

COACHCARROLL

Video Marketing

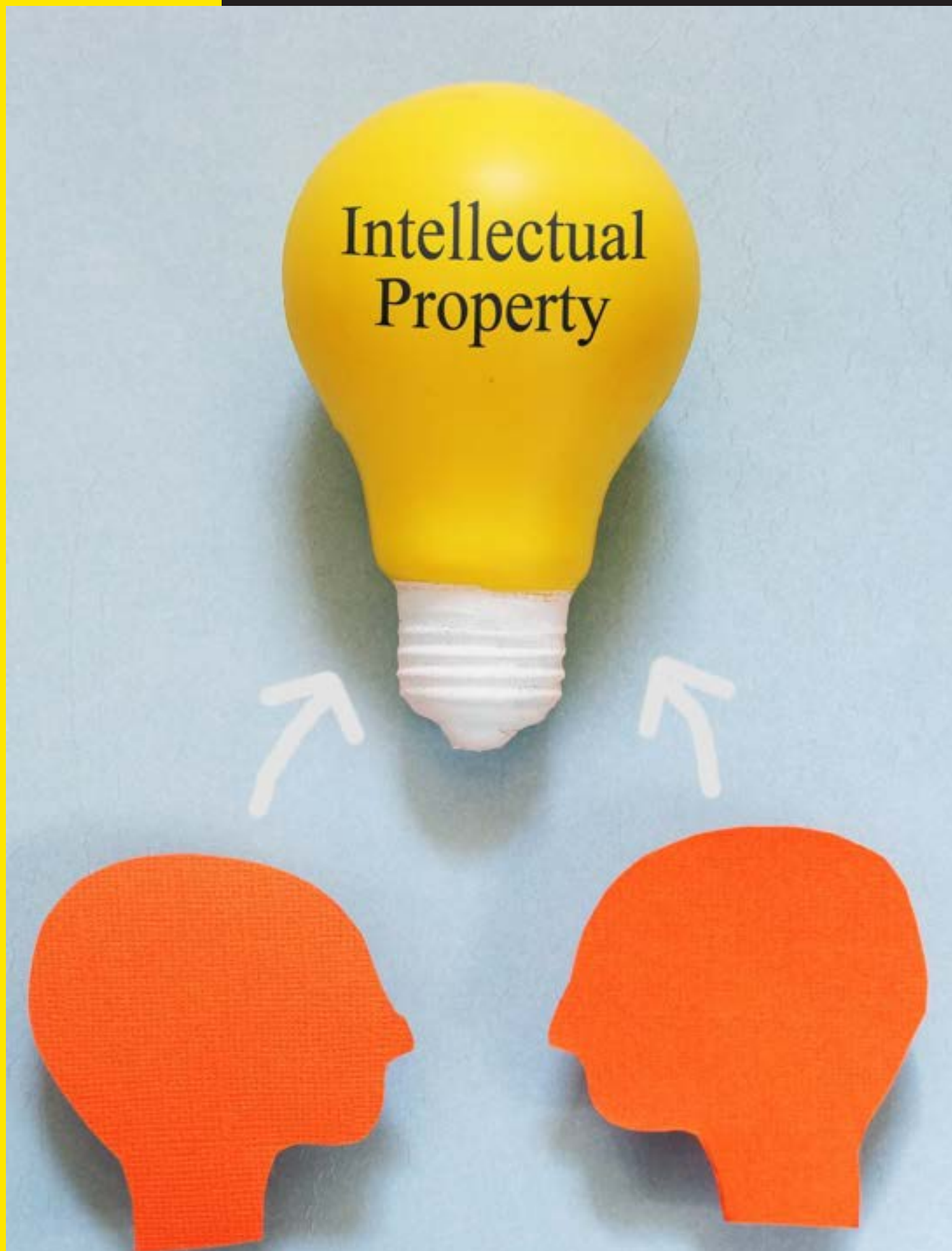
**Using your smartphone to
create captivating video**

#COACHCARROLL



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Maximize the day



Open Mind
Be Flexible
No Right or Wrong

Take Notes
Dialogue NOT Monologue

Implement What You
Learn

Take What You Can
Implement

Sales Maturity

You Don't Know, What
You Don't Know



Don't Trap Yourself

“That won't work in my industry!”

“What I do is so unique!”

“Yeah . . . but . . .”

“The reason why I do it my way is . . .”

“My customers would never . . .”

“I'm too cool for . . .”

Who is Coach Carroll?



- Humble Beginnings!
- Students to Fortune 500
- Pilot, Author, Personal Development Devotee
- Over 1 Million Impressions organically each year.
- Practitioner



Partial Client List

- MetLife
- Allstate
- State Farm
- Cadillac
- 100s of Small-to-Medium Business Owners, CEOs, VPs, Sales Managers & Sales People



I've been making
videos for a long
time...



Prepare Your Content

Don't try to wing it!

Level 1

- Write down key bullet points

Level 2

- Prepare a script

Level 3

- Make a storyboard -
locations/props/people



Shot: 1 | CU | Downtown New Albany



Live Audio: 25 years. 2,500 dollars.

Shot: 2 | MS | Downtown New Albany



Live Audio: Hi my name is Chuck Winn and if you want to WINN a share of 2500 dollars then keep listening!

Shot: 3 | Aerial | Downtown New Albany



VO: I love serving this great community of Southern, Indiana

Shot: 4 | MS | Chuck's Office - Exterior



VO: as an Indiana Farm Bureau Insurance Agent.

Shot: 5 | OTS | Chuck's Office - Interior



VO: For 25 years now,

Shot: 6 | CU | Chuck's Office - Interior



VO: you have trusted me to insure your most



Find a Suitable Location to Film

LOCATION, LOCATION, LOCATION

- Not too distracting for viewers
- Reduce noise (office chatter, kids playing, lawn mower, planes flying overhead, etc.)

REMEMBER THIS - PEOPLE WILL WATCH BAD VIDEO, BUT THEY WON'T LISTEN TO BAD AUDIO

- Make your background match your theme

Rear Facing or Front Facing Camera?

Rear Camera

- ✓ Higher resolution
- X Can't see yourself

Front Camera

- ✓ Can see yourself
- X Lower resolution



Be sure to look at camera lens and not at yourself. You want to connect with the audience.





Seems obvious but...
Clean Your Lens!

Our phones are up against our faces, in our pockets, covered with dirt, makeup, fingerprints, etc.

In the end, not cleaning your lens results in lower quality, blurry video.

Know Your Platform

Where you are posting the video determines the orientation.

Vertical



- Instagram Reel
- Facebook Reel
- TikTok
- YouTube Shorts

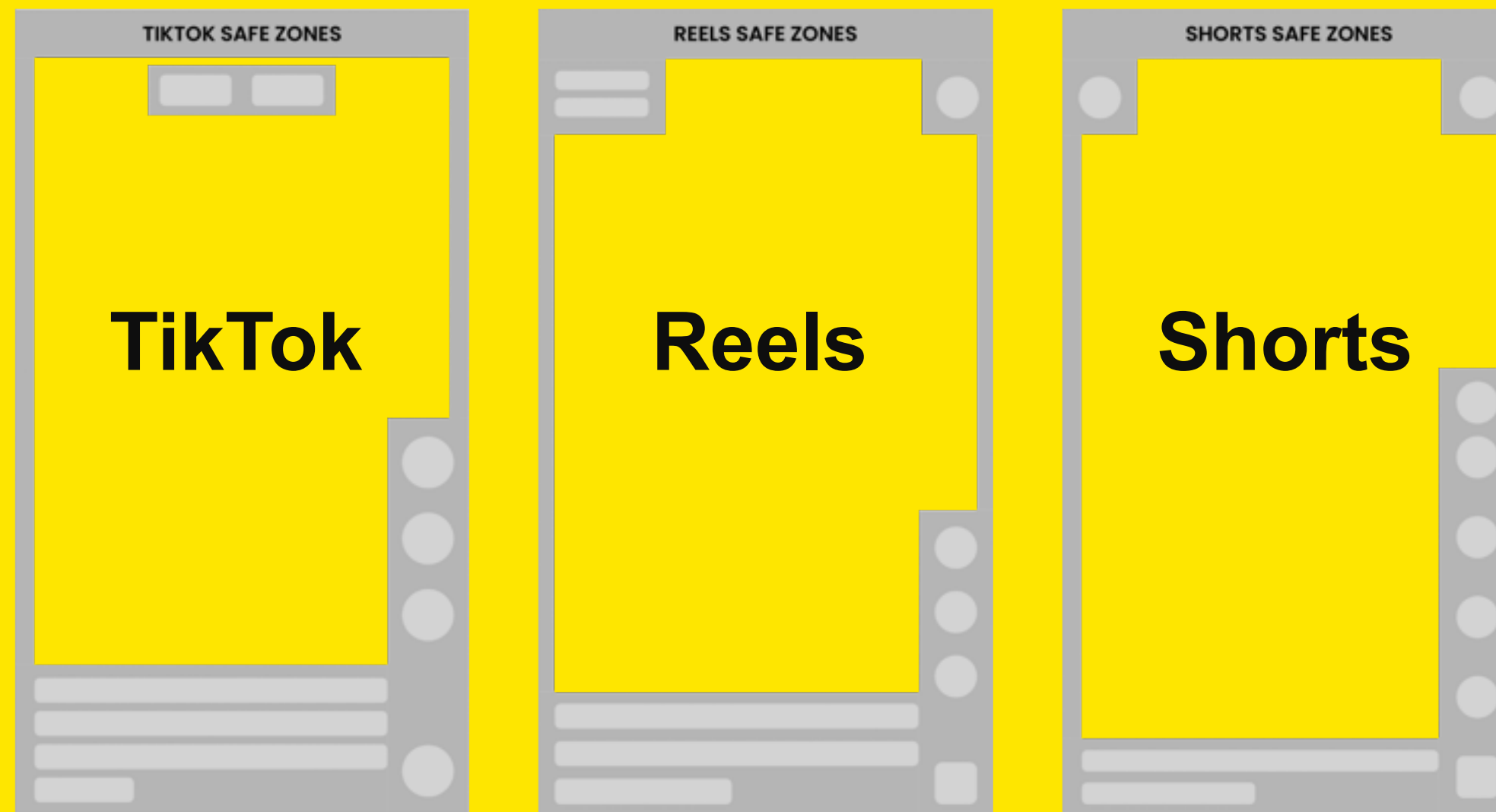
Horizontal



- TV spot
- Professional Video

Be Mindful of Safe Zones

Each platform has different areas you want to avoid placing key content to avoid placing key content.



Available at end of presentation.

Position Your Phone

Handheld - shaky, blurry

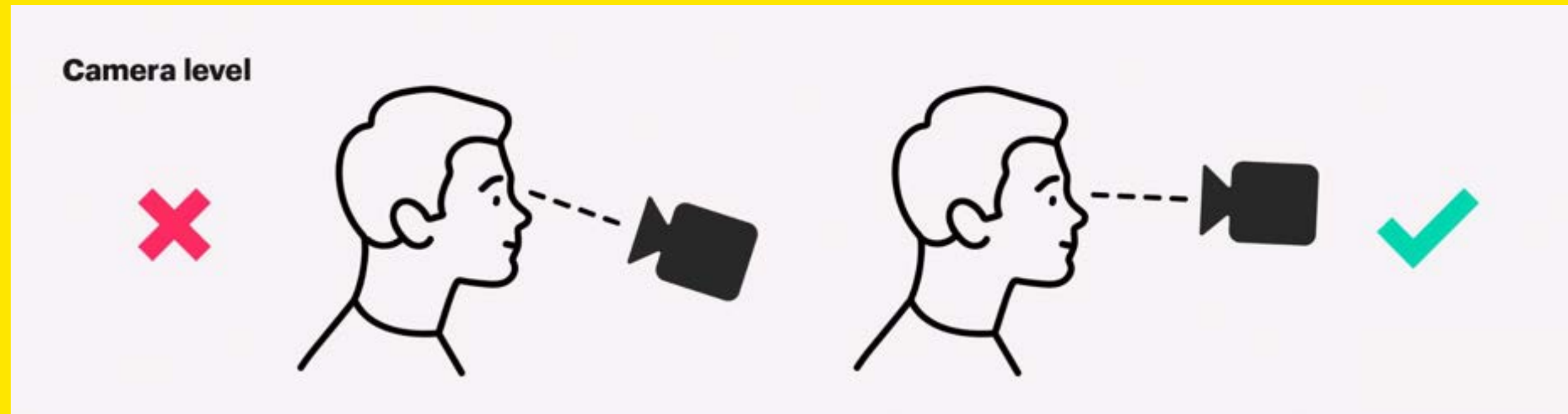


Use Tripod or Gimbal Stabilizer

Akron 11" Tripod
Osmo Mobile Gimbal



Position Your Phone



Just below eye level

NO UP NOSE SHOTS!

Lighting

Light yourself first. Then if you have additional lights, use those to light the background.

No light? No problem. Natural light through a window will work perfectly.



YONGNUO YN300 Air LED Camera Video Light



Audio

**Perhaps the most important part of the entire process!
People will watch bad video, but they won't listen to bad audio.**



BOYA by M1 Collar Microphone

Just a \$15-\$20 mic can make the world of difference in your video.

Works on cameras, smartphones and computers.

Depending on smartphone, you might need audio jack adapter.

Phone Settings

- Check phone storage before shooting
- Check battery life or be plugged in for video shoot
 - Close out of all apps besides the camera app
 - Enable airplane mode/do not disturb mode
- Tap and hold on yourself to lock in the brightness and focus



Trace the Frame

Run your finger around the frame of the phone. Does the framing look right?



Record a Test Video

Record your video and perform as if it were real for around 15-30 seconds. Watch it back and ensure everything looks good.

This will save you from a massive headache of having to reshoot the entire video because you didn't see that a plant behind you looks like it is sticking out of your head.

HIT RECORD!



Questions?

**ALL SOCIAL MEDIA
#COACHCARROLL**

