

FEARLESS

VIDEO  
MARKETING  
TIPS FOR SUCCESS!

# SCARED OF THE CAMERA?

## YOU ARE NOT ALONE!





**19% of non-video marketers say they don't use video for marketing as they don't feel it's needed.**

**17% of non-video marketers don't use video for marketing because it's too expensive.**

**17% of non-video marketers don't use video for marketing as they don't know where to start.**

**16% of non-video marketers don't use video for marketing as they lack time.**

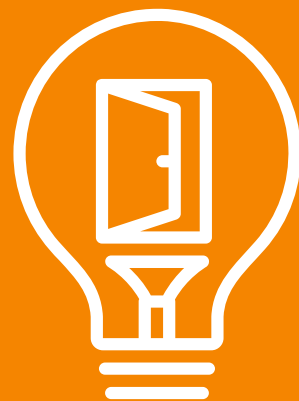
**7% of non-video marketers don't use video for marketing as they say they're unclear on the ROI of video.**

**75% of non-video marketers say they don't use video because they're unable to convince key decision-makers to use it.**

FEAR

**failure**

REPLACE WITH OPPORTUNITY



FEAR

**expense**

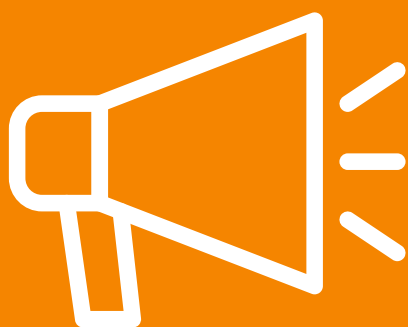
REPLACE WITH LOW COST OPTIONS



FEAR

**appearance**

REPLACE WITH LOVE YOUR BRAND



FEAR

**reputation**

REPLACE WITH INFLUENCE





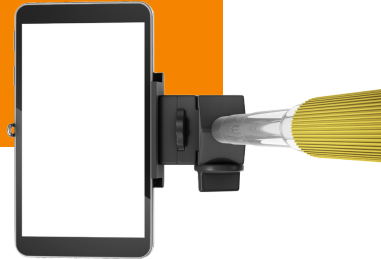
# MY 10 BEST TIPS!





1

**USE THE TOOLS YOU  
ALREADY HAVE; YOUR  
SMARTPHONE, SELFIE STICK,  
HEAD PHONES AND APPS!**



2

**PICK ONE TYPE OF VIDEO,  
AND MASTER IT, BEFORE  
MOVING ON!**



3

**SMILE!**  
**SMILE BEFORE YOU HIT 'RECORD'**  
**AND YOU WILL SOUND SO MUCH**  
**BETTER ON VIDEO!**





4

**PRACTICE MAKES PERFECT:  
RECORD. REPLAY. DELETE.  
RECORD. REPLAY. DELETE!**



5

**PLAN YOUR TOPIC, WRITE A  
SCRIPT, CREATE BULLETS BUT  
LEAVE ROOM FOR  
SPONTANEITY!**



6

**RECORD (SEVERAL VIDEOS IN) A  
SERIES IN ONE DAY; YOU ONLY  
NEED TO PREP ONCE!  
(HAIR, MAKEUP, CLOTHES,  
TOOLS ETC)**



7

**FIND A PARTNER! INTERVIEW  
SOMEONE SO YOU'RE NOT  
ALONE!**



8

**SHARE STORIES, TEACH  
SOMETHING OR SUPPORT A  
CAUSE AND ABOVE ALL BE  
YOURSELF ON CAMERA!**



9

**USE PROPS TO CATCH  
ATTENTION AND  
TO HAVE SOME FUN!**





**10**

**START WITH RECORDED VIDEOS  
FIRST. THEN MOVE ON TO LIVE  
BROADCASTING ONCE YOU ARE  
COMFORTABLE!**



**THROW PERFECTIONISM OUT  
THE WINDOW.  
YOUR FIRST VIDEOS WILL NOT  
BE THE BEST OR THE MOST  
BRILLIANT VIDEOS.**

**BECAUSE...**

**DONE IS BETTER THAN NONE!**



# Let's Connect Online



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