



Master the Art of

VIDEO BLOGGING



Useful tips to help you
become a video pro!

Master the Art of Video Blogging

Imagine your Avatar. From now on, this is who you'll be talking to when you film your video blogs.

When you imagine talking to one person during your video shoot, rather than a faceless crowd, it can help settle your nerves. And more importantly, your videos will be more magnetic and more engaging if your viewers feel like you're talking directly to them.

Ideas for videos

Think about conversations you've had with clients. In particular, the ones you keep having time and time again. Perhaps you get the same questions and emails from most clients or need to explain particular subjects that relate to your business to help them out.

Take the top 10 questions you get asked the most and write them below:

Select one and write a paragraph or two explaining what that's all about.

Selected Headline

Description

Now it's time to name your video. We recommend keeping it short but including an appropriate keyword specific to the content of the video.

Write down some ideas below.

Pick your favourite from above - this is now the name of your video.

We recommend creating a 2-5 second outro video that will appear at the end of each of your videos. A good idea would be to include your logo and a general call to action such as driving people to visit your website. Make sure to include music that you have the rights to use, such as a track you've purchased from a stock audio site. Simple is best, and it doesn't have to be perfect! If you don't feel confident doing it yourself, you could outsource it. If outsourcing, get something created that you can use multiple times i.e. don't include anything that only applies to that one video such as what you will be covering.

Your script

Plan ahead the things you'd like to cover in your video so that you can make sure you cover it all when you shoot. When writing your script, there's a formula you can follow to help engage your viewers.

Start with the problem. *Example: Suffer from back pain?*

Offer a solution. *Example: 2 minutes of strengthening exercises a day can help*

Explain the benefits/how to. *Example: List of exercises that you can do*

Drive to action. *Example: Contact <business name> for a free consultation*

Some tips:

Keep your script short: Your video should be a maximum of 2 minutes, any longer than that and your audience will stop paying attention.

Put your key message in the first 30 seconds: Sum your video up into one sentence and make sure this makes it into the first 30 seconds. Tell your viewer why they're paying attention.

Speak directly to your viewer. Remember your perfect client? In your mind, replace the camera with that client.

Find the right tone: This will depend on your viewer. Do you need to appear corporate? Shoot your video in an office or on a plain background. Personable? Perhaps the back porch of your home. Energetic? Maybe in the park. Consider adding some humour to your script if it fits or comments that are slightly embarrassing. The more human you appear the more you can engage your viewer.

Pace yourself: When we're nervous we tend to talk faster. If you're a fast talker naturally, you might come across unintelligible.

Put your phone horizontal: A rookie mistake is shooting your video portrait style when the end-product will be horizontal. Online videos are generally horizontal and if you shoot portrait it will put black bars either side of your video. Vertical video is better for Facebook lives and Facebook and Instagram Stories.

Lighting: You don't need expensive lighting equipment but do consider the lighting before you start shooting. Do a test shoot to see how it comes out.

Background: Consider what's in the background - no dirty washing or distracting elements.

Keep recording: Make sure you wait several seconds before speaking after the record button is pressed. You can always trim video when you have too

much but you can't add seconds that don't exist. Try to record your whole script without pressing stop in-between.

Shoot multiple times: You should always shoot multiple takes. Consider also changing the camera position or your position for different takes. For example, you can shoot one close-up, another mid-length, another at a different angle. In editing, you can splice the footage together. Variety can make your video more engaging.

Review the footage: Always review the footage before you pack up. Make sure you have what you need!

Credit: www.girldirector.tv

Tools for vlogging

Remember that it's better to be done than perfect but there are a couple of things that will help your video be more professional.



Lapel Microphone

Clip it to your lapel and plug it into your phone to record better audio.



Tripod

Nothing says "unprofessional" more than shaky camera work!

You can purchase both of these items on www.ebay.com.au or amazon.com.au.

Editing your videos

Background Music

Make your video more engaging with the addition of some background music. Pick something that resonates with you and your audience.

You'll need to buy your music online or find royalty-free audio. You can't use popular radio hits unless you want to pay several thousands of dollars to use. There are many sites you can source your music from, you just need to check the license. You may need to credit the artist somewhere, and if so, make sure you do!

Some useful sites to check out:

audiojungle.net

www.bensound.com

creativecommons.org.au (information on creative commons licenses)

www.ibaudio.com

www.istockphoto.com

www.premiumbeat.com

Editing your video

Now it's time to put all the pieces together - your footage, your outro and your music! If you have the time and the patience, you can edit your own videos for minimal costs. There are many programs out there from cheap and basic to premium professional editing software. YouTube offers some basic editing when you upload your video.

Some programs you might consider if you want to edit your own video:



iMovie



Premiere Pro



Camtasia



ScreenFlow
ScreenFlow

Editing Tips

Watch your footage first: Take notes on where in the footage things appear such as interesting things you say, the best take on a certain scene etc.

Don't let imperfection stop you: You will get better at editing your videos the more you do it. It won't be perfect the first time!

Music at appropriate volume: You speaking is what's important. You don't want your music to compete with what you're saying.

Outsourcing

If the prospect of editing your own video fills you with terror, there are some options for you. If you don't know someone who could edit for you, there are some great websites out there that can connect you to freelancers. Have a look at the websites below:

www.fiverr.com: Freelancers post jobs they are willing to do for \$5, or include 'gig extras' if your project is more complex than the basic \$5 gig. You could find someone to create your video blog intro/outro or perhaps even someone to edit the footage.

www.upwork.com: Post your job and select freelancers based on their application or search for freelancers based on their skill.

Upload your video

When you're all done, upload your video to YouTube or Vimeo. Make sure to name it something relevant and descriptive with keywords to make it easy to find. Don't worry if the name is long.

You can then upload the video file directly to your Facebook business page or link to it from YouTube or Vimeo.

Embed on your website. YouTube and Vimeo give you the embed HTML code to add directly on your website. Simply click on the Share button in YouTube and click 'Embed'. For Vimeo, click on settings and navigate to the embed code. Copy paste the code into your site.

What now?

Now that you've created your video blog, you need to get it out to your audience. How? By promoting it! When we hear the word 'promotion' many think of paid advertising, but promotions don't always have to be paid. There are some simple and easy ways that you can promote your video blog. For example, once you've uploaded it, distribute it across your social media channels. This could include doing some posts, stories and lives, changing your cover images, updating your Instagram bio link, and even pulling a gif from the video and sharing that!

Social media isn't your only vessel for promotion. You can also send an email about it out to your database talking about your new video blog. Then, include the video blog as a 'P.S.' section at the bottom of other database emails as a soft reminder for people to check it out.

Another free way of promoting your video blog is by embedding it within any relevant blogs on your website. But if you're prepared to invest some money in your promotion strategy and reach more people in your target market, you can also run some paid advertising.

We wish you all the best for your video blogging. Remember - the first step is the hardest but once you get the ball rolling, you'll be a video blogging master in no time. Good luck, have fun, and happy vlogging!

