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Episode

How To Master Video For Marketing In Business with Holly Gillen

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Good day, good day and welcome to the Business Made Easy Podcast, where we make business easy. Jason Skinner your host here for another week of the podcast it's all about growing your business, growing your bottom line profit, and giving you a better life as a result. Thanks so much for joining me wherever you are in the world. I am stoked you are here with us and we've got a fantastic guest on our show today, which I will share with you in a moment. If you are new to the show, don't forget to hit that subscribe button uh that will make sure you get each week's episode as it comes out.

And if you like, if you-- if you like the show, uh, and-and you've been enjoying the content of the show. When you all you know of someone who would benefit from the content of uh, of the podcast, please feel free to share our link uh just to share the website uh, businessmadeeasypodcast.com. Uh, with-with your friends on social media or however you like to communicate. But sharing just helps uh, helps the show get out there, helps it get found and uh, helps more people. Um, which is what I wanna do. I wanna help as many people in business as possible. That's why I do this each week to help you have a better business and uh, make more money basically at the end of the day and make-make life better, make-make your life better as well.

Alright, let's get into today's episode. We have got Holly Gillen. Now, Holly is a video wiz when it comes to putting together YouTube video, promotional video. That's what-- that's Holly is gig. She uh, she, I couldn't-- I've been excited to have her on the show. She really knows this stuff. And um, we're gonna be talking about video today because I don't know about you but I-- I struggle with video sometimes. I just, you know, you- you get all set up and you're going to do it and then the nerves get- get the better of you. And- and then you go, oh no, I won't do that. Oh no, that's dumb. Or no one's gonna really wanna watch that, you

know? And then you've got all the editing and that that all seems complicated. But Holly uh, Holly really breaks down in this episode. She gives us a really great value, um, tips to help you overcome nerves, set up the video strategy. We talk about the importance of video, why you should be doing it in your business and-and where all that's going and then also the equipment, etc.

She breaks all that down so that, um, you've really get rid of the over-- she takes away the overwhelmed I- I guess, in the-- in which is what I wanted from this interview um for you. Uh, because it is a daunting thing video and I don't know if you do video, uh, I'd love to hear your experiences. So feel free to drop me a line, but um Holly really does, she has some great stuff. So without uh further ado, let's hand over to uh Holly and welcome Holly to the show. Hello everybody and we are wrapped to have Holly Gillen from uh, Holly G Studios, uh joining us on the house. Hello Holly, welcome to the podcast.

Holly Gillen: Hello Jason. Thank you so much for having me on. I'm so excited to dig into this topic with you.

Jason: Yeah, me too. I have really been looking forward to our interview together because today we're gonna be talking about uh video, uh in business and marketing, uh and in particular, which is your- your passion area. And I wanna hear- hear about how you got into that very shortly.

But it really is um, an exciting topic for me to be talking about 'cause I like many other businesses out there struggle in this area. We know it's important to be doing video. Uh, it just seems like such a daunting task and you have to have all this equipment. And then you got all the nerves to overcome and all the editing and we'll get into all that today and you're gonna share some-some, uh, helpful

tips and secrets around that. But before we do get into that, uh tell me about your business and how you got into this area of- of work.

Holly: Sure. I actually got started in working professionally in video production back in 2008 and it was, you know, kind of like a completely different opportunity for me. At the time I was working and living in Florida, as a licensed real estate agent and in here in the United States, the housing market bubble burst in 2008 and there was a huge decline in real estate and it started, you know, in Florida. And I lost my job and I was left at a crossroad and I was like, "Whoa, what do I wanna do?" [laughs] I'm like, I can get some other office job and you know, be happy and make money and blah di-blah.

But I was like, do I wanna do that? Do I wanna, you know have-- be having this conversation with myself 10 years down the road or do I wanna do something that I actually enjoy something that I'm passionate about, something that you know fulfills me and makes me happy. So I decided that I, you know wanted to take a little bit of time off to figure out what that was and travel and photography and videography where, you know, themes that just kept coming up. And I was home, unemployed watching TV and I saw a commercial for the Travel Channel Academy, which was a school that the Travel Channel had put together to teach people how to shoot and edit video Travel Channel style. And I was like, "Oh yeah, that would be perfect" could you imagine working for the Travel Channel that would be like a dream come true for me.

Jason: Nice.

Holly: So I went through this workshop that they had and you know, things just kind of kicked off from there.

Jason: Right. So um, so you did the- did the course and then- and then basically got it. How did you transition then into the actual bu-- to the business side of-of--

Holly: Sure, so that summer of 2008, I got an opportunity to, you know, travel around Mexico shooting in editing... or excuse me, shooting um and working on a documentary. And I did that for July, August, and September. And when I returned home from that back in Florida, I met with every production company within a 50 mile radius of where I was living and said, "Okay, what are you guys doing? You know, anybody hiring, I'm looking to, you know, get started here at and kick off my career." And nobody was.

So I literally packed, sold or put into storage everything I owned and moved back to New York, which was where I grew up, and got involved in the video working professionally and video production here. That was in the, um, October 2008, October, November 2008 got my first internship with a documentary production company and just kind of took off from there. 2010, I started my own production company to work with small businesses and um, people who were interested in creating videos for their websites. And during that process, I realized that everybody had the same questions and concerns when it came to video. Like I want video but I don't know where to start. I don't know what kind of video I want. I'm actually not ready to be on camera.

And I was like, "Okay, no problem." I went back to the drawing board I started another company called the Media Prep Group, which was all about how to prepare business owners to present themselves and their businesses on camera and in the media. And I teamed up with a public speaking coach and a media

trainer and we were doing live events in the city and I was like, this is not the right business model for me. And right around that time, it was March of 2013, I discovered B-School and I went through B-School and decided to take all of the years of experience and expertise I had and transition that into an online business where I can teach people how to create their own videos from all around the world.

Jason: Great. Fantastic. So now prim-- primarily business model is, is a-- is an online- online focus. Yep. Nice, nice.

Holly: Yes.

Jason: Very good. So video, it-it it's one of those areas um, we kind of as business owners, we hear a lot about it now. Um, virtually any web designer you go and say-say-say the, "Oh, look, you've got to have a video on your website." We've got-- we know the success of YouTube and just how far fast that's growing up. Can you tell us why- why is video so important to- to have in your marketing arsenal in these days? Because it does-- it is-- does seem like a big job to do. It does seem like you do need to do a lot of stuff to get it. Is it really worth it and yeah, why is it so important to- to our marketing arsenal?

Holly: Sure, absolutely. Specifically for, you know, online business owners or small business owners, you know, it's extremely important to differentiate yourself from other people who are doing the same thing that you're doing. And the one way to do that is to showcase you. Because you are what's different. You are what makes your business unique, your expertise, your years of experience and all of the different things and elements that make you, you. You are the unique proposition for your business and you want to showcase that. And the easiest and fastest way to do that is through video because people get the

opportunity to see you, to hear you, to connect with you, to look at you in your digital eyeballs and see that you are a genuine human being who's in, you know, interested in helping and actually knows what you're talking about. [laughs]

Jason: So breaks down a lot of barriers uh in that--

Holly: Absolutely.

Jason: Immediate sort of-- it takes the risk out of- of the relationship I guess, doesn't it? It for the--

Holly: Absolutely. You wanna both attract and repel with your videos. You don't want to try to be everything to everybody because that's, you know, you don't-- you don't wanna be doing business with people that you don't actually wanna be doing business with, right? So you need to be able to-- be able to attract the right people and repel the wrong people with your personality, your style, you know, your voice.

Jason: And so if we-- just unpack that a little bit, so--

Holly: Yeah.

Jason: --is, is sitting down and scripting uh-uh-uh a video, uh, message sort of the- the way you would start to- to do that? Like because, um, for instance like if, if um, although I do business coaching for instance, if I wanted to do a video about my business coaching services with my starting point be to sit down and say, "Okay, who is it that I want this video to resonate with and what message do

I want to give them and who don't I want to, to-to uh watch the video." [laughs]
Is that sort of where you're getting yet?

Holly: Well, yeah. I always or I would-- the way that I teach people is we always start with the four pillars of pre-production when you're creating any sort of video. Um, and I usually tell people, if you don't know the answers to these four questions, walk away from your camera right now. [laughs]

Jason: Uh-huh.

Holly: So they are why, who, what and how. Why, why are you actually making the video? Why does it matter? Why should anybody care? Why do you care? You know, what are the goals of this video? Um, and this is important because the video is a long-term strategy and you know, you make one video-- uh one of the myths that people have, is I'm gonna make one video and it's gonna go viral that's not really gonna happen. Um, it-- you need to continue to consistently create amazing content and videos for your website and you know your video content marketing. So understanding why it's important to you when times get tough and you're like, I'm not seeing the results, you need to go back to your why and make sure everything is in alignment. The next thing is who, who are you actually creating this content for? Because if you have multiple audiences, you wanna be able to speak to the specific audience who you're trying to connect with. Um, and if you don't have multiple audience, if you just have one particular audience, you wanna know who that person is so that you can relate to them. You can create content that makes them feel like you hang out in their head. [laughs] You know, you know their pain points. You know what keeps them up at night. You know what language they use. You know how to help them. You know, how to create content that is-- meets them where they are now, and then takes them to where you want to go and where they want to go. So

understanding who that person is. Then what? What is that content you're gonna create? Um, and it goes back to the why and the who. And then you determine what is that piece of content. Then if you know those three things, but you don't know how you're actually gonna make it happen, guess what? You're gonna stay stuck at procrastination station. You're never gonna actually do the work because you haven't really thought through the whole entire process. You have to pick up your camera. You have to write that script. You have to do, you know, all of the things that are actually going to make this come to fruition for you. So understanding, you know, what your time budget is, what your financial budget-- budget is. If you plan on hiring different parts of this out, like if you want to get it edited by a professional editor or you wanna hire people to come and shoot it or you wanna hire me, you know, someone like me to work with you to, you know prod-- be able to produce it at a higher level or time wise like somebody who has five kids is gonna have a lot less time than somebody who has no kids. You know, so you know, being realistic about how much time you actually have to devote to, you know, your video and video creation process, um, will help you in the long run.

Jason: Yeah, I really liked that. That gives a good framework that why, why, who, what and how. Um, because of-- and particularly that last point that how um, it is a stumbling block for a lot of people, you know. Uh, I can't tell you how many Facebook lives, I've been going to do in my head or how much video I wanted do in my head, but for some reason the procrastination things steps in there and whether that be nerves of um, uh, of doing the video standing-- can be confronting kind of standing in front of the camera and sort of putting yourself out there. And um, yeah, there's many reasons why I guess we-we-we stopped that how.

Holly: There's a lot of fear around the unknown. There's a lot of fear about being visible and vulnerable and being a, you know, putting yourself out there for anybody to see you and say whatever they want about you. Um, you know, and there's also a lot of hesitation because it's something that a lot of people have never done before, so you don't really-- you don't really understand. It's like trying to put IKEA furniture together without the instructions. Like you just have a box of stuff. You don't actually know what you're supposed to do with it yet. [laughs]

Jason: That's it.

Holly: The same thing, you know for video, like you have an idea. It's like if I told you I need you to get in your car and drive across the country to, you know, somewhere on the other side of the country, but I'm not gonna give you a map. Good luck. You'd be a little like, uh, should I get in the car or should I not get in the car? Where am I going? You know all of-- you know, you'd be a little hesitant and-and I think feel like, you know, that's one of the things that holds people back is the fact that they don't really know step by step how to actually do it all because they've never done it. And you know, they haven't met me yet.

[laughter]

Jason: That's why we have people like you.

Holly: Yeah.

Jason: So what would you say to someone who's just starting out in video, haven't really done anything before, you've heard that you should be doing it for

your business. Uh, it makes sense to do it for your business. Um, where would-- where would somebody start? I mean we've-- we all have iPhones and-and Android phone.

Holly: Yup.

Jason: Great cameras these days. Is that the starting point or what would you recommend?

Holly: Start with what you have, where you are and then upgrade as you go. I feel like that is another myth or you know, a stumbling block that I see a lot um, is I can't do this because I don't have the fancy stuff. I don't have fancy equipment. I don't have the ring light. I don't have the fancy camera. I don't have all the things. Well, I hate to break the news to you. It doesn't matter how many fancy things you have, if you aren't actually ready to be on camera. You can get all of the fancy equipment and then beyond, above and beyond that. Like you don't know how to use that stuff yet. So slow your roll. Just start with what you have, gain experience. Experience is invaluable. And experiences what is going to help build your confidence. I always say videos like riding a bike or it's like getting into a car for the first time. There's all these knobs and buttons and you're like, what do I do? How do I even start this thing? Um, but you're never gonna know until you get in the car. And sometimes you need somebody, you know, assisting you. Holding you up if you're riding the bike with training wheels or you know, a driver's head coach is like, no, push this button. push that button. You know, and let's get started.

Jason: Yeah, it came uh-uh and I think you're right. It reminds me of when I started podcasting and sort of um, I just- just a quick story, I-- it took me sort of

weeks like to- to just get a five-minute introduction. [laughs] And I'd go off to the-- go off to the office of my wife, uh Melissa were uh, I'd come home after a day and she'd say, "How did you go?" And I said, "Uh, not there just yet, not there just yet." And then uh, and literally it was a five-minute introduction episode and--

Holly: [laughs]

Jason: It took weeks and every time I'd come home she'd say, "How did you go?" I said, "Uh, not very good, I've still got-- I've still got nervous." But bit by bit as you-- as you go now, you know, sitting down doing a podcast and I was like just sort of nothing. And I guess videos the same, isn't it? That the more you--

Holly: You know, you can take the same theory and apply it to anything new. Honestly, when I actually started my business and I personally had a transition to the front of the camera. I was like, "Oh, this is gonna be easy." I'm professional, I'm-- you know, I know what I'm doing. Um, no, no. It was scary and I'm still a human being with all of my own fears and insecurities that I had to learn how to overcome myself when I put myself in that position. So it's just something that everybody has to go through. Don't feel like you're alone, you know, it's- it's easy to look at like somebody's amazing, polished, highly produced videos and forget that they all started with their first video. They all started stumbling around, not knowing where to look, not knowing how to do it, but the difference between them and the person who's not doing it is they never gave up and they kept at it.

Jason: Yeah. I think you're so right. You're so right. The-the-- and particularly too, I mean, podcasting is one thing. It's just voice in a back-- voice in a- in a

microphone. But uh, with video-- and particularly, I-I feel the same way too. You sit down and do to record a video and then all of a sudden all these judgy voices come into your head and you start going [cross-talk] uh what are you doing?

Holly: Oh, those judgy voices.

Jason: You shouldn't, yeah like, "Oh, no, you don't look right for doing this yet." You know, you've got a great head for podcasting you know, and like--

[laughter]

Jason: So you get a list- you get a list uh, these- these nervousness, nervous and doubtful voices in your head.

Holly: Yes.

Jason: And um, have you got any tips for people--

Holly: Yes.

Jason: --that bring that?

Holly: So I had those same voices like, "What are you even talking about? No one's gonna watch this. You forgot what you were gonna say." Um, yeah, I totally had all of those voices. So what I did was I literally locked myself in my room and I was like, I am just gonna keep making videos until this goes away. And I-- as I sat there doing that, I was like, I had an epiphany and I was like, you know what, this nervous, uncomfortable, crazy feeling I'm feeling. This is me growing. So this isn't something negative, this actually something positive. I am getting an

opportunity to grow as a human being by doing something I've never done before and it's allowing me to push myself passed that place where I am comfortable and I decided to turn it into that positive thing. And also, you know, just a lot of other little things like just going through the motions and-and having checklists and understanding, "Okay, I need to do this." And you know, this is being prepared is actually really, a really big thing. Like knowing what I'm gonna say and all of those things. But even before that, it was just a matter of quieting that inner critic and being able to just show up fearlessly. And the way that I did that was through repetition and practice. And that actually led into one of the first challenges that I created which was, originally called The Zero to Video Hero Challenge and uh, got renamed from Start to Star. And that was-- my first one was in January of 2014. I did a 30-day free, 30-day video challenge with over 150 people. And by the conclusion of the challenge, about 30 people or so had participated every single day. And can I tell you, it was life-changing. It was amazing to see how uncomfortable and nervous everybody came in and how trepidatious everybody was. And as they went through the process day by day, showing up, supporting one another, getting more comfortable, feeling more free to just be who they are and letting go of these feelings. It was like watching roses bloom. It was the most beautiful thing.

Jason: Wow.

Holly: And then by day seven, it was like people were like, my life has changed. Thank you so much. This is amazing. I'm getting the chills right now even talking about it.

Jason: Yeah, I've got them. [laughs] I wanna do it. Um, it's just, yeah, I think you're right. It's just that they're building um, and-and that's-- thank you for sharing that.

Holly: Yeah.

Jason: It's just that building of, of-of doing a bit by bit. And one thing that um, I know when I did my first Facebook lives, I was like really freaking out and like um, I look all sorts of technical issues. But I think because I was actually nervous doing the actual recording that then made me stumble around with all the tech as well. So it was kinda like really had some embarrassing moments. But someone told me a- a great idea for practicing, particularly with Facebook and stuff was to actually set up your-- set up a uh, a group.

Holly: Yes.

Jason: Just a dummy group, a dummy Facebook Group that you're the only person in and just- just record to that and just keep--

Holly: Yes.

Jason: Um, doing that. I found that helpful.

Holly: Absolutely. It's about- it's about-- well it's a-- it's a couple of things you- you need to practice it that you can start to feel comfortable. 'Cause when you do something you've never done before, you're obviously not gonna know. You know what the outcome is gonna be. But the first time you do it you're like, "Okay, I think I get it." Then you do it again and you're like, "Okay, I get it a little

bit better now." And you do it again and again and again and again and again. And then it becomes like so ingrained that it's easy to do. And now not only is it easy but it's fun. It started getting a little bit more creative with it and a little bit more daring with it and you know, really kind of make it your own. One of the other things and this was a very valuable lesson I learned early on, which was, you know, at the end of the day you are an expert and you know, I- I'm assuming the primary reason you want to create content is because you wanna help people, right? And when you don't create that content, you aren't able to reach the people that need your help the most. So when you stop thinking about yourself and you start thinking about who is that person on the other side, who needs to hear this from me today? And you take the pressure off of yourself and you think about that person, it makes it a little bit easier.

Jason: That's a great-- that's a great tip that-- that's a-- yeah, it's a-- you're depriving the other person you from or from help. Um from, from finding a solution by you, uh, being nervous and insecure about your own, um appearance or whatever it is on- on camera. You're- you're stopping that message, getting out to the people that that need it.

Holly: Absolutely. I have a sign on my-- on my desk here that I look at every day and it says, "I'm here to change lives. Don't give up on those people."

Jason: Oh, that's nice. Cool.

Holly: Now the people are out there waiting for me to help them and who am I to not, you know, put myself in the position where they can find me.

Jason: Yep. Love it. Alright so if we-- that's-that's-that's just invaluable, uh, advice that that because, uh, look, I'm speaking from experience myself. I have-- I suffer from that same thing with video. It's-it's uh, that many times I've gone to do the video and then I think, oh no. I will just recorded other podcast and you know so.

Holly: Yeah. Oh-- I'm sorry. There was a couple of tips I can give people actually if you want some.

Jason: Yes.

Holly: Some things to kind of help alleviate some of those nerves and things like that. Um, the first one is, you know be prepared. When you have an idea about what you're gonna say, it's like waiting is just not an option. You know you need to have, you know an outline or some bullet points or you know something that kind of keeps you on point. And keeps you from rambling.

Jason: Yeah.

Holly: And get-- you know, getting lost because nobody wants-- I know you're not watching somebody's rambly, you know video like, no, you're not. The people that you watch are concise. They are hashtag F the fluff. They deliver value. They, you know, have, you know, a very specific way that they deliver the information to you. They're not winging it. [laughs] They are not winging it. So--

Jason: It looks like. [laughs]

Holly: Yeah, it may-- it may look like they're winging it, but I can guarantee you they're not winging it. You know, um, I always say for me coming from professional background, I put it in this perspective, do you think, you know think of your favorite Hollywood actor. Do you think they show up day one on set and they're like, "What are we doing?" No. No, that-that does not happen. There is a whole team of people who have-- you know pulled all the things together behind the scenes. And if you wanna emulate the pros, you have to think like that. So, you know, really kind of creating some sort of outline, and having some bullet points or whatever. Um and also, you know, digging into, you know, a little bit more sophisticated is the strategy behind it. And, you know, the why behind the video and how it fits into the bigger picture of what's going on in your business. But that's for like after you've already overcome all of your fears. A couple of other ways that you can, you know, really easily incorporate video without it feeling super overwhelming, because not everybody is a face to camera kind of person. And that's totally okay. And not everybody is uh I'm out their personality and that's totally okay. There are different ways that you can incorporate video into your business that make it super powerful. Um, one of them is personal videos. You can create personal videos for people. Um, specifically, if you are just starting to grow your business and you have a small list. Send somebody a video message every time they-- anytime anybody opt in to your list, send them a video message. Offering them, you know, a-a free consultation or, you know, just saying thank you and here's some other resources for you. Or, you know, things like that. Or you can send personal video messages on different social platforms that, you know, only- only are seen by people that you know. So that it's-- a little bit you can start to get a little bit more comfortable putting yourself out there, putting your face on camera. If you don't want to put your face on camera at all, there's other things that you can do. You can do screen share videos, you can create videos with, you know, just be roll

which is like other video and stills with your voice over it. And you can create like slideshows or presentations. You know, sharing your information and points either with all text or text and images. You know, it doesn't always have to be just you on face camera and that's it.

Jason: Yeah. Yeah. That's um, that's good. There's-there's a, there's an app. Very good app for um, for doing those videos that um, that I use myself called Bonjoro. Have you come across that at all?

Holly: Yeah, there's a bunch. There's Bonjoro. There's Loom. There's BombBomb. Yeah.

Jason: Yeah, fantastic. They um, they do a great job. And uh, they will actually even link to your mailing list too which I really liked. So someone new does subscribe to your mailing list, you do get a notification to say, "Hey, um, send these guys a video message." So that's kinda-- it's really-really good-good stuff. Um, yeah, so-so-so let's-let's get the flesh that out of it. So we get-- we're getting over the nerves and-and-and-and the like and we're-we're practicing, um, what sort of equipment would you recommend or what sort of equipment should-should be we-- I mean we have-- we have uh iPhones, do you mark out the-- is it best to mark out the sort of outline just on a piece of paper and beside the camera? Or like it's obviously not scripted, but just-just that point type of thing or?

Holly: Yeah, so two-- so two things. You-- I always recommend, you know for-- as far as starting with video, start with what you have, right? Don't spend a lot of money investing in fancy equipment because A, you may do two videos and realize or you know, a couple of videos and go, "This isn't for me." Which is

totally fine because it's not for everybody and that's cool, but it is very powerful and you should be using it.

[laughter]

Holly: Um, but so start with what you have and then upgrade as you go. I recommend the, what I call professional triangle to give your videos an upgraded look without busting your budget.

Jason: Yep.

Holly: And that is lighting, graphics and audio. So you can use whatever camera you have. I guarantee you have an HD camera within three feet of you right now. What you need to do is not rely on the internal audio so upgrade the audio, that's a very small investment that you can make. So if you're shooting with your smartphone, invest in something like the Rode smartLav or some sort of, you know, upgraded microphone. Same thing if you're shooting. Yeah, same thing if you're shooting with your computer, upgrade your mic. Do not rely on the internal mic because people will, you know, tolerate bad visual but they will not tolerate bad audio. People will tune out, tune away. Not really get the gist of what you're saying because it's-it's distracting. You know, you might get a few--

Jason: It feels like an irritation, doesn't it? I mean--

Holly: Oh, yeah.

Jason: It really does. It's just for some reason it's something, you know, is if it doesn't sound right, really becomes an irritation.

Holly: Absolutely. So, you know, make sure you upgrade that audio then as far as lighting is concerned, you wanna them-- you know, use light in a complementary way. If all you have is window light or natural daylight, you take advantage of it. Make sure that window is in front of your face and not behind your head. You know, um, and or invest in an inexpensive soft box or ring light that's gonna light you up. The other thing is once the video is recorded, adding in some simple graphics. Some very simple things and I have tutorial videos on my YouTube channel to teach you how to create graphics for your videos inside of Canva. [laughs]

Jason: Oh, wow.

Holly: And then I teach you how to add them to your video. So just adding in a couple little graphic touches whether that is, you know, a text overlay or, you know, um, an image that you put into the video. Icons that pop up, you know something simple that just kind of accentuates just the point of what you're saying. It's super easy to do. So you can check. I'll send you the link so you can check those out.

Jason: Yes. I'll put those in the show notes.

Holly: Awesome. And then as far as like how to script and then how to present that script to the camera, there's a couple of different techniques. And this is where, you know, the experimentation and experience come in. This is why, you know, during the from Start to Star challenge, from Start to Star challenge, one of the things I recommend people do is experiment. Like shoot at different times of the day. Shoot in using a script, a full script. Shoot using bullet points. Shoot using, you know, just, you know, a basic outline. You know, shoot with different

cameras. Experiment, experiment, experiment, experiment. You know, um, you're gonna determine what is gonna work best for you because some people work best from an outline. Some people work best from bullet points. Some people work best from a full script. Um, the key is when you're recording, let's say, I have bullet points. Just as an example here. I know you guys can't see it, but Jason can see it. So here's a video that I made. And I just basically created an index card and it says, you know, get people to fall in love with your videos. And now the other side, I literally just have four points. These are the four points I wanna make in the video. And I have a very specific formula that I use and teach, which is called the thriller, filler, spiller video formula. And basically, when you're creating a tutorial video on YouTube let's say, you have the thriller which is what are you gonna say to immediately thrill your audience. That is gonna capture their attention, peak their curiosity, you know, leave them as, you know, like a hanging point. You know, what are you gonna say immediately? You have just seconds to dazzle people. You don't want that to be wasted with some self indulgent intro, right?

Jason: Yeah.

Holly: So nobody cares who you are until you actually help them.

Jason: Yeah. That's true, isn't it? Yeah.

Holly: Yeah. I know we all like to think the opposite when it's us.

Jason: Yeah.

Holly: But in reality, that's not true. It's not true.

Jason: And how-- and how many videos you just switch off of-- I mean, there are so literally so many videos and so much content. There is so much content out there. It's just so easy to just go, "Oh, look, I haven't got time for that. I just wanted a quick message. I just wanted to learn something quickly."

Holly: When you're attracting new audience, specifically if you're creating content for YouTube which is you know, a majority, you know, YouTube's a search engine. So people are gonna be finding you through search, which are gonna to be new people, right? This isn't you're already, you know, devote audience or super fans. These are new people. You have to impress them. How are you going to impress them? You're going to thrill them right away. So, how to get people to fall in love with your videos? I'm gonna show you how. Stay tuned. Right? Cut two. What's the first thing? So I just go to my little index card. And when I'm recording, I just keep this one video going, right? And I just edit these parts out. So now I'm still rolling. But now I'm like, looking at my little notes here. Like, what's the first point I wanna make? Okay. First point. So now I looked at it, I read it, I gotta gist of what- what it is. And I'm still deliver that line to the camera and maybe ad lib some stuff, right? So the first point is, be yourself. People can tell when you're being disingenuous or fake. So then I'll deliver that line to the camera and gesticulate or whatever and maybe adding a funny story or joke or whatever have you. And then I'll continue that for the rest of the points. And then that's the filler because that is the fill, the value. The value that I promised at the beginning in the thriller that I'm gonna give to you. Now during the editing process, I just edit those parts out and either create jump cuts, or if I'm using multiple cameras, I'll cut two different camera angles so you can't see the jump cut. But that part-- this is where preparing is really important. Because I know already ahead of time that I'm gonna cut those parts out and I already

have a an idea of what the videos gonna look like in my head. So then it-- that brings us to this spiller, which is now that you've built up a sense of reciprocity, how do you actually cash in on that? But you do that by having a call to action. Where do you want your audience to spill over after they've finished watching the video? Now, this could be anything, you know, and this is goes back to now understanding your why and your overall video strategy. So what do you want this video to do? Because in general, for your whole video strategy but then also, for every specific video. Like why am I creating this video? What's the purpose of this video? Do I wanna educate people? Do I, you know, do I want to use as a content upgrade? Do I want to use this to build my authority? Do I want to, you know, you have to understand the underlying strategy behind the video content that you're creating? So let's say I-- this spiller is a content upgrade. So with-- I actually have a video that teaches you the video scripts formula and my content upgrade is the video script outline. So that at the end of the video I say, "Great. You liked this video, I have, you know, an amazing outline for you. So don't worry about trying to remember everything just go over to this URL and get the script formula download." If that is not the objective of the video, let's say the object of the video is to get the person to watch another video and really create this binge worthy experience on my channel. Then I say something like, "I talked about that in this video and that video. So you wanna make sure you get on over to watch those as well."

Jason: Yeah, so there's a call to action at the-- at the end of each-each video, which is the next logical step of your message.

Holly: Correct. Yeah.

Jason: Yeah, I love that. Love it. That's-that's just some-some great cont-- great um, helpful information there. For uh, anyone wondering how-how all this works and how-how to get that together. And then you-you touched on an important point there is that you don't have to stop and start the video every time something goes wrong. You just continue letting it run. Um, we're not using film here. It's not like we have to go down to the drugstore and have it developed or anything like that. It's-it's literally, uh, a matter of just, um--

Holly: Digital space.

Jason: Digital space. Let it run and then you can have it. Just edit it out and-- and-and keep it going. Um, keep it going as well. It reminds me of um, a story with-- when I first started podcasting again but uh, the-the crossover is very similar but um, part of me taking so long to get my podcast out to the world was that I was trying to do it in one take. I was trying to actually [inaudible] my podcast with the very first introduction. And my um, mentor Pat Flynn who-who-who taught me podcasting. He said to me, Dude, I- I-- He said, "You should see my podcast." He said that they're like about 100 different snippets all put together and bits and takes. And he said I don't do it in one go. Yet you-- when you listen to him on his podcast, basically it sounds like one um, one long un-- you know, unblemished sort of professional thing. So I guess that's an important point for people is if you particularly a video because you will make mistakes. You will say the wrong thing. You will do. Just keep-keep it rolling and just-just keep-keep going. It doesn't have to be like in the movies where they go, "Cut." You know, take it again.

Holly: Yeah, if you flub something, just recover yourself. The key here is-- and you won't know this unless you've edited video before. You want to make sure,

you pause long enough that you can edit that part out. So usually if I'm like, blah, blah. And I messed up out, I'll reset myself. Maybe readjust myself in my chair and take a breath, swallow. Take a sip of water. Whatever I need to do to regroup and I will count down in my head. Three, two, smile. Then I will start again. Because if I'm just like, just the facts oh, just the facts. Oh, I messed it up. Okay, just the facts. Like there's no room to cut anything and then I'm trying to like really like, you know, zoom in into the- the one frame where I started talking and that's obnoxious, don't do that. You know, save yourself the aggravation and give yourself a little countdown. Three, two. So I'm just gonna talk to you today about the facts.

Jason: Yeah. Yeah, that's gold. Yeah, that's-that-- that there-- that-that piece of advice, they will save people a lot of stress and strain trying to get things perfect for sure. And then so um, so just- just-- you say just use your equipment and then- and then lighting is important obviously because people need to be able to see your face and that sort of thing. So you can use natural light on your face.

Holly: Yes.

Jason: And then I'll say a lot of people have these ring lights that-that--

Holly: Yeah.

Jason: Yeah, they're pretty inexpensive I think too that you can get just on eBay and the like and uh--

Holly: Yeah. If you-- if you have the budget, make you know, some small investments. My advice on ordering equipment is, um, make sure you read

reviews and make sure you can return it if it doesn't work out. Because it doesn't matter like what I use or what you use or what so and so uses down the street. It has to work for you. [laughs]

Jason: Yeah. Yeah, that's it. That's it. And so once we've-we've recorded our video, um, also Holly, so do we-- do-do-- is it best then to outsource the- the editing? Would you recommend that? Or is it-- is it-- I mean, particularly for time for sort of business person that sort of, you know, I've-I've got to record this now, gonna edit it and get it all right. How would you recommend it?

Holly: I would ask- ask yourself, do you have more time or money? [laughs] Because if you have more money than time, outsource. If you have more time than money, then figure it out. And edit it yourself.

Jason: Yeah.

Holly: And the more you edit, the faster you're gonna become. And you know, I honestly recommend that regardless of whether or not you have the budget, they edit some of your own videos anyways. So that you get a sense of what the process and flow of it is because it will help you record better. Because you know like okay, last time when I was trying to edit this video, I just kept talking in one long sentence and I never paused and that was annoying to edit. So now I know and that's gonna be annoying for your editor to edit. It's gonna end up costing you long-- more money in the long run, because they're gonna spend more time trying wanna piece together all of the- the stuff that you sent them. So having a good understanding of how the process works, regardless of whether you hire it out is gonna be beneficial for you in the long run.

Jason: Yeah.

Holly: And there are really easy and inexpensive editing programs to use. Um, the two that I like to recommend are Camtasia for PC, and ScreenFlow for Mac or PC. And I like to equate them to the Canva version, whereas like Adobe it-- Adobe Premiere is like Photoshop where you open it up. The first time-- the first time I opened up Photoshop I was like, "Holy Molly. I don't wanna do this, crop this picture. What am I doing in here?"

Jason: You need to have some sort of, uh, spice degree or something to use or so like--

Holly: Exactly. Exactly. So I- I feel like, you know, Adobe Premiere is the same way. Like if you know nothing about editing and you open up Adobe Premiere, you're gonna be overwhelmed. And you're gonna have way too many options. Way more options than you actually need to do some simple edits for your videos, right? So use something like ScreenFlow, which is the Canva version. You have just enough to make sure your video looks great, and you're- you're not lacking in features of, you know, ways to edit your video. But you're not overwhelmed by all of the things that you could possibly do with your video.

Jason: Yeah, it's just overkill, isn't it? You really don't.

Holly: Yeah, if you don't know how to use it, it's definitely overkill.

Jason: Yeah, and expensive. Yeah. And um, so do you then, uh, if you were going to outsource, you could just use something-- do you-- would you recommend

something just like on Upwork or you just contracted out to somebody?
What's--

Holly: Yeah. Um, I also recommend doing something of-- and this is again like I'll go back to why it's important to kind of edit your own videos. You wanna have kind of like a style guide. Something that you give to them like this is-- and or you know, examples of edited video so that you can give them a sense of what they're working with. Um, you know, and this goes to, you know, creating those pro looking videos with the graphics and you know, the formula of the video script formula. Where there's a flow and a beginning middle and end to your video and an overall strategy and things like that. You also want like a branded look. So you want, you know, different editing techniques to be used. So you want outline those in your, um, in what you give to your editor in kind of your uh, video style guide. With um, fonts and colors and specific graphics that you use. Like if you have a lower third that you want incorporate or, you know, every time in between your takes, you have like a slide that you share. Or when you're talking about like tutorial videos or how to videos which I call like your evergreen content. You-- and I have these four points. Like how do I want that to appear on screen? So just kind of getting a sense of- of that as well will- will upgrade the look of your videos and will definitely help your editor.

Jason: That's fantastic. That is fantastic. Well, Holly that has just-- we've just gone from where to go. Why video is important? You spoke about the four pillars. Uh, the four pillars of your- your video strategy. They're being-- why it's important? Um, who you-- who you're creating the videos for? Um, what's, um, what is-is-is it that um, uh, the video is about? And then how- how- the how to--

Holly: How to get it all done. Yeah.

Jason: Get it all done and- and you've covered off on some- some really important points here. Particularly overcoming the fears and the uh, the nerves of the imposter syndrome that I'm sure we all- we all um, face every time.

Holly: Everybody. Nobody gets to skip their first video. I'm just putting that out there right now. Nobody skips their first video. [laughs]

Jason: Yeah. And when you look back at when- where you've come from and- and how far once you-- once you actually do it. Yeah, that's-- it's- it's just amazing, isn't it?

Holly: You should be embarrassed by your first video.

Jason: Yeah.

Holly: I know I am. It's awful. I have a pink blazer on. I'm like stiff as a board. It is awful.

[laughter]

Jason: I refuse to listen to my first podcast episodes because it just like uh, [laughs] freaky.

Holly: It's the same thing. You should look back on your first video and be embarrassed. If you didn't, you start too late.

Jason: Yeah. Yeah. Maybe we- we need a- a Facebook group of first videos or something here. Alright. Holly, thank you so much for- for coming on the show.

It's been absolutely fantastic to talk to you about this. Because it is a- it's a- an area of my business I know myself a little bit. And I know so many other listeners out there really struggle or wanna know more about this area. And that's been- it's been fantastic to have you on the show. How can, uh, we find more about you? And what you do? And-and-and the way you can help us with video?

Holly: Sure. Um, you can find my website. It's hollygstudios. I'm on all the socials at Holly G. I like to hang out on YouTube obviously. And I am fond of Instagram stories. I like to hang out there as well. So you can find me over there. And I'm actually thinking about bringing back the from Start to Star challenge, which is a free video challenge. And if I do, you can find information about that on my website.

Jason: Cool, no worries. And I will have all those links, uh, to you on the show notes and you'll be able to get that over at businessmadeeasy.com. Which will uh, will have all Holly's information there as well and everything we've spoken about today in the show. So thank you so much, Holly. It was absolutely fantastic, as I said. And uh, really appreciate you taking the time to come on to the Business Made Easy Podcast.

Holly: Thank you, Jason. And thank you for listening.

Jason: Well, there you have it, guys. That's Holly Gillen. Thanks you so much, Holly. That was-- I don't know about you, but I absolutely got uh, some great value out of that. There's some-- there's some really great tips in there and I love that um, that four pillar strategy that Holly shared there. It's just- just an excellent um, excellent content. Uh, thank you Holly and be sure to check out her stuff. I'll put all Holly's links in the show notes and you'll be able to get that

at businessmadeeasy.com/podcast/episode96. So you check out, uh, Holly's all- all the links. Uh, and some of the- um, a couple of links that Holly was talking about to the Rode smartLav mic etc. I'll put links to all that stuff over there for you as well so that you can uh easily access that at businessmadeeasy.com/podcast/episode96. Alrighty, uh- uh that's all we have time for this week. I'm going to hand you over to Mia now but uh, until next week, here's to your success and take us out Mia. Have a great week, guys. Bye.

Thank you for Tuning In



We hope you enjoyed this episode.

If you have any feedback or questions about the content in this episode please don't hesitate to drop me a line at jason@businessmadeeasy.com I would love to hear from you.

Other things that you might like to help grow your business.

We have a very active Facebook community that is free to join for business owners and entrepreneurs. You can get access here

www.businessmadeeasyfacebook.com/community

We are also on Instagram at

www.businessmadeeasypodcast.com/instagram

Thank you again,
I appreciate you!

*Regards
Jason*