

**Daniel Hall Presents**



## **Episode 60**

# **6 Easy Ways to Build Your Business with Video (Even If You're Camera Shy)**

**With Lou Bortone**

Welcome to this episode of the Real Fast Results podcast! Lou Bortone is here to share his knowledge with us today. He is an expert in online video marketing. This is incredibly important, nowadays, to marketing your business, but the fact of the matter is that a lot of people are afraid to utilize it.

Lou is a video marketing specialist and a video pro who helps entrepreneurs, coaches, authors, and speakers to build their brands on the Internet. This is so that they can have more visibility, credibility, and profitability. You may recognize Lou's name, as he is a former television executive who worked for E! Entertainment and Fox in Los Angeles. He's also the author and ghostwriter of six business books, a certified guerrilla marketing coach, and a Book Yourself Solid certified coach. You can find out more about Lou at [LouBortone.com](http://LouBortone.com).

## **Promise: 6 Ways to Empower People to Make Their Own Videos**

We are going to give folks, not one, but six, different ways to do video so that we can empower them to make their own videos.

**As you know, video has really become the way that we share, we communicate, and we sell.** So much of the world, and the Internet, is going the way of video that it's really at a great disadvantage if you are not using video to market and promote your products and services.

People think it's very time consuming, or complicated, or they don't like being on camera. **We are going to give you a few tips and tricks on how to do video whether you want to be on camera or whether you don't want to be on camera.** We've got some solutions for you if you're camera shy, in other words. A great thing about this is that if you find a way to do video that works for you, or what I call, "your video sweet spot," you'll probably do more of it, and it will be a real fast way for you to create video.

**There are at least 6 different ways to create video, regardless of your experience or how camera shy you may be.**

## 6 Styles of Video

1. The first one is probably the most obvious, which is on-camera video. It's kind of the standard talking head video. We'll talk more about that in a moment.
2. The second type is screencasts or screen captures. We'll also share some ways to do that.
3. Third is through photo/video montages.
4. Fourth is live video, and I'll tell you how that differs from on-camera video.
5. Number five is what I call hybrid videos, which are a combination of live and on-screen.
6. Sixth is animated video.

## Video Style #1 - On-Camera Video

On-camera is sort of the default or fallback, probably what most people think about video. **They think, "Oh, my gosh! I've got to be on camera."** These are your standard talking head videos, which you can do with a webcam, or an iPhone, or a tablet. The great thing about on-camera videos is that you don't necessarily need a lot of equipment. **You can use what you have, whether that is your webcam or your smartphone, and it's probably one of the best ways to connect with your audience and to build "know, like, and trust".** There's really nothing more familiar than speaking with someone on camera. It's kind of the next best thing to being there.

**With these types of videos, you can do your homepage video, or what I call your "Welcome Video".** You can do YouTube tips and really build your expertise by doing a tips series on YouTube. You can have a video blog series, where you are posting videos in addition to whatever print posts you may be doing. I also use on-camera videos for sales videos, or pitches, or something where I'm trying to promote a product or service. Again, I can make that connection and build that "know, like, and trust". So, that's sort of the default/fallback style of video.

To be honest, it's much simpler than most people think. **It really is as simple as picking up your smartphone and deciding, "What is the goal for this video? What do I want to accomplish with this video?"** Then, really just shooting it in as simple of a way and as streamlined a way as possible. For many people, that may be the iPhone or other type of smartphone because those cameras have come a long way and they're really very good. I tend to do it with my webcam because it's on the computer. It's right there. I just fire up the webcam and start talking. In many ways, it is that simple.

**You don't even necessarily need a lot of practice or rehearsal.** If you say, "My goal is to make a two-minute welcome video for my homepage," essentially you just think about what you would want to say to folks when they land on your homepage. You would want to tell them who you are, what you do, and how you can help them. It really is as simple as that. So, a lot of people want to, kind of, overthink this, and the truth is, it's kind of what I like to call, "Shut up and shoot".

It's not that complicated. I sort of liken it to exercising. You know, "I need a special ab machine. I need a stationary bike. I need a treadmill," and it's like, "No you don't. You just need to do some sit-ups." **Start with what you've got and do it.**

### Preparing for On-Camera Video

I go low-tech with this. **I literally put a sticky note under my webcam, which is on my computer, so that I've got the three or four points I want to make.** The only thing that I would advise or caution is that you do want to include a call to action in that video.

A lot of people think, like, "This is my video, and this is who I am," but they are not telling the viewer what to do next. **You really have to direct your viewer and tell them exactly what you want them to do, whether it's filling out a form, putting in their name and email, visiting your website.** Whatever it is that you want the viewer to do, be sure to include that call to action and make it loud and clear.

### Uploading Your Video

You can upload your video to YouTube and/or other video sharing sites. You can upload it to your own blog. My process is, once I have finished a video, perhaps it's on my phone or tablet. Maybe I've done it right on my computer. **I upload it to YouTube, and I sort of use YouTube as my free hosting solution.** YouTube makes it very, very easy to share and distribute from there. They give you share buttons to LinkedIn and Twitter. They give you an embed code, which is a small line of html type that you can cut and paste and put on your website. So, YouTube is a great hub for that and also a nice place to use free storage for your videos so that it doesn't cost you anything. And, you can share and distribute from there.

# Video style #2 - Screencast/Screen Capture

That would be screencast, or some people call them screen capture videos. **These are, essentially, whatever you are sharing on your desktop or laptop.** You can share with the world via video. Most people use software like [Camtasia](#) for this. I'm on a Mac, so I use [Screenflow](#), which is similar to Camtasia. But, there's even free software like Jing, which is in the same family as Camtasia.

**I like to create screencast with [Jing](#) because I can show people exactly what's on my screen, and Jing has a five-minute limit, so it keeps me from rambling on and on too much.** I can see that the five minutes is ticking down, so I just do what I need to do within that five minutes.

Screencasts are perfect for teaching and training videos, and for demos, because you can really sort of point out, "Hey, click here," or "Go here." **So, once you have some sort of screen capture software, whether it's [Camtasia](#), or [Screenflow](#), or [Jing](#), you can record what's on your screen, or do a training or demo video, and then again, like the live video, save it, and upload it to YouTube.**

## Free or Paid Software for Screencast/Screen Capture Videos

Yes, [Google Hangouts](#). **You can toggle back and forth between being on camera and sharing your screen, which I love.** [Zoom.us](#) is another one of my favorites, and it's very affordable. Again, you can share your screen. Many times, I'll go into Zoom.us when I don't necessarily have an audience or a meeting, but I use it as a recording device or a screen recording device to do trainings.

[Screencast-O-Matic](#) is another one. It's, sort of, a bare bones, low-cost version of Camtasia that you can use without having to go and spend the several hundred dollars that Camtasia costs. So, there are many free, sort of, low-hanging fruit ways to do this as well.

## How Are These Screen Capture Videos Generally Used?

For the most part, training videos and demo videos. You know, you may have some software that you want to demo. You may want to share things like, say, your favorite online video posting software. **You can literally share anything that's on your screen.** I use it, often times, for training videos. So, if I'm doing a training on YouTube, I can show people as I point here, and click here, and go here, and fill in this box. It is very visual, and it's a great way to share information.

# Video Style #3 - Photo Montage

It is a photo montage video. **Again, this is a very simple off-camera way to do video, which I love because I can do them in my pajamas.** You can do this using software such as [Animoto.com](http://Animoto.com) or Superflicks.com. You can upload photos, video clips, or graphics into that software and create a very quick photo/video montage. You can add music that both Superflicks and Animoto make available to you, so that you can add some emotion or tone to that kind of video.

**I love doing these videos because these, to me, are the fastest and easiest videos to create.** Usually, you can make a lovely little storytelling video this way. I've seen folks do inspirational quotes over nice stock photos. You can, sort of, tell a bit of a story that way. I do what I call, "Shout out," videos. So, I'll have photos of my friends on Facebook or colleagues, and I'll put them in. Maybe I'll do a Valentines kind of promo or a holiday card promo where I just use folk's images, and basically, make them the star of my video. I'll add some fun music, and again, with Superflicks and [Animoto](http://Animoto.com), it's very easy to do.

**There's one other software for the iPad, which I really love for these types of videos, and it's called Adobe Spark.** Again, this is a nice way to make your clients or colleagues the star of the video and another way for people like me, who are camera shy, to do video without having to be on camera. Photo montages are quick and painless.

## Video Style #4 - Live Video

This would be live video. **And, the reason why I make the distinction between live videos and talking head videos is because you can record a regular, direct on-camera video and pre-record it, whereas live video is more like Facebook Live or Periscope, where you are literally live and in the moment.** In other words, doing it as it happens.

**Live video is great for that instant engagement to do something "on the fly," or "in the moment," or "on-location".** I was at a concert the other night, and I did a quick little Facebook live, and it's kind of fun because you can share where you are and what you're doing. It's just so instantaneous, and the engagement is just, kind of, through the roof, especially on Facebook Live. But, you can also use Periscope, and now, Instagram to do a live video as well. I love those videos just because live streaming has become very popular. A couple of clicks on your iPhone, and you are on the air and broadcasting out to the world.

### Preparing for Live Video

**It comes down to what the goal is for your video. What do you want to accomplish?** It could be as simple as a commentary, or editorial, or something on Facebook, or you may be speaking about a particular issue, or news, or maybe you're at a trade show. So, just know, "What's the purpose of this video? What do I want folks to

do,” as the video’s happening or when the video ends. The tool for that, at least the most accessible tool, I believe, is Facebook Live.

The barrier to entry to all of this is very low. You don’t have to go out and spend a lot of time or investment to get started with any of these video styles.

## Video Style #5 - Hybrid videos

Number five is what I call hybrid videos, and this is a combination of live an on-screen. So, if you took your live video and your screencast video then you could create a hybrid video. These are great because they’re very flexible. **You can go back and forth between being on camera and then doing a demo.** On [Google Hangouts](#), for instance, we could share our screen. If we were talking about something to do with YouTube, we could go to YouTube and show them in real time.

Hybrid videos are neat because they are very, very flexible. **They allow you to switch between showing your face on camera and showing a slide or a graphic.** Again, you can do this with Google Hangouts, or [Zoom.us](#), or even Skype. So you really don’t need to spend money to do these fancy videos. You can just decide, “Okay, here’s what I want to accomplish. I want to come on screen, make a connection with the audience, and then I’ll go to my computer and share my screen to show them what I want to show them.

### Using Hybrid Videos for Training

You can do a PowerPoint to video. So, if you go into [Google Hangouts](#), and you do a webinar or a training, you can appear on-screen at the beginning to welcome your visitors, then you can go to your PowerPoint or your screen to share what you have to teach them. Then you can come back on again, live, at the end to wrap it all up and make a call to action. Sometimes I use these for webinars and to do training classes, especially if I’m doing a training for [Udemy](#) or something like that. I want to make sure that I come on screen at the beginning and make that connection before I go to my slides.

## Video Style #6 - Animated Videos

The sixth, and final, style of video is animated videos. **Again, this is another off-screen option, where you don’t have to appear on-camera.** Animated videos have become incredibly popular. Some people call them “explainer videos”. Some people call them whiteboard videos or sketch videos. Anything in which you are basically telling a story by using some kind of on-screen animation.

There are several tools that will allow you to do this for little or no money, and those include: PowToon.com. You can become your own animator and make cartoons and characters with PowerToon.com. The same is true for GoAnimate.com. Again, there are

trials for these softwares. They usually range between \$20 to \$30 a month, depending on what you are using. Doodly is another one. VideoScribe. Some of them have kind of funny names. Even VideoMakerFX. All of these different softwares allow you to become the animator without having to have a big learning curve for learning animation. **They are very intuitive platforms that allow you to create a lovely little animated video.**

Why Would Someone Want to Create an Animated Video?

**Well, for me, it gets me off the hook of having to be on-screen, but the real reason is that they can be a very powerful way to explain a concept or promote a product.** What's really popular right now is the "explainer" videos, where you may see a sketch or cartoon drawing which is telling you how to use a certain software or why you should fly a certain airline. So, across the board, whether you are salentrepreneur or a huge company, many companies and individuals are using these animated videos as a way of telling their stories and getting their point across.

## Which Style of Video to Use

The nice thing is that you have a lot of flexibility. You no longer have the excuse of, "Oh, I can't do this video because..." There are so many different platforms and so many different ways to "skin the cat". **You can really do whatever you're most comfortable with.** What it all comes down to, I believe, is finding your "video sweet spot", which is that one style or platform for video that you're most comfortable with. That way, you can complete your videos quickly, and easily, and with as little stress as possible.

With so many different styles and platforms to choose from, there's no excuse. I know a lot of my female clients are worried about their hair, and their makeup, and all of that, but if you use Animoto to do a photo montage, you don't have to do your hair and your makeup. You can tell the same story using images and music, without ever having to appear on camera. In fact, some of the videos that you can create are very elaborate, considering that they are low or no-cost options.

Again, it doesn't take an engineering degree or an animation course to know how to do these. They are very intuitive and designed to be very simple so that you can make your videos quickly and really start to crank them out. A lot of folks will say, "Well, if I create a video, it could take me all day or three days," but once you find your sweet spot and say, "PowerPoint to video is my way, or my preferred method, of doing video," you can do those pretty quickly, once you get into it.

## Most Important Part of the Video to Focus on

**It's really the beginning and the end.** That's knowing what you want to accomplish with that video before you fire up the webcam and having a goal or a purpose in mind. Then, of course, at the end you'll want to include that all-important call to action and guiding the viewer on what to do next. If you think of a video that's on YouTube, for example, you're competing with, literally, millions or billions of other videos, so you want to make sure that, while you have their attention, you are giving them guidance on what to do next. That way, you don't just lose them down the YouTube rabbit hole.

## Connecting with Lou

If you want to know more about me, and what I do with video, and how I help people, you can go to [LouBortone.com](http://LouBortone.com). There you can find additional resources and reach out to me if you need any help or if you're stuck. I pride myself in empowering people and making it simple, and painless, and fun. I also have great course to help you do video a little bit at a time. It's called: "[10 Minute Video Trainer](#)." So, that's my story, and I'm sticking to it.

## Resources

[Lou Bortone's 10 Minute Video Trainer](#)

[LouBortone.com](http://LouBortone.com)

### Screen Capture Software

[Camtasia](#)

[Screenflow](#) - for MACS

[Screencast-O-Matic](#)

### Free Screen Capture Software

[Jing](#)

[Google Hangouts](#)

[Zoom.us](#)

### Software for Montage Videos

[Animoto.com](#)

[Superflicks.com](#)

[Adobe Spark](#) - for iPad

### Software for Animated Videos

[PowToon.com](#)

[GoAnimate.com](#)

[Doodly](#)

[VideoScribe](#)

[VideoMakerFX](#)

[How to Build Credibility in Your Niche Fast with Scott Paton](#)

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