hire.

Include in your onboarding personal video messages from leaders of each team, department, or function. Have each person introduce herself or himself and share what the team is responsible for and how it fits in with the rest of the organization.

Having the new team member introduce herself or himself to the rest of the team or to the entire company — solo or with the hiring manager

This is similar to team members introducing themselves to the new hire, but in reverse.

This is a one-to-many or one-to-all send from the new hire to some or all of the organization with a quick intro, role or position, and perhaps an interesting and personal fun fact.

This touch brings the new team member to life, allows the team to connect through vulnerability, and creates reasons for team members to reach out and engage in conversation with the new hire.
EMPLOYEE IMPACT

Are you getting what you need and want from the employee? Is he or she getting what was expected from the role, the work, and the opportunity? Stay on the same page even when you can’t stay face to face. Stay on the same page without having to schedule specific meeting and appointment times. Scale your “in-person” presence through recorded video messages.

Providing coaching, training, and development feedback asynchronously; send it as it comes to mind or as an experience triggers it; time block in your schedule to provide feedback on a regular cadence

✔ Even in a healthy culture, one-on-one meetings between employees and supervisors only happen once a week or bi-weekly, but opportunities for feedback, training, and coaching come up every day.

✔ Continue to get face to face in real time to develop team members, but also use the benefits of recording videos (time saving, clearer communication, nonverbal cues, asynchronicity) to provide more continuous feedback.

✔ After a short time to reflect, follow up your one-on-one meetings with a recap of salient points, next steps, and anything else you’d like to share with that team member.

Saying “thank you,” “good job,” or “congratulations” to your own team members and other team members — publicly to the entire group or privately to the individual

✔ This one is like the videos you should be using to build your habit, but focused internally on team members rather than on family, friends, and people in your personal network.

✔ People need and want to know that you recognize and appreciate their effort and that you recognize and appreciate them as team members and fellow humans.
You might send some one-to-one videos to the individual and you might send some one-to-many or even one-to-all videos to publicly praise the person.

**Sharing progress updates on personal and team goals with the right emotional tone to spur on an accelerated pace or to encourage a maintained pace**

- This one is ideal for time blocking. Block time at the same time every week to provide an update on a one-to-many or one-to-all basis.
- Consider collecting input from other team members to include in your update.
- Take advantage of the opportunity to share sincere emotion and stay face to face.

**EMPLOYEE GROWTH AND GROWTH LOOP**

Just as it’s more expensive to attract, convert, and onboard a new customer than to keep a great one, it’s expensive to replace great employees. Improve growth and retention within your staff by staying face to face throughout the day and week, even when you can’t be there in person.

**Consistently communicating with team members**

- For long-term tenure and success, employees need to feel connected to their peers and supervisors and to feel like their work matters. Get face to face more often and communicate with clarity and sincerity by sending video messages one-to-one, one-to-many, and one-to-all in place of some of your typed-out text.
- Send a simple video before an important meeting to set expectations, promise value, and motivate preparedness and a simple video after that meeting to recap salient points and reiterate next steps.
Sending business updates to the team or the entire company from senior leadership

- Many team members don’t get face time with senior leaders; video helps close the gap and build a psychological proximity and connectedness to leadership.

- This is especially valuable to keep different teams, departments, and functions aligned, motivated, and “rowing” in the same direction.

- Make this a weekly habit. Rotate it between leaders if necessary. Be as honest and transparent as you can be about goals, accomplishments, and challenges.

- **Praise people and teams for their successes.** Solicit input from other leaders in advance of recording so you don’t miss good opportunities.

- Consider closing your videos with a challenge or call-to-action to team members. Open the next video with stories, examples, or successes from people who took on that challenge.

- Your preparation and delivery of this type of video message keeps you aware and aligned yourself. And when you send it by video email, the replies keep you in touch with team members throughout the organization.

Publicly and/or privately praising individuals and teams within the company for specific successes and achievements

- This is mentioned as an element in the all-company video message described above, but a one-to-many or one-to-all thanks, congratulations, or good job video can also be done on a standalone basis.

- This is especially powerful in skip-level situations. For example, when a mid-level manager shares with an executive the effort or accomplishment of a front-line worker, the executive should
reach out directly to thank or congratulate the front-line worker.

✔️ As with any expression of gratitude, it’s meaningful both for the subject of the praise and for the person sharing that praise (you!). This also creates a positive culture when made a habit.

**Launching new initiatives, challenges, or events (make it a campaign)**

✔️ Too often, we overlook awareness, belief, and buy-in from our team members when we launch initiatives, offers, products, features, and other customer-facing projects. Communicate the what, how, and why to employees in video for connection and clarity.

✔️ You can’t just say something once in one channel and assume everyone a) heard it and b) gets it. Build a campaign with multiple touchpoints, some of which include videos, to keep the organization on the same page.

✔️ Don’t use the video to describe all of the details of the initiative. Instead, use the video to bring the message to life, add some enthusiasm, and convey the “why” behind it. Support the finer details in links, attachments, or the email body.

**Announcing new open positions**

✔️ Have the hiring manager or someone on your talent management team announce new positions to your team or organization.

✔️ The goal isn’t just the “what” — you’ve got a job description for that. Use the video to communicate more of the why, to provide context and clarity, and to emotionally sell the opportunity and vision.

✔️ You can use the video externally (including it in the job posting, sharing it through social media, etc), but its primary use is
internal so the entire team understands the position and how it helps the company.

**Requesting referrals for open positions**

- This one is tied to the previous use case; close internally-sent videos with a request for referrals or internal applicants.

- Requests for referrals could be added to a weekly video from a senior leader, highlighting a few of the most critical positions that are open.

- This could also be done as a standalone video from someone on the talent management or human resources team sent weekly, bi-weekly, or monthly by email and also shared through internal communication channels like Slack.

- If there’s a financial incentive, mention that when you request referrals.

These are just a handful of ideas across the employee lifecycle. Your employees need to feel seen, heard, and appreciated. Any time you might send a handwritten note or a gift … send a truly personal video in addition or instead. Any time you have a coaching or development opportunity, don’t wait until the next one-on-one. Introduce the thought, let them think about it, and then discuss it in person.

Any time you’re clicking “Send” or allowing a machine to shoot out emails on your behalf is an opportunity to connect and communicate more effectively with the people who truly drive the success of your organization … your people.
When Would I Send?

TO BUILD YOUR PERSONAL NETWORK

"We all want a network of strong relationships. Real relationships. And video can help."
Because it’s simply a way to connect and communicate, videos in emails, text messages, and social messages can be used any time for any purpose. With family and friends. As a volunteer for a non-profit organization. For coaching a soccer team.

Naturally, then, it applies across the entire customer and employee lifecycles, as well as to your personal networking. This is a muddier zone, but one that’s critical to your long-term success in the fullest sense. It’s not strictly personal. It’s not just business. These people are important to you even though they may never become customers or employees.

We all want a network of strong relationships. Real relationships. And video can help.

Because there are clearer opportunities and more pressing needs, we often approach networking in a haphazard way — with very little intentional nurturing of relationships. And while we won’t break it down using the customer and employee bow-tie funnel, we can still think of the people in our personal and professional networks in a similar way.

We make an initial connection, but then what? Some connections fade, but others grow beyond our initial vision, imagination, or hope. The difference is attention, appreciation, and action.

Here are a few ideas for initiating and developing relationships (left side of funnel), for what we’ll call the point of relationship
commitment (center of funnel), and for managing and growing relationships (right side of funnel). Some of these can be done with evergreen videos, but truly personal videos are always more meaningful and impactful.

**Relationship Initiation and Development ("Acquisition" Side)**

Whether at a conference or tradeshow, through a mutual connection, by a chance encounter, on a social network, or some other way, you connect with all kinds of people. Some of those initial interactions seem of sufficient quality and interest to pursue.

Follow up after the initial encounter with a simple, personal video. Put a face back together with your name. Share one thing you liked about the person or the interaction. Remind them of your interests and expertise.

**Reaching out with an evergreen or personal video to new LinkedIn connections**

- As with every video messaging opportunity, this is more effective as a truly personal video, but at volume, you may need to supplement with an evergreen video.

- For maximum efficiency, but at a compromise to effectiveness, record an evergreen video in which you introduce yourself, thank the person for connecting, and share one or two things you’re capable of providing her or him (things you’re an expert in or working on). Copy and paste the link to that video from your video library for each new connection.

- For maximum effectiveness, time block one period each week or so to record personal videos for each of your new LinkedIn connections.
connections. Spend a minute learning about each person before recording, follow our recommendations for the evergreen video, but also lean into a couple of personal elements you’ve learned about that person.

✔️ If the goal is to initiate a conversion, be sure to end your evergreen or personal video with a question to which he or she can respond.

✔️ Keep these videos under one minute, if possible.

**Sending personal videos after smaller, shorter networking events to the people you enjoyed connecting with most**

✔️ One of the main reasons we attend in-person events, virtual events, and hybrid events is the networking; we meet like-minded people. Turn that activity into real relationships by reaching out with a truly personal video to the people with whom you connected.

✔️ Be sure to include a personal element, such as a detail or topic you discussed, an interesting or funny thing that happened, or where you left off in the conversation or exchange.

✔️ No matter how you execute this, you’ll stand out from all of the other attendees by taking this extra step.

**Sending evergreen videos during and after larger, longer events to most of the people you meet (and personal videos to the few people you truly connected with)**

✔️ For both types of videos, put a face back together with your name, provide a very quick background, mention the event, mention the contact information included in the body of the message, and consider closing with a question to produce a conversation.

✔️ For truly personal videos, include some of the personal elements described in the previous use case.
Send by email, LinkedIn messaging, or text message.

Consider blocking time the week after the event to follow up with the most interesting or valuable new contacts you have based on their engagement with your video message.

Sharing a “thank you,” “congratulations,” “good job,” “sorry to hear,” or similar personal message by email, text, or social messaging

Your social media feeds are filled with timely, relevant reasons to reach out to the people in your network, such as birthdays, holidays and other special occasions.

Demonstrate with your time and sincerity that you care about this person by going beyond the social media like or comment and sending a video message.

Consider recording with the BombBomb Google Chrome Extension or mobile app (mobile keyboard), then sending through that social network’s messaging system.

These types of touches separate you from the pack and let other people know that you’re paying attention, that you appreciate them, and that your relationship is meaningful.

Relationship Commitment (Center)

Without a signed contract or a hiring agreement, what is the moment of “commitment” with someone in your network? Let’s call it the first favor. The first “yes” someone gives that costs time, money, expertise, or similar — the first notable deposit in the goodwill bank.

This could be a call for advice, feedback, input, or referral. It could be a personal introduction to someone in your network. It could be reviewing a piece of content before it’s published. It could be anything; you know it when you feel it.
Requesting, setting, and confirming an appointment or meeting

✔ You’re more clear and persuasive in video than you are in plain, typed-out text.

✔ Your intentions, motivations, and sincerity come through better face to face.

Following up after the appointment or meeting

✔ As with other meeting follow-ups, thank the person for her or his time, recap a couple key points of conversation or key takeaways, and reiterate the next steps.

Responding to inquiries and opportunities requested of you

✔ As with replies to inquiries from customers and employees, answering with a personal video shows a high level of attention to and care for the other person.

✔ As with all videos, you’ll likely save time, be more clear, and make a stronger impact.

Making a mutual introduction or referral to someone in your network

✔ In this situation, it’s possible or even likely that you’ve not yet met the person you’re introducing in person and that you’ve not seen the person to whom you’re making the introduction in some time.

✔ Get face to face, add a positive note about each person, and explain why you’re making the introduction.

Replying to a mutual introduction or referral made for you

✔ Whether you’re being introduced or receiving an introduction, “Reply All” to both people with a personal video message.
With sincerity and enthusiasm, thank the person making the introduction and introduce yourself to the new person.

**Thanking the other person for their gift of time or expertise**

- Saying “thank you” in a voicemail, in a handwritten note, or a gift basket is nice. But sending a personal video message allows your appreciation to be felt.

- Don’t just say “thank you.” Include a detail about how this person’s time and insights will affect your thoughts, actions, and future.

- Whether or not you’re saying “thank you” in another way, be sure to send a video.

**Relationship Management and Growth (“Expansion” Side)**

The first exchange of value shouldn’t be the last. Instead, it can be the start of a long, meaningful relationship sustained by so many exchanges that it’s impossible to ever keep score. Think of that relationship in which “no” is never an option or even instinct when you get a request — you go straight to “how” and “when” in thought and action.

How do you get there? By looking to return the favor. By consistently staying in touch. By actually caring about what’s going on.

**Proactively offering an introduction or favor**

- This video message is trigger-based. When you see an opportunity to be of service or value, reach out.

- Greet the person, mention the last interaction you had, mention the reason you’re reaching out, and be clear about the next step or call-to-action.
Proactively checking in to see what she or he is working on or what’s new

✔️ This video message is time blocked. Block some time weekly, monthly, or quarterly to reach out to people with personal videos.

✔️ The goal here is meaningful connection, renewed conversation, and valued attention. You may or may not have a call-to-action.

Going beyond the social media like or comment to a direct and personal video message

✔️ Your social media feeds are full of timely and relevant reasons to reach out to people in a personal way.

✔️ Click “Like” and leave a comment, but record a personal video with the Google Chrome Extension or mobile app (mobile keyboard), copy the link, and share it in that network’s messaging system.

Alerting him or her to a relevant piece of news or information that may affect their company, industry, competition, family, etc

✔️ When you see a headline, read a story, discover a podcast, learn about a book, or encounter something that might be of value to someone in your network, reach out with a personal video, especially if you’ve not seen her or him in some time.

✔️ Note your last interaction, where you encountered the information, why you thought of her or him, and what he or she might do next.

Reaching out on holidays or special occasions

✔️ Consider blocking time each day or each week to reach out on birthdays; use social media if you don’t have them recorded in a calendar or CRM.
Block time in advance of holidays to send one-to-one videos to the most important people in your network and a one-to-many video to other people in your network. By starting a few weeks before other people start sending cards, notes, emails, and gifts, you can further stand out.

Recognizing someone for their work, ideas, or accomplishments

- Block time each week to reach out on a one-to-one basis to acknowledge or even congratulate people on their achievements.

- Your social media feeds are filled with this information, including job changes and promotions in LinkedIn.

Saying thank you, good luck, or congratulations

- This is a specific variation of video follow-ups on things you see on social media.

- This is similar to the two videos you should be sending into your personal network every day for the first 30 days of your video journey — as prescribed at the opening of this guide.

- This is a healthy habit and will always be one of the easiest and most effective things you can do with video.

At first, being methodical in your relationships by using these strategies might feel a little odd. Maybe it even feels inauthentic to you at first. But keep in mind, people will remember you for how you make them feel. Be authentic, and when people see your face, hear your tone, and feel your sincerity, they will want to continue connecting with you. Try it out, and see how it enhances your personal and professional relationships.
Stage 2: SELF
Stage 2:

SELF

“Good news: you’re good enough.”
From Stage 1, you should have many ideas about when you and your team should start sending videos, as well as a sense of what you might say at that time. Remember, take care not to overthink what to say — and not to undervalue how you’re saying it.

Now, you find yourself at Stage 2. And there’s no way around it: you’re probably not going to like the feeling of turning the camera on. You’re probably not going to like how you look and sound. You’re probably going to wonder if you’re doing it right, if it’s good enough, if you’re good enough, and if all this is worth it.

**Good news: you’re good enough. And with a little bit of practice, you won’t have any of those thoughts and feelings slowing you down.**

In this section, we’ll share seven key ideas and the STEP Method to help you develop comfort and confidence in front of the camera.
The Normal Experience

It’s perfectly normal to doubt yourself. It’s perfectly normal to feel uncomfortable. Very few people like the way they look and sound when they get started with recorded video. Odds are, you’ll have a similar experience.

Maybe turning on that camera makes you suddenly notice how deep the wrinkles on your forehead have become. Or maybe you never noticed how high-pitched your voice is before. Or maybe you just can’t take your eyes off that funny thing your mouth does when you talk. Trust us — every single one of us has these insecurities (even the people you would never guess might be insecure). This is part of being human. And being human is how others are more able to connect with you. When you allow yourself to be seen, in all your imperfections, you are giving other people permission to allow their imperfect selves to be seen as well.

Recorded video is different from other experiences in which we’re seen and heard by others. It’s different than showing up for coffee or lunch with a customer or prospective customer. It’s different than showing up in the conference room for a meeting with your team. It’s different from getting on a Zoom call with a target recruit.

The difference? It has more permanence than these other experiences. You can play it back. And many people do (even though you shouldn’t). As a consequence, you have an ability you don’t have in a meeting or a video call — to judge yourself more harshly. To fret over every frame. To cringe at every “um” and “uh.” Over and over again.

This isn’t fair to yourself and this isn’t useful, but it is normal. As you read through the following ideas, this should become more clear.

Remember: your discomfort is perfectly normal.
The Paradox of Vulnerability

The discomfort you’re feeling when you turn on the camera or play back a video is vulnerability. Professor, researcher, and author Brené Brown defines vulnerability as the feeling of uncertainty, risk, and emotional exposure.

Think about all of the best things that ever happened in your life. Most of them are characterized by some degree of uncertainty, risk, and emotional exposure. Starting a new business or taking a new job. Proposing marriage or accepting the proposal. Trying out for the team or pushing for a personal best. Vulnerability characterizes them all.

We like to avoid feeling vulnerable, but we shouldn’t. It is foundational to human connection and belonging. And therein lies the paradox:

The reason this style of video can be difficult to adopt is the exact same reason it’s so effective and satisfying once you adopt it!

When you offer yourself and your message in a simple, honest, and authentic video, you’re being yourself. You’re letting your guard down. You’re taking your mask off. You’re allowing yourself to be seen — really seen. And you’re giving others permission to do the same, so they’re drawn to this. With guards up and masks on, we can’t truly connect. When we’re open, honest, and vulnerable, we can.

In so much of your online experience, you’ve had very tight control. Control over your sentences — typing, deleting, retyping, copying and pasting. Control over the pictures you post — no, not that one. Control over your videos — shooting takes and retakes, then editing and adding effects.

Your imperfection is your perfection.
In so much of your professional life, you’ve tried to “act as-if.” You work to hide perceived weaknesses. You overemphasize strengths and successes. You put on a pleasant or confident face, even when everything feels wrong inside. We act as if we’re perfect or nearly perfect. And it’s exhausting.

So, this approach to your digital communication is new. It goes against both of these trends. But letting go of the need for perfection and control opens up the opportunity for more satisfying work, stronger relationships, and better outcomes.

**Remember:** the vulnerability you feel is a strength, not a weakness.

Also remember: your imperfection is your perfection. Being vulnerable and sharing your imperfections allow other people to connect with you and gives them permission to show their real selves in return.

### The Problem with the Status Quo

Early on in your video, it’s important not to lose sight of the reasons you started. Most of them have a clear relationship with the richness and efficacy of video communication. Your video need not be perfect to be far more rich a piece of communication and far more effective in conveying the intent and meaning behind your message.

Video gives you so much more richness than plain, typed-out text does. It allows you to tailor messages to your own personal requirements. It allows you to communicate a variety of different cues — emotion, tone, attitude, formality, sincerity, etc.

When you type out a message and send it off, you tend to be clear about your intention and meaning. But when that message is opened up on the receiving end, you have no control whatsoever about how it’s received. It’s completely up to your recipient — and what’s happening to them in that moment — to
determine your intent and meaning. We’ve all been misread and misunderstood before.

That’s just one sign of the shortcoming of text communication. Beyond that, your text doesn’t differentiate you. It doesn’t build trust and rapport. Your reader doesn’t mentally assign a human writer to the text; it’s truly dehumanizing.

On the other hand, when you record and send a video, you remain in control of the emotion, tone, and meaning the entire time. That emotion is even transferred to the viewer, who’s experiencing you “in person.” Your close, virtual proximity is in the personal space where social cohesion and shared emotion occur.

So, as you work to get comfortable being on camera, seeing and hearing yourself in video, and sending yourself off to others in video messages, know that even your earliest efforts are better than the status quo … more faceless text on a screen.

Remember: video has more richness and efficacy than text or voice.

For more insights and research on this topic, see Chapters 2 and 3 of *Rehumanize Your Business*.

4 Being a “Video Person”

One consequence of the initial discomfort people feel on camera is that they begin to believe it’s not for them. You may find yourself saying or thinking “I’m not a video person” or “Video isn’t for me” or “I’ve got a face for radio.”

These are common reactions. They’re stories we tell ourselves. They’re permission we give ourselves to quit before we ever begin in earnest.

Here’s the fact: there is no such thing as a “video person” in the context of simple, personal video messages.
To be incredibly successful with video messages, you needn’t be dynamic, you need only be relatable. Whenever you are yourself, you’re relatable. Whenever you’re honest, you’re relatable. Whenever you’re helpful, you’re relatable. Whether you’re dry, outgoing, analytical, fun, measured, playful, or serious, you need only be true to yourself to be relatable.

If you’ve enjoyed any level of success in your life and career, people can relate to you. If you’ve ever had a customer or team member say “yes” to your opportunity or request, people can relate to you. If you’ve ever had someone in your network do you a favor or pay you an unsolicited compliment, people can relate to you.

You’re not trying to become an Instagram “influencer” or a “YouTuber” with a zillion followers. You’re not hosting The Tonight Show. You’re not starring in the next Wes Anderson film. And you’re not performing the Super Bowl halftime show. You’re simply making some of your day-to-day communication more personal, human, and effective with your webcam or smartphone. You’re not acting or performing, you’re just being yourself.

Remember: this opportunity is for everyone.

Making it About Them (not About You)

This tip is related to the previous one. Some people fail to adopt video because they tell themselves that it’s a selfish, “Hey, look at me” tactic.

This tip is also related to the initial discomfort you feel. You feel it because you’re thinking about yourself. You’re worried about yourself. You’re protecting your own ego and self-image.
The more you think video is about you, the less likely you are to adopt it. The more you make your video messages about you, the worse your results will be.

This type of video is whatever you make it. It’s you. If you’re a selfish egocentrist throughout your day, that’s how you’ll be perceived in your videos. The same is true if you’re a humble person who likes to help others. The video isn’t about you; it’s about the other person and about your relationship.

To increase the likelihood of adoption, stop thinking about yourself and think more about the other person — answering her or his question, providing a compliment or a piece of good news, being sincere and gracious.

To increase the likelihood of success, stop thinking about what you’ll get out of it. Focus on the other person — considering what’s in it for her or him, asking yourself why he or she should watch your video, thinking about why she or he might reply back.

**Remember:** video isn’t about you.

6 Basics of Light and Sound

One of the great things about personal videos is that it’s not about getting professional equipment or becoming an expert videographer. But there are still some easy, basic tips that will improve the quality of your videos. You can find various ways to set up with video in our *Salesperson’s Guide to Video* and in Chapter 8 of *Rehumanize Your Business*, so we won’t go too deep here on production tips. But some basic knowledge can provide some confidence.

We like to think of videos in terms of meeting a “good enough” threshold. From a production standpoint, ask yourself: can we see you and can we hear you? Is this better than if you typed out a similar message? On your very first attempt at a video message,
the answer to these questions is almost certainly “yes,” even if you don’t perceive so yourself.

A few notes about lighting:

✔ More light is always better than less light.

✔ Video graininess and video lag are often the result of insufficient light.

✔ You don’t need special “studio” lights — overheads, desk lamps, table lamps, floor lamps, clamp lamps, or any other lamp will do.

✔ The light should come primarily from in front of you, not behind you.

✔ Your light should be balanced rather than all from one side.

✔ A window is a great source of light, but notice how it changes throughout the day.

✔ Supplement a window with an additional light as needed.

✔ Heavy shadows on your face are a sign that you should change your lighting (add more light, move a light, rotate or move yourself, etc).

A few notes about sound:

✔ People will settle for bad video more easily than they’ll settle for bad sound.

✔ Getting closer to the microphone is always better than being farther from it.

✔ Echo in your sound can be reduced by having more soft surfaces around to absorb sound bouncing around the room (drapes, sofa, pillows, blankets, etc).
If you have an external webcam like the Logitech C-920 or C-930, it likely has a nicer microphone than the one built into your laptop — be sure it’s selected when recording.

Among the features of your smartphone is an actual phone — it’s meant to capture sound, and the mics on your earbuds or AirPods are great tools.

Try to avoid tapping or brushing the microphone, to avoid wind noise when outside, and to avoid anything else that will muffle or distract from your voice.

If you typically work in a crowded or busy space, consider adding “noise-canceling” to your search for a microphone or headset.

Don’t get too deep into these details. Odds are, we can see and hear you just fine for the purposes of your video message. We’ve seen videos with very noticeable production flaws be wildly successful and produce remarkable results. Sending video messages is more important than thinking about, talking about, or planning it.

Remember: the “good enough” threshold is lower than you think.

Whenever you decide to upgrade your equipment, B&H Photo Video is a great place to browse and read expert reviews (we don’t have affiliate links or any relationship with B&H; we just like their organization and the quality of their reviews).

- LED lights
- USB microphones (laptop/desktop)
- Mobile microphones
- Noise-canceling headsets
- Logitech webcams
Other places you might browse and read reviews include Amazon and Adorama (again, we don’t have any financial incentive to recommend either of these companies).

7 Your Surroundings

The most important thing to know is that there’s no “right,” “proper,” or “perfect” place to record your video. When you’ve progressed well through all four stages of adoption, including **Stage 4: System**, you’re prepared to record and send video messages wherever and whenever the opportunity arises. So listen to, then silence any mental restrictions or limitations you’re putting on yourself.

For your most common recording area (for many of us, that’s at our cubicle, office or home office), try to adhere to these very basic guidelines:

- A tidy space free of distracting clutter
- A head-and-shoulders shot that’s not too close and not too wide
- A few personal items that tell a little bit about you (photos, books, awards, plants, etc)
- A space with plenty of access to good lighting (window, overhead, lamps, etc)
- A space generally free of too many visual or audible distractions

**BONUS TIP:**
recording videos while safely parked in your car can provide clean audio and video and it’s a great way to use time between meetings or appointments
Wherever you’re recording, try to have your camera at or above eye level for a more flattering shot. If you’re using your laptop, prop it up with a stand or with a few books. If you’re using your smartphone, hold it up rather than down.

Again, these are very basic guidelines, not rules. If you work in a busy office space, a busy coworking space, or even a busy coffee shop, your video welcomes people into your environment, your experience, and your life. If you’re out and about, a mobile video can bring someone into your immediate situation in a way that allows people to connect with you.

8 Practice (Really Practice)

The Mandarin language. The french horn. Skiing, tennis, or running. Chess. Driving. Any new skill you want to develop demands practice. Most things that you practice regularly you get better at doing. This style of video communication is no different.

The best way to gain comfort and confidence in your videos is to practice. Practice doesn’t mean acting like you’re recording a video — it means recording videos. And practice doesn’t mean recording videos but not sending them — it means recording and sending videos.

There’s no reason to expect to feel comfortable or confident in your first few videos. No reason at all. So don’t put that pressure on yourself or on your team members.

Instead, think of people you know and who know you. Scroll your social media feeds. Make a list of a few dozen people. Time block five or 10 minutes each morning to record and send as many videos as you can in that time. Thank you, congratulations, good job, sorry to hear, what’s new, how are you, and other simple messages are sufficient.
By getting in these repetitions, you’ll get familiar with your setup and equipment, you’ll get familiar with the recording interface and process, you’ll get comfortable starting and ending your videos, and you’ll get replies that confirm that this is a different and better way to reach out to people.

You’re on a journey here. It’s an iterative process. The more videos you record and send, the more adjustments and improvements you’ll make. There’s no other way to adopt video successfully than to get started doing it.

**Remember:** practice.

### The STEP Method

This framework carries into Stages 3 and 4, but as mentioned previously, you’ll be working on Stages 1, 2, and 3 simultaneously. It’s simple enough that it’s especially helpful in the early stages. Like the light and sound tips, it may give you some confidence early on.

**What does STEP stand for?**

- **Smile**
- **Time**
- **Eye Contact**
- **Personal**

**Smile at the beginning and end of nearly* every video.**

Don’t wait until the timer’s counted down; start smiling before you click to start recording. You’ll be in a better state of mind and you’ll be more attractive to your recipient.

*Obviously, if your message includes bad news, makes an apology, or requires you to meet someone in a less-than-positive emotional space, a smile may not be appropriate.
**Time is valuable so keep your videos concise.**

Try to keep your videos under one minute in length unless it’s extremely relevant to the recipient (for example, answering a specific person’s question or showing a specific process people must go through). The less you know your recipients and the less targeted the send is, the shorter your video should be — under 30 seconds.

As a basic rule for any video message, say as much as you need to, but not much more. The single best reason to re-record a video is to deliver the same message in a shorter amount of time.

**Eye contact is the key to connection.**

Look into the camera lens throughout most of your video recording. This is how you make eye contact with your viewers — and eye contact is how we engage people and connect with them. Don’t look at a script, at yourself, or at anything else on your screen. It’s fine to look off as you gather a thought, but look into the lens most of the time.

**Personal videos are successful videos.**

When you record truly personal videos, make sure the person receiving it knows it’s just for her or him. Note it in the subject line and/or in an opening line of text explaining why the person should watch the video. Write their name, draw their logo, or make a relevant note on a whiteboard that shows up in the message even before they click play. Show their website, LinkedIn profile, or another relevant web page in a personal screen recording video. Say their name and mention why you’re sending the video right off the top. They’ll appreciate the gift of your time and attention, especially when you make it clear around the video and not just in it.
NOTE:
We’ve created this **glossary** in case you’re unclear about any of the words or phrases we use in this guide.

RESOURCES RELATED TO SELF:

*Rehumanize Your Business*

*The Salesperson’s Guide to Video*

*Get Comfortable on Camera*
Stage 3: STRUCTURE
When we’re clear on what’s in it for the other person first, we create a much clearer, more compelling, and more effective message.
You’re clear on the situations in which you’ll send a video (Stage 1). You’re getting confident and comfortable doing it (Stage 2). And you might be seeing mixed results.

If you’ve sent 20 or 30 videos, you’ve likely seen replies like “Wow, thanks for taking the time to make that video for me” or “Best reply ever” or “How cool, great to see you.” But you’ve also likely wondered why he didn’t open your email or why she didn’t play your video.

The act of sending a video message remains remarkable and differentiating; it stands out. But just because you record and send a video doesn’t mean that people will automatically engage with it. And it can’t make up for poor messaging, segmentation, or targeting. Do expect the addition of video to your communication mix to give you a lift, but don’t expect magic.

Perfection is unattainable. Over the long run, you won’t achieve 100% open rates, 100% play rates, or 100% reply rates. But there are some simple, structural aspects to recording and sending video messages that are often overlooked and that will increase your results.

**The Approach**

A healthy approach to a video message is similar to a healthy approach to any piece of marketing or communication. We need
to think about what’s in it for the recipient or recipients. People are too busy and competition for attention is too high to send messages that lack clarity and value.

So often, when an email goes unopened or a video goes unplayed, we ask ourselves “Why didn’t she open my email?” or “Why didn’t he play my video?” This question is both backward-looking and self-motivated. We’re asking the question too late and we’re asking why we didn’t get what we wanted.

To be more forward-looking and customer-centric, we should begin the process by asking “Why would she open this email?” or “Why should he play this video?” before we type a single word or record a single second. When we’re clear on what’s in it for the other person first, we create a much more clear, compelling, and effective message.

**INDIVIDUAL CONSIDERATIONS**

To adopt this mindset, consciously ask “Why should she open this email?” before creating your next four or five messages, whether they’ve got a video in them or not. It won’t take long before this becomes second nature and you start phone calls, meeting agendas, video emails, and other pieces of communication thinking about the needs, interests, and motivations of the participants and recipients.

**TEAM CONSIDERATIONS**

Talk about this in one-on-ones and in team meetings. Assess the messages and touchpoints that are overperforming and underperforming through the “What’s in it for them?” lens. Review video emails and video messages in one-on-one and team settings. Talk about the goal and the result — again, through a customer-centric filter.

**AUTOMATION CONSIDERATIONS**

As you plan to add videos to your automated sequences and cadences, be sure to approach it from this “Why would he play this video?” line of thought. Benchmark the performance to date, then
rewrite, add video, and restructure the messages. When you bring the messages to life with video and you add clarity and value, expect these automatically-sent messages to generate better results.

The Text

A common default for people getting started with video messages is to send the video — and only the video — as the entirety of the message. Again, because it’s not especially common to receive a video in an email or in a LinkedIn message, this can and will produce some results for you. But it’s not ideal.

Compared to plain, typed-out text, video provides you clearer communication, human connection, and higher conversion. But a little text along with your video makes the message more effective. The text should be complementary to the information in the video — not redundant. If everything you say in the video is also typed into the email body, you’ll have an email that’s too long and you won’t have a compelling reason to play the video.

SUBJECT LINE
Make it as personal, specific, curious, and value-based as possible. When in doubt: be clear. Clear always beats clever.

REASON TO PLAY THE VIDEO
What’s in it for your recipient(s)? What will they learn or get by watching the video? Find one interesting or useful angle and ask them or tell them to click play … with a reason.

PERSONALIZED PREVIEW
We’ll cover this in The Animated Preview section that follows.

CALL-TO-ACTION
What should they do next? Reply, call, click, or similar. Be very clear about what should happen next. Be sure to mention the CTA near the open and close of your video, as well.
OPTIONAL DETAILS
If you list a few things in your video or provide some level of detail, type up a light summary as a courtesy to your recipient(s). Don’t make them take notes — provide them. As a reason to play the video, you might list three of the four points and let people know the fourth point is in the video.

Here’s an example of a nice blend of text and video ...

amos@example.com

Big milestone and small favor, Amos

Hi Amos!

You’re closing in on an exciting milestone! Play the short, personal video to learn more...

Play 1 minute video

Please take a minute or two and send me a video back! Thanks and congratulations.

James Monroe
Business Development Specialist
Obviously, you don’t have to follow this exact format, but you should provide a reason to play the video and a clear call-to-action. This should all be preceded by the “Why would?” and “Why should?” exercise. The clearer you are in your mind before you type and record, the more your subject line, email body, and video will work together for the benefit of the people you’re reaching out to.

The Animated Preview

BombBomb automatically takes the first three seconds of your video and loops it as an animated preview of your video. We also automatically display the length of the video with a “Play 32 second video” or “Play 2 minute video” banner on it. The animation connotes “video” far better than a static image and the video play duration manages expectations; together, these elements produced a 48.9% increase in video play rate when we launched them.

This animated preview provides you another tool, along with the subject line and opening line of text, to help drive the video play. To inspire thoughts on how you can use this to your advantage, we offer the TUNED Method: Team, Unexpected, Name, Emotion, Detail.

TEAM
Include other team members in the beginning or throughout your video as an additional gift of time and attention and to make it more dynamic.

UNEXPECTED
Do something unexpected to disrupt the pattern, generate interest, and earn attention. This could involve where you are, what you’re doing, what’s going on around you, what’s in your background, and other interesting, unexpected elements. These will be brought to life in the animated preview that BombBomb automatically generates for you.
NAME
Include the person’s first name and/or company name on a whiteboard, show their business card, or find another way to let the person know it’s just for her or him.

EMOTION
Capture the positive or negative emotion you’re trying to convey through facial expression and body language.

DETAIL
Display a detail that’s familiar and highly relevant to the recipient(s). For example, show their website or LinkedIn profile in a screen recording preview, include a reference to an interest or hobby, or add a detail that’s very specific to that person.

As your subject line is to your email open, your animated preview is to your video play. As your recipient(s) assess whether or not to open your email, they rely on your “from” name, your “from” email address, and the subject line to judge trust, interest, and value. The same is true of judgments about your subject line, opening line of text, and animated preview in deciding whether to click play.

The TUNED Method gives you several ideas to get going.

Again, this journey into video messaging is iterative — you’ll get more comfortable, more confident, more curious, and more effective as you go.
Stage 4: SYSTEM
You’ve adopted successfully when you and your team are always ready, willing, and able to record whenever the opportunity presents itself — and you’re automatically looking for and acting on those opportunities.
As you start recording and sending video messages, you’re engaging in and making progress in Stages 1 – 3. But even people who approach mastery in those stages may not have fully achieved video normalization, systemization, and habituation. It’s painful when our team hears something like this: “Whenever I use BombBomb, I make money but … I don’t use it consistently.”

Successful adoption of video is achieved when it’s a regular part of your workflow — like emails, phone calls, meetings, and other everyday norms. Recording a video becomes normal when it’s fast, easy, and accessible. You’ve adopted successfully when you and your team are always ready, willing, and able to record whenever the opportunity presents itself — and you’re automatically looking for and acting on those opportunities. From there, you’re identifying and sharing additional opportunities that reveal themselves.

What follows are some ideas and recommendations to make sure you successfully adopt video messaging as a standard business practice.
Start with One or Two Use Cases

Because it’s simply a means of communicating, video messages can be used any time. Based on your own ideas or ideas you picked up in the Stage 1: Script section of this guide, pick one or two of the easiest, most valuable, or most interesting use case ideas and start implementing them.

If you don’t get clear and specific about one or two ways to use video, you may not use it at all — it will sit in your mind as an available, vague, and abstract opportunity until it fades away. Likewise, if you identify 15 times video messages could be useful, you may find yourself or your team members overwhelmed. Instead, pick your focus and get going.

By focusing on just one or two use cases, you’ll get very good at them. You’ll get comfortable with the software, with your equipment and setup, and with the process of recording and sending. You’ll start to see the feedback loops of text replies, video replies, and video reactions.

As we’ve seen with thousands of people and teams before you, your use and use cases will grow from there.

Find Your Ideal Recording Environment

No matter your BombBomb subscription level or account type, you have many ways to record and send video messages available to you. But we’ve observed that most customers get most of their usage from one or two places. For example: she sends 85% of her videos from Gmail through the Google Chrome Extension, but he...
sends 90% of his videos from the iPhone app. Find the one or two recording environments — web app, mobile, Chrome, Gmail, or another integration — and lean into it. This recommendation is similar, of course, to choosing one or two use cases to start. The more focused you are, the more likely you are to get confident, comfortable, and proficient.

Send with Triggers, Time Blocking, and/or Automation

As you plan the adoption of video messages into your business communication, put your use cases into one of these three buckets: triggered sending, time-blocked sending, or automated sending.

TRIGGERS

Triggers are based on an if/then rule for yourself or your team members. Simply: if or when (this) happens, then I send a video message. For example ...

☑️ When I have a meeting with a prospective customer, then I follow up afterward with a personal video.

☑️ When I get a referral or personal introduction, then I reach out to say thank you to the referring person and introduce myself to the person referred.

When you systemize your approach to video, you’ll have at least a few events that occur throughout your day-to-day or week-to-week that trigger a video send.
TIME BLOCKING

Time blocking is just as it sounds. You and your team can block a specific period of time one or more days per week for a specific video activity. For example …

☑️ A 15-minute “Thank You Thursday” time block from 7:30 – 7:45am every week to send five or six “thank you” or “good job” videos to people.

☑️ A 30-minute block every Monday, Wednesday, and Friday afternoon follow up on open opportunities or to provide updates on active projects or opportunities.

☑️ A 10-minute block every Friday morning to send an internal update to your entire team.

As your team gets started with video, have each person block five minutes at the end of each day to send a video to the team leader with a highlight from the day and a preview of what you’re working on tomorrow.

And, again, one of the best ways to get comfortable and confident in video messages is to block five minutes each morning to send two videos to people you know (“thank you,” “good job,” “congratulations,” etc) for an entire month.

A FEW ADDITIONAL TIPS AROUND TIME BLOCKING …

Keep a running list throughout the week of people, ideas, and opportunities to execute on during the time you’ve blocked.

Commit to a minimum of five cycles of the time block (whether daily, weekly, monthly, or another cadence) before judging its effectiveness.

If you miss, double-book, or blow off a time block, make it up immediately. If you miss twice, move the block to a different time of day or a different day of the week.
AUTOMATION
Automation is also just as it sounds. Any email being sent out of any system can include a video from your BombBomb account. This could be a campaign or sequence of automated emails, like sales nurturing, customer onboarding, or employee onboarding. This could be a one-off, automated email like an account renewal notice or a congratulations message at a customer milestone. The video may be added through a BombBomb integration with a company like Outreach or through the embed code you can copy from the Chrome Extension or web app and paste into virtually any CRM or email system. Adding videos to system-sent messages is a great way to add consistency to your usage and to get face to face at scale.

Mix Evergreen vs Personal Videos
You’ve seen this language throughout gude, but it’s worth noting it again here. Evergreen videos are recorded once and used over and over again, either as an automated send or as a manual send triggered by a specific event, circumstance, or occurrence. Truly personal videos are recorded once for a specific person or a specific group of people.

You’ll likely use a mix of both types of videos — and sometimes for the same use case. For example, you can record an evergreen “thank you,” “welcome,” and “introduction” type of video to share with every new LinkedIn connection through LinkedIn messaging. But when you make an especially important or valuable connection, you might record a truly personal one, rather than use the evergreen.

EVERGREEN VIDEO TIPS
Review all of your automated sending and find places to add an evergreen video to bring the message to life — to make it more clear, personal, and effective. List out frequently asked
questions or common needs of prospects, customers, employees, or other stakeholders and record videos to address them; send based on a triggered event or inquiry. These are typically sent by trigger or by automation. Click here for more tips.

PERSONAL VIDEO TIPS
Almost always, a personal video will be more effective than an evergreen video. The gift of your time and attention alone increases its value, and the specificity of talking on a one-to-one or one-to-few basis increases its relevance. These require less preparation or planning than evergreen videos and should be as normal as sending an email or text or picking up the phone. These are sent by trigger or time blocking.

Send One-to-One, One-to-Many, and/or One-to-All
Another sign of full adoption is that you’re seeing and acting on a variety of video opportunities with regard to the recipients. The easiest and most comfortable place to start is with truly personal, one-to-one video messages. But don’t miss the opportunity to send updates to your entire team or to everyone working on a specific project or process. And once you’re comfortable, add some videos to messages you’re sending to your entire audience, community, or customer base.

One-to-All Video Messages
Just because the audience is larger doesn’t mean you need to spend significantly more time and energy producing the video. A simple smartphone or webcam video is still “good enough” as long as the information is relevant to the group. And the goal isn’t to send the video, it’s to generate results. So pay attention to your tracking and analytics. Change the subject line
and resend it to people who didn’t open within three or four days. Send personal, one-to-one videos to the people who engaged most to generate personal conversations.

**One-to-Many Video Messages**
A daily, weekly, monthly, and/or quarterly update to different stakeholder groups keeps you in front of people and keeps everyone updated. Provide status or progress updates, reminders on deadlines, and praise for remarkable contributions. Or segment a large group of people into more targeted groups so you can customize the video message more specifically to their needs and interests. As with larger, one-to-all sends, be sure to follow up with people based on their engagement or lack of engagement with your video message.

**One-to-One Video Messages**
Again, this is the most effective type of video because you can maximize the personal, specific, and relevant aspects. Be sure to use the subject line, opening line of text, and animated preview to assure that the person knows you’re sending the video message just to her or him.

The video message system, process, and habits of you and your team are iterative. Together, you’ll learn and grow. You’ll double down on some efforts and abandon others. You’ll start with one or two time blocking ideas and add in one or two trigger ideas. If you arrived at this opportunity most interested in sending videos to lists of people, then begin following up one-to-one.

*Take some time to brainstorm. Document the ideas. Implement, and then improve them. Talk about what’s working well and what still needs some work. Don’t assign someone to design an 85-point plan for the full adoption of every type of video message you imagine. Start small and keep going. The system will reveal itself. The habit is formed one send at a time.*
Conclusion

“Be more personal and more human in the digital channels you rely on every day.”
Rehumanize your business communication. Be more personal and more human in the digital channels you rely on every day. Increase the connection between your employees and your customers. Get face to face more often with the people who matter most to your success.

**Top Takeaways**

1. Video messaging is a new skill and it requires behavior change.

2. The motivations and goals of the individual, team, and organization must be aligned for successful adoption.

3. You’ll work on the first three stages of adoption simultaneously: **Script**, **Self**, and **Structure**. You’ll work on the fourth, **System**, as you iterate based on what you learn as you record, send, and track.

4. You have video opportunities across the customer, employee, and professional networking lifecycles. Look for personal connection, emotion and tone, and detail or complexity to know which touches would benefit most.
You don’t need or want a script. Just look people in the eye through the camera lens and talk to them.

It’s completely normal to feel uncomfortable when you get started. Practice is the best way to work through it and to come to the realization that your imperfection is your perfection.

Use the **STEP Method**: Smile, Time, Emotion, and Personal.

Before you record or type anything, think about what’s in it for the person or people receiving your video message.

Add a little text to your video messages; encourage the click to play and to drive your call-to-action.

Start with time blocking to send truly personal, one-to-one “thank you,” “good job,” or “congratulations” types of videos.

- Blend triggers, time blocking, and automation to increase sending and face to face time.
- Add evergreen videos to your truly personal sends to increase scale.
- Mix one-to-one, one-to-many, and one-to-all video sends.
- Know that truly personal, one-to-one sends are most effective.

This is something you can do. This is something you should do. Blending videos in with your other business communication gives you a more effective and more satisfying way to work every day! And today’s the best day to start.

Click here for a quick top takeaways one-sheet.
BombBomb is here to help, as we have been for a decade and as we have been for tens of thousands of professionals before you.

**Next Steps for Individuals**

Join the large and growing community of people from all kinds of roles in all kinds of businesses in all kinds of industries who’ve successfully adopted video.

**Additional ways we can help:**

- Onboarding video emails and webinars
- Monthly deep dive videos and live webinars
- Book: *Rehumanize Your Business*
- Podcast: *The Customer Experience Podcast*
- Support: BombBomb Support
- Social: LinkedIn, Twitter, Facebook, Instagram, and YouTube
- PDF: Get Comfortable on Camera
- PDF: *The Salesperson’s Guide to Video*
- Blog: BombBomb Blog

Be sure to get:

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[TRY FREE] [SIGN-UP]
Next Steps for Teams and Enterprise

Empower your entire team, department, or organization to increase visibility and connection with all of the stakeholders in your success. Share your goals and metrics with us and we can use our expertise to map video uses to your desired outcomes.

**Additional benefits of team accounts:**

- ✔ Increased visibility of video activity and efficacy by individual and in aggregate
- ✔ Content sharing across the full set of accounts
- ✔ Active team account management with one of our specialists

Want to learn more?

Click here to schedule a demo.