

TRANSCRIPT

Video Your Way: Welcome and What to Expect!

I'm guessing if you're watching this video and have signed up for this email list, you're interested in making videos. Maybe you want to make videos to help tell a story, or share your work. Maybe you're wanting to further your organization's mission, or reach a new audience.

Whatever brings you here, welcome! I'm so excited you're here. Now...let's get started!

Hi, my name is Sara Langworthy, and this is Video Your Way!

Video Your Way is all about making good videos that help you reach your goals AND meet your needs, budget and your life constraints. Video Your Way is primarily for people or organizations who are newer to making videos and who want a little structure and guidance on how to make videos creatively, strategically and on a budget.

If you want to learn some of the basic essentials for making good videos, or if you're wanting to finally launch that video project you've been mulling over for ages, this is the place for you.

Or maybe you're curious about my process for making videos for myself, and for my clients...totally cool! If you're a more proficient video creator already, you might not get as much out of this series, but never fear! I'm continuing to develop content, which I'll be sharing out via this email list, so stick around!

Our goal together over the next 8 weeks or so is to help you make videos, your way.

Setting expectations!

Beginning tomorrow, and over the next 8 weeks, you'll get an email from me every week that will have a short video covering a different phase of my creative process for making videos. If you're watching this as a subscriber on my YouTube channel, I recommend you head over to the link on the screen (or in the description section) to get signed up for the list to get not only these videos, but also some other resources delivered directly to your inbox. But if lurking is more your thing, that's fine by me.

I'll also pose some **Questions to Ponder**, and share some **Jump Start Activities each week** to get you actively working toward your goals. This doesn't mean it should take you a full 8 weeks, (or only 8 weeks!) to make a video. You can go at your own pace, I'm not the boss of you! I picked 8 weeks because it's a nice even number, it's not so huge that it felt overwhelming to create (oh those SMART goals!), and because I thought that fit nicely with the topics I wanted to cover in this initial series.

Completely free!

All the stuff I share with you during this initial 8 week series is completely free and you're welcome to share it with others! (Though it will probably make more sense if they start from the beginning. Again, here's the link you can share so they can have their own 8 week video making adventure.)

After the initial 8 weeks, I'll be emailing you less frequently (once a month or so) with other resources and questions to ponder to continue to help you expand your video-making skills.

Heads up that I'm not going to be diving into a lot of the technical aspects of the equipment I use and how to optimize your YouTube channel in this series. I've written an article about what tech I use, and what I recommend for a video creator who is just starting out.

There are also a MILLION resources out there about the more technical side of making videos, so if that's your interest, open your favorite internet search tool and go nuts. But I plan to spend this 8 week series really diving into on the process of planning and creating a successful video from conceptual and practical perspectives, rather than the technical perspective.

Construction zone!

I'm planning on including a lot of the content I share here in future Video Your Way workbooks and or online courses. What this means is that you're in on the ground level as I'm building this thing, and I need your help to make it better. Please provide feedback on what made sense, what didn't, and what additional help you'd find useful!

Lastly, I want to share the Video Your Way golden rule: Videos do not have to be perfect to be meaningful!

As such, I make no claims as to the perfection or snazziness of the videos I make about this subject. You're going to find as you dig around in this rabbit hole of video-making that there are things I don't know, and things other people recommend you do differently.

That's totally okay, and I'd love to learn from you, so if there are topics you think I could add or talk about differently in future, please let me know.

So, you ready to do this thing? You'll get your first email tomorrow to get started on the Video Your Way program. But in the meantime, if you're itching to get started, head over to the link on the screen to see your Questions to Ponder and your Jump Start Activity for today!

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.developlayllc.com/vyw-email1
- 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
- Main Video Your Way page: www.developlayllc.com/videoyourway