



Video Marketing for LNCs

Are you using video marketing for your legal nurse consulting business? What is holding you back if you aren't? I'm Pat Iyer and this is *Iyer's Insights*, a weekly show that is part of Legal Nurse Podcast.

In this show I am going to give you tips of planning and producing videos for your LNC business. I encourage you to sign up, if you have not already done so, to receive the transcripts of these shows. If you prefer to read information rather than listen to it, the transcripts are for you. If you want to refer back to information you heard, the transcripts are for you.

And in this show, I have links to examples of different types of videos I have done to promote my LNC business. You can use these as models. The links are only in the transcripts. When I get to them, I will say, "Refer to the transcript."

You can sign up for the transcripts at <http://LNC.tips/subscribepodcast>. That is <http://LNC.tips/subscribepodcasts>.

Planning

First, let's talk about planning. Pick the format for your video. These are 2 easy types:

- talking head, when you speak into the camera
- slide presentation (voice over PowerPoint)

There are other types, like creating animations, which are more involved. If you have not created slides with PowerPoint, you will find the talking head video to be the easiest one and that is the one I am going to focus on in this podcast.

Determine the length (1-2 minutes is recommended). When it comes to adding a personal touch to a sales video, there's nothing more personal than a talking head video. This kind of video really helps businesses where personality and credibility play a crucial role, for example, in a legal nurse consulting business.

Content

There are several types of videos. I'm going to describe 7 types of videos.

1. Top Three Tips Videos

Start with your best tip and let them know you'll share a little-known tip at the end (to increase curiosity.) You can increase this to 5 tips if they are brief.

I have a link in the transcript for a tips video I did for attorneys about medical records.

<https://youtu.be/RkLcxy59Pig>

2. The How to Video

Outline the step by step instructions for completing some task. Keep the task manageable. This video may be longer than 1-2 minutes but should not exceed 4.

3. The Top Resources Video

Share top resources that your market needs to know about. These could be top tools, books, blog posts or other things. List the resources from the least to most useful and tell your viewer you're saving the best to the end.

4. Welcome or Promotional Video

This is a sales video. Follow this format:

- a. **Create an opener that attracts attention.** Share a benefit or talk about the prospect's pain.

Example for a video for an attorney: Are you frustrated by mountains of medical records?

- b. **Introduce your services as the solution.**

Example: You don't have to live with this problem any longer. Let me introduce you to the solution...

- c. **List the benefits of your services.**

Example: Get a thoroughly researched, meticulously prepared medical case evaluation report with substantiated facts you can count on to make your case.

- d. **Offer proof.** This could be a photo, video, testimonials or anything else to support your claims.

- e. **Provide a call to action.** This is where you specifically tell your prospect what you'd like him or her to do next.

Example: Complete our contact form to receive a call so we can discuss your needs.

I have a link in the transcript for a video we used at Med League, the LNC company I built.

<https://youtu.be/8R-SrPwKV50>

5. The News Video

Share a bit of niche news. Cite a credible source. Tell them how this news affects them. Offer your insights and comments on this news. If it affects them negatively, be sure to offer suggestions to counter these negative effects. Add a call to action to direct the viewer to your site to learn more.

6. The Testimonial Video

This type of video shows testimonials from satisfied customers. It can also include endorsements from influential people. It is a great idea to get video testimonials from your clients when you are exhibiting at an attorney conference. Ask them for their help, find a quiet place, and make sure your microphone is on. We won't talk about the 3 fabulous attorney testimonials I got – without sound.

I have a link in the transcript to one of my attorney testimonials.

<https://youtu.be/yrqXeqknnfs>

7. Case Presentation

Describe a case and the implications for the attorney. It does not have to be a case you worked on. Include a call to action.

Again, request the transcript for a case example video.

<https://youtu.be/m6p8lYLwYGo>

Equipment

Let's talk about the equipment you need.

You need a video camera, smart phone, or the camera that comes with your computer's monitor, lighting, a microphone (optional but greatly improves the sound), and video editing software. Before you get concerned about the editing, know this is optional and you can outsource it.

Lighting

Your face should be well lit. You can clamp a light to your computer monitor if you are using the computer's camera for filming. Set up lights behind the camera. If you clamp a smart phone to a tripod, use box lights to light your face. I have a link in the transcript to a source for lights on Ebay.

<http://tinyurl.com/gpatuwd>

If you film outdoors, make sure there is nothing distracting in the background. Stand so you are facing the sun, then pivot your body to a 45-degree angle so your face is lit, but you are not squinting into the sun.

Script – Use either bullet points or a script to plan what you will say. If you read the script, you need to sound natural like you are not reading. Practice until you have your script memorized enough to say it easily without hesitating.

Teleprompter system – optional

You may be more comfortable reading your script. A teleprompter can be as low tech as cue cards or having a video camera operator hold up cards to remind you of your points, or as high tech as using an iPad and a holder so the words scroll down the screen.

If you use an iPad, you will need a

- Dropbox account
- iPad with ability to connect to the internet
- App for scrolling the words (I use Teleprompter Plus)
- Tripod for camera or phone
- Holder for the iPad to use with an iPhone or Android.

I have a link for an Ebay page that has a good set up for an iPad.

<http://tinyurl.com/ho37a7n>

The transcript also has a link for a holder for the iPad to use with a video camera –

<http://tinyurl.com/ha4erzy>

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.

Filming tips

Let's talk now about the filming part.

1. Get into the filming mindset at least 15 minutes before you start. Review what you want to say. Envision successfully completing the process.
2. Place the view of the camera so the top of your head is towards the top of the frame. Aim the lens so it is 1-3" above your eyes (so you are shooting at a light downward angle). If you shoot at an upward angle you'll have the viewer looking up your nose. This is very unflattering.
3. Look directly at the camera. This increases the viewer's attention.

4. If you film using a webcam, look at the lens instead of the screen.
5. Restart your computer and close all programs if you are filming with your computer. Turn off browsers, backups and Skype. Connect your computer directly to your router – don't film using Wifi. Investigate if you can upgrade your internet speed by doing a search for "internet speed check".
6. Have a neutral, non-distracting background. Control pets so they don't wander into view or make sounds.
7. Never shoot into a bright light with a window behind you. You'll turn into an outline. The light should be on your face.
8. If you are shooting with a webcam, place LED lights 2-3 feet from your face.
9. Smile. Print a smiley face and stick it under your camera to remind you to smile.
10. Control other noises in your environment. Turn off fans, air conditioning, washers and dryers, and phones. Don't wear anything that jingles.
11. Dress for the income you want. Wear solid dark colors, never plaids or checkerboard patterns.
12. Make the first 4-8 seconds memorable to capture attention.
13. Use open loops – "In a moment we are going to talk about... and this is why it is important."
14. If you are being interviewed, give the other person your bio and introduction. Don't leave it to chance that the person will say the right things.
15. Open your video with a compelling story, if possible.
16. Talk to your audience as if there is one person- use "you" and not "you all" or worse "you guys."

17. Never point at the camera. Your finger may be a few inches from the person's face.
18. Don't steeple your fingers (palms together and tips of fingers touching.) It looks like you are superior to viewer.
19. If your video is going to appear on YouTube (as opposed to on your own site), use the words, "If you are listening to me or watching me right now, grab a pen." Hold up a pen close to the camera lens. "Grab a piece of paper and write this down." (Then give your website address.)

Summarized from *How to be a Video Interview Pro*, Mike Koenigs

Did you write down these links? [Http://LNC.tips/subscribepodcast](http://LNC.tips/subscribepodcast) and <http://LNC.tips/smartvideo>? Talk to you next week.

I've got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.

Many of us are lifelong learners who enjoy the chance to keep expanding our knowledge. Just like the book of the month clubs, LNCEU.com gives you two online trainings every month. We have a yearly payment plan that saves you over \$50 compared to paying monthly, and each program is hugely discounted. Look at the options at LNCEU.com.

The LNC Academy.com is the coaching program I offer to a select number of LNCs. You get my personal attention and mentorship so that you can excel and build a strong foundation for your LNC practice. Get all the details at LNC Academy.com.

