

TRANSCRIPT

Watch and Learn, You Will

This week on Video Your Way, we're taking a step back to observe and learn. And here to help us with that is our good pal, Yoda.

[Yoda]: Watch and learn you will!

On a scale of 1 to 5, how bad was my Yoda impression...?

So even if you think you know exactly what kind of video you should make because that's the type you've always made, or the only kind you've SEEN other people make, I promise you...

[Yoda] There. Is. Another. (Type of video you can make.)

Okay I'll stop. Promise. That's the last terrible Yoda impression.

I've been creating YouTube videos on my channel for over 5 years now (oof I'm old). I have a pretty specific style that I tend to not waver from much. I might incorporate some new graphics or text from time to time to flex my animation muscles a bit, but other than that, you pretty much know what to expect when you click on one of my videos.

Now, I don't think consistency is a bad thing, especially when your audience has learned to expect certain types or styles of content from you over time. However, you can also sometimes get stuck in a rut. So for those of you who are seasoned video creators, I'm sure you've had the experience where you've made a video that just felt...stale. Maybe it was too same old, same old, or you were creating something based on what you THINK you SHOULD create versus what you felt creatively inspired to make.

Or maybe you're a newbie to this whole video creation thing and you don't know what your style IS yet. This is where your training begins, young padewon, and you become a Video Jedi Master.

I encourage everyone - new creators and seasoned ones - to spend time WATCHING other people's content. Maybe you find someone in a similar field, or a similar organization to your own, and see what kinds of content they're putting up. You'll pick up on things you like about their content, and things you don't. The more you watch, the more you'll get ideas for what you could incorporate, what's outside of your scope of time, or ability, and what you definitely want to avoid.

You can get a sense for your style, and what stimulates your own creativity by watching the creativity of others.

How do you get started down the rabbit hole? YouTube was literally built with that question in mind. You can start by searching for a topic/person/field related to your own, and find a video that looks interesting and hit play. Then, on the sidebar on the right, you'll see "Suggested Videos". Scroll through those and pick something else that strikes your fancy, or you can let YouTube do the work for you and click "Autoplay" and it'll send you down it's own algorithm generated rabbit hole.

As you're watching content, jot some notes in response the Questions to Ponder for this week. Pull out your audience persona sheet from last week, as you'll be considering how what you like fits or doesn't fit with what your target audience might like.

Next time, we'll be synthesizing some of what you liked and didn't like about other people's videos, and then creating a "personality" and style for your own video content.



As usual, you can find the Questions to Ponder and the downloadable JumpStart Activity Worksheet at the link on the screen. So head on over there to get started!

Thanks for watching! If you're interested in diving deeper into your video-making, or you want some additional guidance and feedback on how to incorporate video effectively into your work, sign up for a free one-hour consultation with me and I'll be in touch to set up a time to talk!

If you're on the hunt for some resources about making videos, check out my How to YouTube and Video Production Basics Handouts, along with other video-making resources over at [DeveloPlayLLC.com/videoyourway](https://www.developlayllc.com/videoyourway)

Alright. Now it's time to go forth and make some Video, Your Way.

Links mentioned in this video:

- Questions to Ponder and Jumpstart Activities: www.developlayllc.com/vyw-email1
- Let's Talk! Sign up for a free 1 hour consultation: www.developlayllc.com/vyw-consultation
- Free Stuff! www.developlayllc.com/videoyourway-free
- Main Video Your Way page: www.developlayllc.com/videoyourway