

Shiny & the Center of Attention (Creating Videos for the Tech-Challenged) Workshop

1. Why video?

- a. Stats on video usage and impact.
 - i. Cisco estimates that 82 percent of all internet traffic by 2022 will be video content and global video traffic will increase fourfold from 2017 to 2022. ¹
- b. Appeals to multiple senses. (A picture is worth 10,000 words. How much is video worth?) Motion captures people's eye. You need to grab attention.
- c. Emotional impact if done right.
- d. [.https://activerify.com/12-video-statistics-to-guide-your-2020-online-marketing-strategy](https://activerify.com/12-video-statistics-to-guide-your-2020-online-marketing-strategy)

2. Target Audience

- a. Who is your target audience? Who is this book for? No, NOT for everyone. For effective marketing, you need to know who your audience is.
- b. This is NOT ABOUT YOU! It's about your readers.

3. Formats - Aspect Ratios & Definition

- a. Widescreen is 16:9.
- b. Square is 1:1. (Instagram loves square, so FB now wants square so they can also be shared on Instagram.. Me, I say, turn your darn phone. <G>)
- c. Vertical is 9:16. This is an upright phone format. Much more narrow.
- d. Some tools have templates, and allow you to easily convert (with a little tweaking) from one aspect ratio to another.

4. What Does a Good Video Need?

- a. SCRIPT! Always start with a script.
 - i. Short lines, few lines, make more impact. Stay away from too many details. People's attention spans, especially on social media outlets, where you will use the video, are VERY SHORT.
 - ii. HOOK - what's the important thing about your book? How is it DIFFERENT from other books in the field?
 1. If it's non-fiction, what problem does it solve for your reader?
 2. Be intriguing. Goal is to make viewer want to check out your book.

- iii. Come up with a list of 5 strong, powerful, emotionally-evocative words/phrases that relate to your book. (Ex. love, betrayal, mystery, on the run, etc.)
- iv. Mood/tone. What type of mood are you trying to set? (Mysterious? Romantic? Somber? Action? Upbeat? Techno/futuristic?) Not all romances will be “romantic” in tone. Is it upbeat? Comedic? Or is it serious?
- b. The right images or video clips
 - i. Choose well. Remember the mood you’re setting. They don’t have to be identical to your characters!
 - ii. Licenses/copyright for images
 - iii. Deposit Photo, Shutterstock (many of the same images cheaper on DP) or use copyright free image sites. (I have a big list I can share.)
 - iv. Many tools now have access to libraries of images and video as well.
 - v. How I use Stencil (getstencil.com) as well to create or download images.
- c. The right music makes ALL the difference.
 - i. Mood matters (Remember, what kind of mood/tone are you trying to set?)
 - ii. Audio Hero
- d. Call to Action - all marketing should have a call to action. What do you want the viewer to do at the end?
 - i. Must have a VERB. It’s a call to ACTION.
 - ii. Buy the book is one option.
 - iii. Learn More, Join the Movement, Fall in Love Again, Solve Your Problem...
 - iv. Urgency is always good, too. Limited time only, sale price through (DATE), etc.

5. Distribution

- a. Where do I put it once I have it?
 - i. Facebook (direct upload - Don’t post it from YouTube onto FB as you won’t get as much traction from FB for it. They prefer direct uploads.)
 - 1. Use in ads
 - ii. YouTube
 - iii. Your website
 - iv. Instagram
 - v. Pinterest
 - vi. Twitter

6. Tools to easily make videos

- a. [AppSumo](#), [AppSumo](#), [AppSumo](#)! (Get great DEALS on tools.)
- b. Lumen 5 - web based - <https://lumen5.com/pricing/>
- c. Rocketium - web based - Price/Plan comparison page <https://rocketium.com/pricing>

- d. [InVideo](#) - web based, great deals, excellent customer service! My preferred tool now!
- e. For more advanced, but still easy on PC - Corel's VideoStudio. Mac, a lot of people use iMovie.

7. Examples

- a. Yes!
 - i. <https://www.facebook.com/goinswriter/videos/1399585626729342/>
- b. No!
 - i. <https://www.facebook.com/authorcindimyers/videos/2783965788286035/>

8. "Live" videos like Trippin & Interviews

- a. Can use your cell phone - generally an excellent option with smartphones
- b. Stabilize! - Tripod, Gorillapod, etc.
- c. Audio - mind your surroundings. Be close to mic.
- d. Intros and Outros - created like book trailer videos. Same software and techniques

9. Demonstration

Vocab:

- Render - the computer processes your video
- Trailer - a teaser
- Intro - an opening used on other videos
- Outro - a closing used on other videos
- Thumbnail - the image that shows up when views first see your video.