




USING VIDEO TO MARKET YOUR BIZ

Why Use Video?




- People like people!
- Video is an awesome way to show people 'behind the scenes' of your business – especially as makers.
- You can show off parts of your process.
- You can explain how you make what you make.
- You can showcase products in the closest thing possible to 3D – turning it over, showing inside, etc.
- You can show your face and make a personal connection with your customers.
- It is the way social media is trending - Reels, TikTok, YouTube etc.



It is SO easy
these days...

- Don't overthink it!
- It doesn't have to be Oscar-worthy!
- Depending on the subject matter, and potential use of the video, your production quality will vary.
- Shorter clips just showing off your work and processes can be silent, and don't have to have fancy lighting (so long as it's clear).
- These are just record-and-post (you can add music on the app you post on).
- Longer clips with audio/talking require a bit more work, and possibly editing.
- We'll talk more about that later in the workshop.
- The point is to tell your story – to educate, entertain, and inspire!



Equipment - it's
cheap and easily
available
nowadays.

- First – a camera. I recommend just using your phone, though if you have a DSLR, you could use that, too (I use my DSLR for long-form YouTube videos, my phone for everything else).
- A tripod – you can get phone tripods & regular tripods that they will attach to. (Or, you can just hold or prop your camera up.)
- A mic – if you want better sound, then a shotgun mic or a lavalier (lapel) mic are a good idea.
- Lights – studio lights make a huge difference, you can get them for \$50 or so on ebay.
- A location – think about what's going to be behind you, and how that works with the theme of your video.

How to Edit



- If you have a PC, I can recommend Windows Movie Maker - it's relatively straight-forward, and free!
- New Macs come with iMovie installed, so you could use that (I have no experience with this, though).
- You do NOT need to buy software to create basic videos.
- If you want to record your screen for whatever reason, you can use [Loom](#).
- On your device (phone etc) you can just use the built-in recorder.
- There are heaps of apps to edit video, and Instagram & TikTok have an editor built-in.
- I recommend making the video on Instagram Reels, then downloading using an app so you can get the video without a watermark - you can then upload it to other channels.

Music

- Remember to never use commercial music on your videos – it's protected by copyright.
- You need to either pay for music you can use on your video, or find music that is free to use for commercial purposes.
- There are TONS of places out there to find music, but it can be a hard slog.
- You want to look for music labelled free for commercial use under the Creative Commons scheme. Try this search -
<http://search.creativecommons.org/>
- On YouTube, use the music library.
- On Insta and TT, use the built-in music library.



There are 2 forms of video you
can use:

- Short Form
- Long Form

Short Form



- This is a short clip that shows 1 thing.
- 15-60 seconds long.
- It doesn't need to be anything fancy, it might not even need sound.
- Choose 1 thing to show – a product, one part of your process/technique, answer 1 question...
- This is almost like a 'moving photo', rather than a traditional video.
- It's a snapshot, so you don't have to plan it.
- You can use selfie mode, but the regular camera has much better resolution, so use that if you can.
- **Upload to: Instagram, TikTok, YouTube Shorts, FB Shorts, Pinterest.**

Long Form



- More unusual, BUT there are makers out there using long-form YouTube videos very successfully to market their businesses!
- You can make 'how to' videos, vlogs, behind the scenes, 'day in the life', and many more types of videos.

Long Form



- Some examples:
 - <https://www.youtube.com/@TaylahRose>
 - <https://www.youtube.com/@JewellersAcademy>
 - <https://www.youtube.com/@spruceandlinen>
 - <https://www.youtube.com/@RyanORourkeArtist>
 - <https://www.youtube.com/@urartstudio>
 - <https://www.youtube.com/@tammydinh>
 - <https://www.youtube.com/@MimimooIllustration>
 - <https://www.youtube.com/@SimplySallie>
 - <https://www.youtube.com/@AngelaJasmina>
 - <https://www.youtube.com/@TiffanyWeng>

The benefits of YouTube...



- Youtube is not only free and user-friendly, it's also **one of the world's biggest search engines.**
- By having a video on Youtube, people will find you, so long as you are smart about your title and keywords.
- Treat a video like you would an item description – think about what a person who wants to see it would search for, and make sure those keywords are in your title, description, and tags.
- Then, you can embed this video into your blog posts, and share it on social channels, too.



2 Minute Activity

- This month, I challenge you to make 1 short clip video, and share it with us in the Thriver Circle FB group!
- Spend 2 minutes now brainstorming video ideas!
- Are you going to stick to short-form, or try long-form?

Further Resources

- Youtube: [Make Better Reels FAST](#)