

## **TRANSCRIPT**

### **Three, Two, One, Liftoff!**

Huzzah! You've made it through the editing wilderness! You can't see straight anymore, you've memorized everything everyone says in the video, you're going to have that royalty free music running through your head for weeks, and you're certain you've forgotten something which you'll inevitably discovered as soon as you hit the upload button. Congrats! You're now a video creator!

So now the video is done, and it launches itself bringing you all the fame and glory and business you ever dreamed of, right? You mission is a complete success and you can pat yourself on the back for all your hard work...

Heh...Houston, we have a problem...

I don't know about you but if I had a nickel for every time I finished a project and then just...failed to ACTUALLY TELL PEOPLE ABOUT IT I would be swimming in gold Scrooge McDuck style.

I'm notoriously BAD at talking about a video after I'm done with it. Maybe it's because I don't want to seem prideful - stupid midwestern roots - or maybe I'm sick of thinking about the video, or maybe I need to move on to the next item on the to do list...but regardless - DON'T BE LIKE ME ON THIS.

It costs money to make videos. And your time is also money. It's more intensive than something like a blog, or a podcast. There's maybe more potential there, but also most cost associated with doing it well - as you've learned over these many weeks together.

So - how do you make sure that you get the word out about this video you made? How do you make sure it gets seen and used in the ways you want it to?

Many of you may already have existing communications and/or marketing plans for your businesses. If you do, then you'll need to think about how this fits in with the timing of other things you're communicating about, and the various channels you'll use to share about a new video.

Minimally, I suggest thinking about the big three: email, social media, and your website.

- ◆ **Email lists** - if you have an email list (and if you don't, you should maybe get one) this is your most important commodity. These are the people who have actually GIVEN YOU THEIR PERSONAL CONTACT INFORMATION because they want to stay connected to you, or learn more about what you're doing. Chances are pretty good they do actually want to hear from you, so don't be afraid to tell them about your video! (Side note: thanks to all of YOU for trusting me low these many weeks with your information. I hope you feel it's been worth it).
- ◆ **Social media** - the social internet has become a bit of a weird and somewhat toxic place as of late, but there are professional communities that exist online. It's also where most of your audience probably spends a good deal of their downtime, so being someone they want to connect with in that space is a valuable asset as well. So when you make a video, be sure to think about how best to share it on the social media channels you use - Facebook, Instagram, Twitter are the big three, but maybe you use others as well. LinkedIn is becoming a bigger place for professionals to gather and share their work, so that might be worth looking into.
- ◆ **Website** - If you have a website, you should DEFINITELY embed videos in it. One study reported in Forbes recently found that people spend 88% more time on a website that has a video embedded in it. If you want to keep people on your site, which you probably do, embedding a video is a really good way to do it. Plus, you can link to other resources or products you might have that are related to your video in some way.

Now, there are a bunch of nuances for how to optimize your content for each platform, and that's a bit outside the scope of this series. However, here are a couple of pro tips to get you started:

1. **Create images and thumbnails for each social media platform** - If you're uploading the video to YouTube, be sure you have a YouTube thumbnail. If you're sharing about your video in an email list, make sure you have a nice image to go along with it. This is all about those sweet, sweet clicks. People are more likely to click on nice images than thumbnails that look like this [example]. Cute right?
2. So how do you make these images with all their different resolution sizes if you don't have a degree in graphic design? I highly recommend using Canva. (They're not sponsoring this video, I just think they're great!) Canva is an online graphic design software that provides amazing templates that help make it easy to create all the graphics you need.
3. Another pro tip - If you're sharing your video on Facebook, be sure to upload it natively to Facebook, rather than sharing a YouTube link ON Facebook. Facebook and YouTube are competitors, so Facebook's algorithm - the thing that decides what content your followers see and what content they don't - actually suppresses YouTube links. One way to avoid some of that suppression is by making sure your post of your YouTube video has an image associated with it. Adding an image may help combat some of the suppression effect.

**Side note:** This is all circa late-2019, and who the heck knows what's going to happen to change all of this in the coming weeks/months, so, keep that in mind.

Lastly, be sure to share more than once, in one place, with one message. The more you can diversify your sharing, the better. Keep talking about your video. Remember that most people don't see every social media post or email you send. Don't become too pushy, and don't ONLY talk about your one video, but

talking about your stuff in multiple places for more than just a few days is totally okay!

How're we feeling? Totally overwhelmed? I get it. It's a LOT, especially after all the work you put into the video. But here's the thing: you want to get the most bang for your buck out of this video right? Then you owe it to yourself and to your business to put in the time and energy it takes to share your creation, well.

As always, check out the Questions to Ponder and the Jumpstart Activity for the week over here. We're reaching the end of our time together (sad face), but there's one more post coming your way next week, so stay tuned!

Thanks for watching! 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.

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.developplayllc.com/vyw-week7](http://www.developplayllc.com/vyw-week7)
- What tech do I use? [www.developplayllc.com/articles/video-equipment-i-use](http://www.developplayllc.com/articles/video-equipment-i-use)



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- Let's Talk! Sign up for a free 1 hour consultation: [www.developplayllc.com/vyw-consultation](http://www.developplayllc.com/vyw-consultation)
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