



## LNP 168

### How to Stand Out with Video Marketing Cheryl Tan

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**Kelly:** Hi this is Kelly, welcome back everybody. This week I had a business dinner and the topic of video marketing came up. Fortunate for us we have a pro this week, welcome Cheryl Tan. Tell us a little bit about yourself.

**Cheryl:** Kelly, it is an honor to be here on the Legal Nurse Podcasts. Thank you so much for having me. I love that the event that you went, they were all talking about video because that is a subject close to my heart. I've spent 20 years on TV as a TV news journalist, so video is my thing, but it wasn't always that way.

I started out in TV not ever having been on camera, so I know what it feels like to be uncomfortable. I know what it feels like to not feel like you have the right words coming out, so I can help listeners of this podcast feel a little bit more comfortable about getting on camera. This is a subject that I love to talk about, so thank you for asking me to be on the show.

**Kelly:** Before we get started, tell us a little bit about your background and then I have so many questions for you.

**Cheryl:** I was a TV news reporter, an anchor and a host. I love this career. It was an amazing opportunity to meet new people. I traveled. I worked at different TV stations along the East Coast, but TV news is not the best and most conducive schedule for a family. I did what a lot of people do as I kind of reevaluated.

I have three children and a husband with also a very busy career. It just made sense about 3-1/2 years or so ago to take what I've learned in TV news, which is talking to people and helping them communicate, helping them get on video and then helping them to connect with journalist and turn that into a business. That's kind of where I've used the experience that I gained in TV and turned it into something that I'm hoping will help a whole lot more people.

This year I'm really on a mission to help people tell their stories, to find their voice and bring those stories to life on video. I feel video is such a powerful medium. It's a way that people can connect with you in no other way other than in person. In person is clearly the best way to really get to know somebody, but now when you're so busy, video is the second-best thing. That's why so many people are talking about it.

**Kelly:** Yes, in fact at my dinner meeting this week that was probably the second most primary conversation that we had. It took up a lot of our time and I must tell you the thought of it is very intimidating. First and foremost, what suggestions do you have for someone like me that is just intimidated by the thought of it?

**Cheryl:** It's natural to feel nervous because on TV I remember talking to people who would be coaching us. We would occasionally get coaching as we went on the air and it's totally normal to feel that way. It would be odder because it's something a little unnatural. You're speaking into a box. I really don't know what it's like to speak with somebody in person because I've been speaking in front of a box for 20 years. It's just like a box with a little red light on top. However, that red light can be very intimidating because once it turns on you know that your words, your voice and your face are being broadcast to however many people are watching on the other end.

I think first acknowledging that it's okay to feel nervous is completely fine. The second thing is when you're talking about video. I think the reason that it's overwhelming is because somebody says to you, "I think you need to do video, go shoot a video" and from there what are you supposed to do with that.

The first thing I think we all need to think about before turning on the camera - maybe getting on Facebook Live, doing an Instagram live or Snapchat live or whatever that is - is to figure out what you want your video to do. I think once you figure out what that video is meant to do then you will have a better path to create the words you need to create so that it does what you want it to do.

For example, what's your business, Kelly? What would your video be about? Are you trying to meet more people? Are you trying to let

people know about your business? What would you be doing with this piece of video?

**Kelly:** Well it's twofold: legal nurse consulting and life care planning. Would it be educating my potential attorney clients? Would it be recruiting legal nurse consultants to my team?

**Cheryl:** Those are perfect. Let's pick one of those. Let's maybe talk about legal nurse consulting because I know it applies to a lot of people who listen to this show. Let's say you wanted to share a little bit of information about what legal nurse consulting is and how it can benefit your clients. Does that sound good?

**Kelly:** Perfect.

**Cheryl:** Okay, so we will use this video to educate potential clients. Let's give this video that job. That's all it needs to do. It needs to introduce you to someone who might potentially want to work with you and help them understand what legal nurse consulting is and why they need it. Automatically I think that makes it a lot easier. You're not just doing a video. You know in your mind who that person is that you're sending this video to.

Who is that person, Kelly? Is it a lawyer? Is it someone in the hospital system? Who is that person, that potential client that you're trying to reach?

**Kelly:** Attorneys.

**Cheryl:** So, it's an attorney, someone who maybe doesn't know you or maybe somebody who has heard of you. It doesn't matter, but a video in this can do one of two things. You can show this lawyer a behind the scenes of how you can help him or her in their business as well. Legal nurse consulting is something that is meant to help them do their jobs better, so maybe you show them a behind the scenes.

"Hi, I'm Kelly and I'm a legal nurse consultant. I just wanted to show you what happens here in my business."

Just take them through what you think they need to hear about or see about in your business for them to want to do business with you. It can be as simple as that. It doesn't have to be something that shared on

social media. I think that we automatically think that it should, and it can, but it doesn't have to be. It could be like a one-person video.

"Hi Bob! Hi Sally! This is what's happening in my business and I just want to show this to you."

That's one type of video. The second type of video that you can use if you wanted to reach an attorney is you can share with them a topic that's important in your field. I cannot begin to guess what exactly they would want to know about in legal nurse consulting, so let's think of a topic. We can do that, or we can make up something, but bring up something that you're seeing in legal nurse consulting that would be interesting to them and then create a short video about why it's important to them. Come up with that story framework.

Why would it be important to them? What solutions there are to solve this problem that you're bringing up? How do you solve it?

It's just those three components in a very short video. You can send that to them through email or that can be put on YouTube. Typically, the problem that you're talking about is probably something that all attorneys would be interesting in hearing.

**Kelly:** Yes, so do you recommend making it more general audience or do you recommend "Hi Bob!" with it being for a more specific person?

**Cheryl:** It depends. If you are going to send it to Bob, then you can say "Hi Bob." If it is something that could benefit a lot of attorneys, then absolutely, put it on YouTube. It's something that you can share on your Facebook page. When we're saying you're targeting lawyers, that's fine.

We're not saying that you're targeting all people. If you're targeting all people, that would be too generic. You're targeting lawyers and maybe even a particular type of lawyer. It's maybe a divorce attorney or a malpractice attorney. If you can even niche it down a little bit further and talk to all malpractice attorneys, all divorce attorneys or personal injury attorneys, then they will be able to see themselves in whatever examples you're talking about. You can put that on YouTube for sure and then you keep the "Bob" out of that.

**Kelly:** Okay, what type of equipment do you recommend we utilize?

**Cheryl:** Equipment is so much easier now. I remember when I started in news we had to carry these huge 75-pound cameras and then we would have to carry the decks, which held the tapes that we used. We then had to carry a tripod. This was something we had to do otherwise we have video that would not be suitable for air, but these days it's really very simple.

I would always start with the camera you have likely in your hand in your smartphone. These things are very sophisticated considering the tiny package that they are in. In my opinion you start small, so you would start with your iPhone or your Android. Those are perfectly fine by the way. There are so many upgrades to these cameras now versus three or four years ago even.

Let's say you decide to go all in on video and you say this iPhone is great for what we've been doing but we want to do more. Well then you get a DSLR. They are maybe \$600 or \$700, but chances are good you already have an iPhone or an Android and those work perfectly fine in shooting crystal clear video.

The two things that I would share with you if you're going to start with video is your camera. I'm going to assume that most of us have a camera.

**Kelly:** What I'm hearing is right now none of us have an excuse not to start this.

**Cheryl:** Yes, absolutely no excuse. What I tell you in the next two points will help you get started in thinking in video more than you did before.

Now that you have your camera and there's no excuses, so you're exactly right Kelly but the second one is lighting. Lighting can easily be fixed too. Right now, I am talking with you in my closet because I've got the best sound here in my closet. I've got all these clothes and the audio sounds pretty good, but my video opportunities here in my closet are not very good. What I always suggest is to use natural light. You can buy lights eventually, but if you're just starting out go into your kitchen. Typically, kitchens have big windows and you can use light from your kitchen window to illuminate yourself. If your light is coming to frame your face either to the front or the side, then you

have got all the light you need. Just make sure it doesn't come behind you because then you will be back lit.

The camera is first, lighting is second and then sound is third. Sound is probably one of the most important things because people don't want to have to strain to hear you. These days people are so busy they could be watching you on a video but maybe listening more than watching. They got four tabs open on their computer or they're writing a note while they're watching, so your video must be crystal clear. You do want to be in a room where the audio is something you think about. You can buy a microphone.

I have a microphone. It's an ATR 2100 and it was \$50, but if you don't want to invest in a microphone just yet it's totally fine. Use the earbuds that came with your phone. Use the earbuds that came with your iPhone or your Android just to block out outside noise, but make sure that you're in a quiet place. If you're looking for a quiet place, look for a place that has maybe window coverings like curtains or carpets.

The kitchen can work if you have got some carpet. Hardwood or ceramic tiles sometimes makes things sound a little tinny and hallow. Is that the worst thing? It's not, so don't let that be a deal breaker. If the kitchen is the only place where you can shoot video, shoot video there. Make sure you have got the light from the window coming on to you from the front or from the side and just get started.

**Pat:** Before I continue with the show I'd like to share a great resource for increasing your comfort with video marketing. In *Smart Video Marketing*, which is a 90-minute online training you will discover

1. The #1 mistake video marketers make and how you can avoid it.
2. The 5 Myths of YouTube Success
3. How to create a video without a camera



This program is taught by Lynn Ruby, who has 25 years marketing experience for small business owners and a lifetime of live and recorded performances on stage. Lynn Ruby, a leading authority on marketing and video marketing, is the founder of RubyMarketingSystems.com.

Be sure to get this 90-minute online training at <http://LNC.tips/smartvideo>. Again, that is <http://LNC.tips/smartvideo>. Save 25% with the code listened.

**Kelly:** All right. I'm getting motivated.

**Cheryl:** I know you can do this.

**Kelly:** Other listeners are too. I can feel it. The next question is what should we wear?

**Cheryl:** I find when I speak with women business owners is this “what to wear” question trips them up. They feel like they must buy new clothing. They feel like they need to do new things to get on camera. I'll say two things. You didn't ask this, but I'm going to talk about background. That goes in line with what you wear because when you're talking about video you want "you" to be the focus.

I learned that from my TV days when people would ask me. If they were able to get on television to do a segment with somebody on set or be interviewed for a feature, they would ask me, “What do I wear?”

I would say the same thing that I'm saying now, which is solid colors, a solid color that looks great on you. I wouldn't wear every single piece of jewelry that I own. I wouldn't wear all the makeup in your makeup drawer. Make it so that you're what you're saying is the focus. I want you to look great; I want you to feel comfortable; and I want you to enjoy the experience. You will do so if you feel like you look great, so a solid color with jewelry and makeup that is moderate. This is for the women.

In terms of a background, look for backgrounds that are in the same way. Nothing too loud in the background and nothing distracting

because you want the focus to be on you and your message as opposed to what's happening behind you, what you're wearing or what kind of makeup you have on.

**Kelly:** So, I don't have to worry about my shoes then?

**Cheryl:** No shoes unless you were going to be doing a workout.

**Kelly:** What's the best length of a video? You want to get their attention, but you don't necessarily want it to be too short either.

**Cheryl:** It depends on the person who is watching the video, the potential audience and the colder the audience. If the person doesn't know you, then they're going to have to be convinced to watch your video in which case the shorter the better. They don't know you. Remember they have no idea who you are. They don't want to watch your video because they don't know who you are.

Let's say in a Facebook feed for example you have a compelling copy that speaks to something that they want to learn whether it's related to legal nurse consulting, whether it's related to their business and how legal nurse consulting can help them. Whatever it is, you have conveyed that in your copy.

Let's say you've done that, the second thing is your video must right away speak to them once they hit play because after 10 seconds they're gone. Whatever you say, which isn't, "Hi my name is Kelly" at this point it's going to be "Do you have this problem? If you do, this is what you're feeling and here's how I can help." That's what your message must be if it's someone who doesn't know you. Now if it's somebody who does, it's completely different.

For someone who doesn't know you, the shorter the better. Get to the point and get out. For somebody who does, then it becomes a little bit different. The relationship is different. It's just like when you have someone you know who calls you. You give them more leeway because they have already built up a relationship with you and the same thing goes for video. If you were to make a video for Bob, your potential lawyer client, he knows you. If you were to put together a five-minute video, he might watch it and he might not if it's not compelling enough.



No matter how long the video is, you must still give them value. Tell them what you're going to tell them. Tell them the juicy nuggets that you're going to share with them. Tell them those things and then recap so they have a clear understanding of what they have learned and where to go from there.

**Kelly:** Okay, I think I'm motivated.

**Cheryl:** I'm motivated for you. I think it's so good. Video is great because it is an opportunity for someone to find out about you with the power of social sharing. It's so easy to hit share, so someone who maybe knows you a little bit can forward your video to somebody who doesn't know you at all. It also gives somebody the opportunity to learn about you and hear about what you do, and they can do it on their own time. You can follow up even. It gives you an opportunity to continue to follow up.

"Hey, did you watch this video? I was so excited to put this together for you and wanted to see if you have any questions." It further deepens that relationship.

**Kelly:** Do you have a suggestion for which type of social media, Facebook, LinkedIn, direct email, YouTube?

**Cheryl:** For the legal nurse consultants I would say YouTube is a suitable place. YouTube is essentially a search engine and using the words that your clients talk about related to your business is powerful. Your potential clients are probably when they are doing research on your industry and when they feel like they need to hire someone in your field they are probably typing it into Google. If they did and your keywords were in your title, then your video has a higher chance of showing up.

I always like YouTube. I like having a YouTube channel. We don't own it, so it could go away tomorrow but I like the idea of having a repository that's like this encyclopedia of information for potential clients and for Google search. I like that, and I think that YouTube is certainly something that you should have.

I think for your industry I'm imagining that LinkedIn is powerful and they do have a native video feature in LinkedIn. You can create video right within LinkedIn just like you can with Facebook. With

Facebook, billions of people are on Facebook, so everybody certainly is in there. I would have to hear more about your industry, about whether that is the place to spend your time. It depends on how people generally get clients. If they do it more through one-to-one or they do it after talking with someone over the phone, so in which case I think LinkedIn might be a more effective use of your time.

**Kelly:** This has been so very motivating. I'm telling you I'm going to do it. I put notes of extra makeup, not too much, sit in my kitchen with my iPhone and I'm going to do something.

**Cheryl:** Yes, I'm excited. I can't wait to see it.

**Kelly:** Yes, you can be looking for it. Tell our audience how we can stay in touch with you and continue to learn?

**Cheryl:** I thank you for letting me talk about [www.CherylTanMedia.com](http://www.CherylTanMedia.com). I do have a podcast and it's called "Standout" because my goal is really to help more people tell their stories on video. Ultimately once they do that, once they talk about what it is they do, then they're more likely to want to get it featured in the media. Ultimately, I would like to help people become that sought after expert. If you're an expert and you have an expertise in something, I want you to become sought after like people are clamoring to work with you.

[www.CherylTanMedia.com](http://www.CherylTanMedia.com) is where the podcast is. It's called "Standout" and for those of you in the audience who are interested in my video formula I talked a little bit about the problem, the solution and the transformation you can get a video that I put together. It's called "The Video Formula". Just go to [www.CherylTanMedia.com/videoformula](http://www.CherylTanMedia.com/videoformula) and it will be sent right to your inbox.

**Kelly:** Well, I'll be doing that. Thank you so very much.

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