

TRANSCRIPT

If you've done any digging around in the world of creating in online spaces - on blogs, videos, or websites - you've probably heard people harping on the idea that "Content is King" in online spaces.

But if your content is boring, and lacks personality or fails to tell a compelling story, then it is hardly going to be treated like royalty.

So over the last couple of weeks, we've spent time identifying your audience, and watching a lot of other content to get ideas for what you like, and what you don't.

Now it's time to think a little more strategically about your video's personality, storytelling, and calls to action.

Let's start with personality. When I talk about the personality of a video, I'm referring to the presentation of content, and how it makes your audience feel. For me, personality includes things like

- the tone (dark, somber vs bright and light),
- the energy level (upbeat and charismatic, vs slow and drawn out),
- the approachability (would you want to meet this person, or learn more about the topic after watching?), and lastly
- the degree of connection you feel with the video creator, or the content of the video.

Does the personality of your video have the feel of the affable, goofy uncle? Or the wise serious grandma? The knowledgeable scientist? Or the slapstick prankster?

You'll likely be able to discern what YOU like based on some of the notes from all that watching you did last week.

But it's also essential to think about your audience, too. Pull out that persona you did a while back, and think about the type of personality THEY might resonate with the most. Then see how that overlaps with the styles that you find compelling based on your own viewing last week. Now, think about how you would describe the ideal personality for your video.

In the first JumpStart Activity for the week, I've given you an incomplete list of possible adjectives you might use to describe the personality of your video. Circle, maybe 5-7 words that you would want your audience to use to describe how they feel when watching your video.

Now that we've talked about personality, I want to turn to story telling and calls to action.

As humans, we are drawn to stories. Whether they're real stories, or fictional ones, we have this underlying compulsion to connect with each other through storytelling.

As you think about your video content, what story are you trying to tell? Is it an individual story? Is it YOUR story? Is it a story about an organization? A story about the work and mission of a group of people banding together against the Galactic Empire!? Yes, the last Star Wars movie is coming out soon so it's a little on my brain...

Getting clear about what story you're trying to tell, what the emotional elements of that story are, helps create a connection point for your audience.

For example, some of my clients are choral groups who want to create videos to promote their upcoming concerts. The goals are usually to let people know about the concerts and get people to buy tickets.

Now, I could approach that as a straightforward: "Come see the choir on XY date and time for their annual Christmas Concert."

But how much more compelling is it if I craft a story about the concert? For example, in this video I recently made for the National Lutheran Choir, I focused on some of the shared feelings the audience may be experiencing during the holidays: the hustle and bustle, the stress of travel, the joy of seeing loved ones, and the sadness of grief and loneliness. Many of us can connect to at least one of those feelings.

Rather than telling people the basic facts about an upcoming concert, it's inviting viewers, no matter how they're feeling this holiday season - to join for an hour or two of enjoyment and respite at the Christmas Festival concerts.

The bottom line is, regardless of the topic or point of your video, you're trying to get your audience to care about or do something. Connecting them to the story of your work, your



organization, or an example of how your work has touched the lives of others, is a great way to get them to care about your content. Think of storytelling and personality as the emotional hooks that pull your audience in and get them interested in your content.

Great! So they watched your video. Now that you've worked so hard to get them in the palm of your hand, you've got to convince them to DO something. It's call to action time! So, what do you want them to do? Buy tickets? Visit your website? Subscribe to your YouTube channel? Sign up for your newsletter? Buy your online course? Donate to your cause?

Even if you're creating content just for the purpose of sharing educational material, it's important especially in the online video environment, to also have a clear call to action. Think a bit about what you'd like them to DO after watching your video. (Hint: this probably links back to your goal and purpose statements we did in the very first video in the Video Your Way series, so maybe revisit that...)

For example, at the end of each of these videos, you'll notice I put in a call to action for people to contact me directly if they're interested in a free one hour consultation about their video project. It's my primary call to action for this email series because my goal - to be completely transparent about it - is that some of you will find these emails helpful enough to want to reach out to me to talk individually about your own projects, and maybe then you'll want to hire me to consult with you directly.

“Hi, I'm nice! Come talk to me!”

That's why that particular call to action is at the end of each of these videos.

So in your videos, get clear about what you want people to do after watching the video. And make sure you don't ask people to do TOO many things either. Keep it simple and straightforward.

Whew, okay we covered a lot this week! As always, you can find the Questions to Ponder and Jumpstart Activities for the week here: www.developlayllc.com/vyw-week3

Thanks for watching! Remember that call to action thing? Yeah here we go!



If you're interested in some one-on-one guidance on how to meet your video-making goals, let's talk! You can reach out at this link for a free one-hour consultation with me.

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 resources over here.
[Insert Link]

Thanks for watching - see you next time! Now, go forth and make some Video, Your Way.

Links mentioned in this video:

- Questions to Ponder and Jumpstart Activities:
www.developlayllc.com/vyw-week3
- What tech do I use? www.developlayllc.com/articles/video-equipment-i-use
- Let's Talk! Sign up for a free 1 hour consultation:
www.developlayllc.com/vyw-consultation
- Free Stuff! www.developlayllc.com/videoyourway-free
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