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Using Video to Increase Your Client Base

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Some Key Concepts

10 Benefits of Video as a Promotional Tool

1. You provide your content in the format people want **MOST**.
2. You **increase** the chances people will learn about your products and services.
3. Allows you to deliver your **MESSAGE** quickly and easily.
4. It's **easier** than ever to create a great video.
5. **Increases** your website visitors.
6. Increases the likelihood people will **return** to your website.
7. Allows you to increase your **online** reach.
8. Awakens your **personality**.
9. Strengthens your bond with potential **customers**.
10. Helps you stand out from your **competitors**.

7 Ways to Use Video as a Marketing Tool

1. Videotape a **live** educational presentation.
2. Create an **instructional** video.
3. **Demonstrate** a product or service.
4. Tell a **story**.
5. Create a client **testimonial**.
6. Introduce your **staff members**.
7. Create a video tour of your **facility**.

3-Steps to Incorporate Video into Your Social Media Marketing

1. Determine **what you want** to get from your social media marketing campaign.
2. Create your **video**.
3. Post the video on your **social media** sites.

3-Steps to Incorporate Video into Your Social Media Marketing (continued)

My Strategy (An Example)

What Do I Want?

To provide educational content that addresses viewer needs and offers solutions to problems as a tool for getting speaking engagements.

How Do I Do That?

1. Develop a speaking calendar.
2. Identify two presentations to be videotaped during the calendar year.
3. Hire a professional videographer to tape, perform a light edit and provide raw footage in an MP4 format.
4. Review raw footage and create educational clips.
5. Add clips to my YouTube page, website, LinkedIn Profile page and eSpeakers page.
6. Post individual clips to LinkedIn, Facebook, Facebook Business page and Twitter.

3 Elements in the Video Creation Process

TALKING HEAD

SCREEN SHARE

ANIMATION

TALKING HEAD

2 Key Points

1. Easiest to create if you are **comfortable** in front of the camera.
2. **Create** a script or outline.

Teleprompter Apps

- www.PromptSmart.com
- <https://BigVu.tv>
- www.SpeakFlow.com

3 Key Talking Head Tools

1. **Camera**
2. **Microphone**
3. **Lighting**

3 Elements in the Video Creation Process (continued)

SCREEN SHARE (Apps)

- www.Canva.com
- www.Prezi.com
- www.Visme.co
- www.HaikuDeck.com
- www.Zoho.com/show
- PowerPoint (www.microsoft.com/en-us/microsoft-365/powerpoint)

ANIMATION (Apps)

- www.Doodly.com
- www.Toonly.com
- www.Viddyoze.com
- www.PowToon.com

Video Editing

Video Editing Apps

- www.Camtasia.com
- <https://filmora.wondershare.com>
- www.Movavi.com
- www.adobe.com/products/premiere-rush.html

About Your Facilitator

Dr. Tyrone Holmes is a professional speaker, consultant and author who has spent nearly three decades teaching thousands of people to build powerful relationships in diverse settings. He has facilitated over 1,500 live and virtual presentations that have taught participants to reduce the “noise” in their lives, to effectively communicate their messages, to connect with diverse audiences and groups, and to reduce the negative impact of unconscious bias. Dr. Holmes served as a full-time faculty member at Eastern Michigan University in the Department of Leadership and Counseling, and at Wayne State University in the Department of Theoretical and Behavioral Foundations. He is also a Past President of the Arizona Chapter of the National Speakers Association. Dr. Holmes has earned the designation of eSpeakers Certified Virtual Presenter, Certified Virtual Host and most recently, Certified Virtual Master Presenter.