

New Business Podcast

Episode #8

Kickstarting Your Online Video Marketing, with Gideon Shalwick

Chris Ducker: Hey, everybody. It's Chris Ducker here, and this is the New Business Podcast where insightful, how-to business strategies collide with actionable tips and tactics. Look no further. You found the podcast that you need to tune into to catapult your business into the 21st century.

Chris: Well, hello there everybody! Welcome to Episode Eight of the New Business Podcast. Thank you very, very much for tuning in. As always, it's Chris here, and – Oh, God, it's a horrible day here in Cebu. Everybody thinks that the Philippines is a tropical island and there's beautiful clear blue skies and all the rest of it, but the fact of the matter, actually, is that today it has been chucking it down by the bucket load. Could be a little bit happier about that, but even if I did complain, nobody would probably listen to me anyway, so we'll move right past that.

Episode Five, we spoke with [James Wedmore](#) about YouTube videos, and how to build up a YouTube channel and get YouTube followers. It was a great episode, and it was an episode that sparked an absolute ton of feedback and questions. I have received so many questions in regards to video and the type of equipment to use, and how to be able to create good, quality looking videos on YouTube and all that sort of stuff.

I went to the one person who has made more of an impression on me than any other when it comes to online video and utilizing the power of online video to be able to market our businesses online. Even businesses that aren't online, I'm talking more brick and mortar traditional businesses, I've heard from a lot of people in that boat that have been able to experience some level of success using video to promote their businesses that are offline, online. This is going to be one of those episodes that is going to be referred back to over and over again.

My guest and I talk about everything from the equipment that you need to use right down to editing. The whole kit and kaboodle. This will be the granddaddy episode that I ever record on the subject of video and using video online. My guest today is the one person that has helped me out more than anyone else when it comes to my own online video creation and marketing. He's still very much my number one source for everything related to online video and using video on the web to market my businesses.

He's also an extremely accomplished entrepreneur in his own right. He's a big fan of productivity. Loves his gadgets, which is awesome, and he makes the most complicated subjects sound simple and easy to understand for the average business owner out there. I call him my video Yoda, but the rest of the world calls him [Gideon Shalwick](#). How are you doing, my man?

Gideon Shalwick: I'm good, Chris. Thank you for the great introduction. Let's hope that video Yoda theme sticks. It hasn't quite stuck yet on the Internet, but let's see how it goes.

Chris: What's that about? I've been calling you my video Yoda for three years now. You would have

thought that would have stuck by now.

Gideon: You would have thought so, yes. Maybe there's something about it that we need to tweak a little bit, or maybe we just need to get the word out some more.

Chris: Maybe I'm just literally not as influential as I obviously think I am.

Gideon: Who knows.

Chris: I've been looking forward to having you on the show. We're a couple of handfuls in here, in regards to sessions, and this is, for me, an incredible opportunity to be able to get listeners of the New Business Podcast really on the same page across the board when it comes to online video and what they can achieve by utilizing online video in regards to promoting their businesses on the Internet.

I touch the subject quite heavily. I do an entire training session as part of my New Business Boot Camp, but we are about to take this thing to a whole new level with this conversation. It's a pleasure to have you on the show, and thanks for making the time.

Gideon: You're welcome, Chris. I'm looking forward to sharing some great ideas with you and our audience.

Chris: Like I said in the intro, you were an incredible help to me when I first started off with video online, personally. I know a lot of other people that feel exactly the same way and we've chatted, and we've spent time together in person as well as having you on my first podcast, Virtual Business Lifestyle.

I don't think, out of all the conversations we've had and all the time we've spent together, I don't think I've ever asked you this question before. I'm going to do it right now. Why video? How did you get started with video?

Gideon: I'll talk about how I got started with video, and then we can talk more generally about why video for everyone else. The way I got started was I fell into it. It was not something that I one day said, "One day I want to become very good at video marketing and teach the whole world about what I do." It wasn't like that.

What happened was about seven years ago I had a chat to my wife. We both had jobs back in New Zealand where we lived back then, and enjoying our jobs, but we felt we needed something a little bit different. We wanted to create something where we could own the asset that we were creating as opposed to the other business we were working for.

We also wanted something where we could get paid even if we stopped working, which is obviously not the case when you have a job. The other thing was that we wanted to be able to live out our creativity a little bit more. We felt a little bit restricted in our jobs previously, so we decided to quit our jobs in New Zealand, immigrate to Australia, That was about six years ago, and start our own business. I decided to go with an online business.

My first challenge was to create my first product and set up my own website and sales page and promote this book. I had a really good mentor to start off with and got lucky the first time around. Partnered up with my mentor to promote the book, and very quickly got that book distributed to 177 different countries around the world. That was fantastic, but that little bit of fame only lasted for a very short while, perhaps a month.

Then I didn't know how to sustain it. I didn't know how to keep on driving traffic to my little eBook or

sales page type of website. I was stuck because traffic dried up and so did sales. That was a big problem because we needed to put food on the table somehow. It was tough the first two years because we had that initial success, but it wasn't enough to really pay all the bills and so not really going out much at all. I think the two years we only went out three times. Fiscal problems.

We didn't have a car. We used public transport for everything. We didn't buy any new clothes except for the essentials, but it got pretty tough. At one point I realized I had to do something to figure out how this online game works. That's when I decided to interview some of the world's top Internet marketers and ask them what the heck it is they do to be successful.

This is where I fell into the video thing because with these interviews I did all of them on video. Keep in mind this is almost six years ago that I did this. Maybe exactly six years ago. YouTube was only a year old at the time. No one else was doing online video, not even to mention hour long interviews on video, and then trying to get them online was an absolute nightmare, but I did that project. That particular project didn't go anywhere, but it taught me everything that I needed to know about the online video side of things.

That got me started with that, and from there I used that to create products. I got really good with video product creation. Because of that, I teamed up with one of my business partners, [Yaro Starak](#). We launched a program called "[Become a Blogger](#)" together. That went really, really well. We went from zero to 10,000 followers within a week. This was about four years ago. That business now has 40,000, 50,000 followers. We set it up to be like a \$20,000 business within that first week. It went really well.

After that I decided I wanted to explore a bit more the traffic side of video with YouTube and other video sharing sites. I teamed up with a local magician here in Brisbane, Australia and we took that business from zero, being a total unknown entity to a worldwide phenomenon. We were the most successful magic channel in Australia, and this one is a bit hard to prove, but perhaps the world's top street magic YouTube channel. At least one of the top ones in the world. Built our email list from zero to 50,000 in a one to two year period. That went really well.

From there, I did a few of my own things, still using video. I just love it. It's been an amazing blessing. It's served me extremely well. That's my side of the story, but everyone else might be now listening and thinking, "Why video? Why is video so good? Why now?"

I think there's a number of reasons. The obvious reasons are to look at things like how you can use video to connect better with your audience, for example. That's quite an obvious reason because when people see you on video, they make that connection so much better.

Chris: When you look at guys like [Gary Vaynerchuk](#), who have used videos so well in creating his own personal brand. He's got book deals and millions of followers out of some of the stuff he was doing with video. Some of his videos are real high quality, but the very large majority of them are shot with his phone or his laptop. It just goes to prove and to show you that it is the content, but it's that different medium.

It's the medium of video where they can see your facial elements and the way you're talking, the way you're emphasizing certain words. I've also found that I've had people come up to me at conferences like Blog World and say, "I remember that video that you did on cultural traits of Filipino virtual assistants. That was great. You should do more videos like that." That video was literally done on the spur of the moment.

It was a ten minute clip. It was me and Stephanie from Virtual Staff Finder sitting there talking about the cultural differences between foreign bosses and Filipino VAs. It's still one of my most popular videos today

Gideon: I don't know how you look at it, Chris, but the way I see it in terms of the online video is that it's like one massive worldwide party. All you've got to do is get yourself on video and start meeting people and introducing yourself and chatting to people and building conversation and building groups of friends and start interacting with everyone else that's already inside the party.

It's an amazing tool to be able to do that, and if you're a business owner, for example, don't let my informal language fool you into thinking that it's just for informal purposes, but you can certainly use video as a tremendously powerful tool to help build your business, or, like you say, your personal brand, if that's what you're about.

Chris: Yes, absolutely. Let's get a little techie, but let's not blow people's brains too far apart. Let's talk gadgets, or rather equipment, camera, lights, mic. I know you categorize these into three different main sections. You've got the entry level, then the intermediate level and the real high end stuff. Let's cut out the medium level.

Let's go entry and let's go super high end. What are your recommendations for those three pieces of equipment, camera, lights and mic, in regards to those two levels?

Gideon: Let's look at entry first. Before we go into details, a really good rule of thumb is to use whatever you've got at the moment. Perhaps it's your iPhone. Perhaps you've got one of those flip cameras. Perhaps it's just your webcam on your computer. Whatever it is, that's already good enough to get going. You don't need to go out and buy stuff to be able to create video online already now. That's the first principle. Whatever you've got now, you know how to use it. Just use that for now and build it up.

In terms of just getting started, if you do want to get something don't have this, using something like your iPhone or your Android phone, or similar video cameras like the flip style video cameras like the [Kodak Zi8](#), which is out of production now I believe. Also the flip video camera, that's also out of production, which is a real pity.

The iPhone and the Android video cameras are certainly very good and have replaced that. That, in and of itself, is a good enough camera to create some really amazing videos. The iPhone 5, for example, can record in full HD quality. It's got two cameras. One is full HD, and the other is normal HD, which is incredible. If you think, it's just this thing you carry around in your pocket and you can create full HD videos with it. It's just incredible.

With your iPhone a couple of other things you've got to think about, especially if you're at the entry level side of things is there's two things that really help the quality of your video production. One is the lighting and the other one is the sound. You can have a fairly average camera, but if you have good sound and good lighting, you can create a masterpiece with a very affordable video camera.

For the iPhone, this little cord lead that you can plug into your iPhone that allows you to plug any kind of microphone into your iPhone so as you can have an external microphone, like a lapel mic, closer to your mouth if you're the person on the video. That helps you get the quality of your audio so much better.

The microphone on the iPhone is not that bad, but when you're a little far away from it then the sound quality degrades significantly. Getting a good microphone to go with your iPhone or a pocket video camera is recommendable.

Making sure you've got good lighting. If you don't want to spend a ton of money on lighting, you can

make sure you're in a well lit room with other good lights or even natural sunlight coming in, perhaps not direct sunlight. Even outside in the shade is a very good idea to record great quality videos because it's the perfect lighting conditions for that.

Just keep an eye on that. Make sure you've got good lighting and good sound and basically any entry level camera would do a fantastic job, especially if you're doing online video, in particular.

Chris: I've had some really good results myself. I've not used the flip, but you were the one that actually turned me on to the Kodak Zi8, and I used that extensively for the first couple of years in my video stuff that I did online. Then I went right up to the next level and got the Canon and the DSLR. That's what you're going to go into now.

Gideon: I've been impressed to see your development with video as well, Chris. It's been great seeing you get the quality of your videos up as well. That is becoming more and more important on YouTube, contrary to what a lot of people are saying.

Ultimately, it is about connection. It is about creating amazing content that people can connect with and build a relationship with you, the person on the video, or with your business. That's very important. That's the underlying thing. You don't necessarily need an amazing video production to be able to do that, however, things are changing, and you definitely see an increase in production value across the board on places like YouTube and other video sharing sites.

If you're a business, it's important to present more of a professional look and feel for your business because it's like a window into the rest of your business. That has become more important as online video has grown. Along with that, you do need to think about upgrading your equipment as well.

If it's all just for courses, I use my iPhone for creating a lot of my otherwise very professional videos, but perhaps it's more when I'm on the beach or on the run or when I'm traveling. Great little videos for uploading to YouTube or something like that.

If I want to create something a little bit more upmarket, for my promotion videos or my product videos, then I normally use my Canon 60D DSLR camera. There's other models around that are probably better than that one now, but that's one that I've got. It's a DSLR camera, but it records amazing video quality. I've heard people say it's equivalent to some of these professional cameras that cost \$100,000-plus to get, whereas the Canon 60D is only like \$1,500.00.

It comes with its own drawbacks. It is a DSLR camera, so it's designed for photos mainly, but the video's so amazing that you can't go past that. The actual camera is not the same as a handycam or a professional video camera. There are a few things that you just need to keep in mind when you do use those cameras. That's one thing. It's not going to feel, in terms of the physical feel of it, the same as a professional video camera.

The other thing is that, just out of the box, most of the Canon DSLR cameras can only record for 12 minutes. Maybe it's more now with the latest models, but the 60D is only 12 minutes or so at full quality. There is a hack where you can install another firmware update from a place called Magic Lantern and that allows you to adjust the bit rate of the video file that gets created on your camera, and that allows you to record for much longer.

Chris: I remember when I first got my Canon. I clearly remember thinking to myself, "Hang on, are you telling me I can't record for any more than 12 minutes of video? That's madness. That's irritating. That's going to be terribly inconveniencing." Now I realize that none of my web videos are more than six or seven minutes apiece. It doesn't make that much difference because the online video is, in terms of the way people digest it, they're much more likely to click away

There's so many more bells and whistles, particularly if they're looking at it on YouTube rather than an audio file where people might stay tuned in for a little bit longer. I bloody hope they do! That's for sure. For the business owner that's wanting to promote their businesses online, that cap of 12 minutes isn't much of a deal breaker. Would you tend to agree with that?

Gideon: Totally. There's a couple of ways around it. I've already talked about the Magic Lantern firmware update that you can use. Then you can record very long videos, or you can plan out your videos so that you only do them in 12 minute sections or 10 minute sections and then put it all together during editing. You've got to edit it anyway, afterwards. Even if you do want to record for longer, you're going to make mistakes any case, which means you're going to have to cut the video up in bits, in any case.

That limit of 12 minutes is not really a problem because often you only need about 10 minutes to make a point, and then you stop and start again to do the next bit. Then you stop and start to do the next bit. Then put it all together during editing. It's not a big deal.

The other slight drawback, especially if people are new to this and they're looking at doing this themselves is there's a bit of a learning curve to using the Canon DSLR camera, so if you're not used to using a camera like that it's a bit of a learning curve. If you can overcome all of those things . . .

Chris: Guilty as charged on that one. Guilty as charged, full out. I'm going to say right here, publically, I have hassled Gideon on more than one occasion to teach me how to do this and do that, and you've always been really cool, mate. Thank you so much for all the additional help that you've given. The after sales service of getting in Shalwick, for Canon cameras is brilliant.

Gideon: I should be charging for that. Don't worry. We'll make up with it in cocktails when we're next together. Or next time I'll just tell you to go to YouTube and search for how to use a Canon DSLR camera. That'll give you the answers much better.

Chris: I've got to be honest with you, I've never thought of that one. I just go straight to my Yoda. That's what it's all about. Everyone else out there, don't start hassling Gideon looking for free consultation. It's not going to happen. Go to YouTube. Follow Yoda's advice.

Gideon: YouTube is my Yoda. I get a lot of my information there. It's a little bit slower than just accessing a real Yoda, but you can learn a lot on YouTube just by searching for information. There's a lot of really useful stuff on YouTube. There is. You're absolutely right.

Chris: Let's talk about editing real quick because you mentioned it there. I think a lot of people, particularly those that aren't too techie, might start shaking a little bit when they think about having to edit video. It's not as hard as everybody thinks it is, particularly with today's software and drag and drops and things like that.

People that are listening, they're going to fall into either one or two sections. They're either Mac users, like you and I, or they're going to be PC guys. What can you suggest? What piece of software, one piece of software, that you would suggest for those two groups of users to be able to edit their videos relatively easily and get a nice good quality output?

Gideon: Before I go into the software there, another two camps we can divide people into is people who do it themselves or the people who want to get someone else to do it for them when it comes to the editing. Even the whole thing, being in front of the camera, it can be yourself, or it can be someone else within your business that can be that person. That's something important to keep in mind. It doesn't have to be you, and it doesn't have to be you doing everything

That's the beautiful thing about this video thing. There's all these different stages in the process that you can either do all of them yourself or get somebody else to do it. All of them or just be part of some of them. That's very important to realize that, because that's going to give you a lot of leverage, if you can figure out the bit that you have to be involved in and the bits that you don't.

For either of those guys, if we say, "Which one are you, PC or Mac?" For PC users, I haven't been on PC for four years. This is my little disclaimer. I'm not an expert on PC anymore when it comes to video stuff. Certainly last time I looked, and the software that I still recommend is a great piece of software that gives you enough flexibility but that's not so complicated that you want to pull all your hair out.

Chris: You mentioned editing there. A lot of people start shaking, freaking out from the idea of editing their own video. There's a couple of different ways to look at it. Do they do it themselves? Do they pass it on to someone else? I'm curious to know what your feelings are on that?

Also, if they are going to do it themselves, what type of software do you think is the best type of software for someone who's not too techie on the PC and on the Mac to use to get going with dragging and dropping and editing their videos themselves?

Gideon: The first question to ask is whether it's going to be you doing it yourself or whether it's going to be someone else within your business, or even an outsourced type of solution that's going to do it, someone else that will be doing it for you. That's an important thing to think about because you don't have to be doing everything in the whole process.

You can certainly get help with all of the different stages in video production and even to the point of being in front of the camera. It doesn't have to be you. Perhaps you can hire some talent to be in front of the camera.

If you're freaked out of being in front of the camera, just think about getting someone else to be in front of the camera. Don't let those sort of things hold you back from getting into online video.

Regardless of whether you're doing it for yourself or someone else is doing it for you, when it comes to software for PC, what I need to say first is my little disclaimer that I haven't used a PC for about four years now. I'm just on Mac.

Since I switched over to Mac my productivity for video production certainly increased by a factor of ten, at least, but the software that I've been recommending for PC is something that's not super basic, but it's also not so complicated that you're going to pull out all your hair, which you probably won't have trouble with, Chris.

Chris: You had to go there, didn't you? You just had to go there.

Gideon: I'm so sorry, yes. I'm getting it too, so don't worry.

Chris: It's all relevant, man. You give me free consultations. I let you rip into my hairstyle, or lack of hairstyle. It's all good. We're friends, keep going.

Gideon: If you don't want to pull out all your hair, so to speak, there's a good piece of software called "Sony Vegas Studio". It's only about \$50.00 bucks, but it gives you the flexibility to be able to have multiple tracks. What that means is you can have a video track, and you can have an audio track, and you can have a voiceover track, and you can have a music track, if you wanted to. Put it all together without breaking the software. You can do it fairly easily. It has some nice easy editing tools there too that you can use to make your video look a little bit better

There's the free version of Windows Movie Maker. The last time that I looked at that, and it was quite recent, maybe a year ago. Maybe two years ago, I can't remember, perhaps as far as a year ago, I don't know what it's like now, it was so basic to the point that it was frustrating to use. If you're creating videos on a more regular basis, I wouldn't recommend that, especially if you want to do multi-tracks inside your video editing program. Don't let that freak you out, but just know that with Sony Vegas Studio you have much more flexibility, and it's still easy enough to use.

Chris: I've played around a little bit with Sony Vegas myself. My eldest son, who's 17, is a big fan of it. He was a PC guy. He's now going to Mac after he inherited my Macbook Pro last year. He was a big fan of Sony Vegas. He's actually damned good with it, to be frank with you. I wish he did a little bit more than editing video game clips, but we'll figure out how to get him onto the live action stuff sooner or later.

That covers the PC side of things. Let's go for the Mac. Let's talk about our favorite, without a doubt, I know that we share this opinion in regards to software for the Mac. Right?

Gideon: For the Mac, the free software that comes with the Mac is iMovie, and that's fantastic software for everyday videos if you're not really concerned about the video editing side of it. You just want to get something done real quick, and you're not concerned about adding an audio sound music track to it as well and doing something a little bit more fancy. That's OK, but it's in the same category as Windows Movie Maker. I don't use it because it's frustrating. It's too simple to be useful for me.

The next level up from that is, I think this is what you're talking about, Chris, is a program called "ScreenFlow" which has been originally designed for capturing and recording your computer screen, but you can also import normal videos into the program and edit them in there.

Editing functionality that you have in there is so good. It's so simple and so easy, and it's so fun to make your videos look really amazing. Just manage to check all the right boxes. Really easy to use interface, and when you export the video and upload it to YouTube or whatever video sharing service you're using, the result is always fantastic. They just make it easy for you to create amazing videos. That's ScreenFlow.

If you want to do a bit more pro stuff, if you really are interested in doing more pro stuff on a Mac, something like Final Cut Express, or Final Cut Pro is an option too. On PC, if you want to do more pro stuff, I'm talking really pro stuff like Hollywood type of pro stuff, then Adobe After Effects is a good option for that.

For most cases, those advanced programs are overkill. On PC, Sony Vegas is more than enough, and on Mac, ScreenFlow is more than you need. They're two amazing little programs.

Chris: What I like about ScreenFlow, this leads perfectly into my next section of the call here, and I just want to clarify, the iMovie, as simple as it is, was the absolute sole reason why I flipped over from PC to Mac about three years ago because I was, just as Gideon's is saying, very frustrated with the Windows Video Maker, whatever it's called. It was way too basic. I couldn't get any core transitions out of it. It was just fiddly. It just didn't work well for me.

I played around with one of my friend's Macbook Pros one weekend, he lent it to me for the weekend to play around with iMovie. Literally, by the end of the weekend I cut four or five videos of three to four minutes a pop. I could get an intro in there, an outro in there. I could do a little bit of background music -- Just like Gideon is saying -- a little bit of text here and there. It was super easy to use. I literally went out and bought a Macbook Pro for that reason alone.

iMovie was really my stepping stone going from hitting Start on my online video camera and

recording something raw and uploading it directly to YouTube with no effects or transitions, to going up to that next level.

ScreenFlow has been my staple diet of choice for video editing for at least a year, maybe a year and a half now, so iMovie was good for the first year or so, and then I wanted to take it up to the next level, and ScreenFlow is great for that. Again, this leads perfectly into my next question, which is my second from last question for Gideon, and that is that, what I love about ScreenFlow is it is very much drag and drop and then you can drag the length of the clip.

It's very easy to edit, and when you're talking about online videos, particularly, I found the formula of the videos goes a little like this, and Gideon, I'm curious to know what your input would be on this.

I guess this is a double barrel kind of answer here. The formula that I use is a spoken intro with myself on camera, which is usually no more than about 20, maximum of 30, seconds. Then I have my 3D animation intro, which we'll talk about in a minute. Then I have the raw footage, or the content part of that video, and then right at the end I slam in my 3D animation outro as well.

I can do this myself, if need be. A lot of time I have my VA do it for me, but if I want to get a video out there real quick, it's so easy for me to go in and just drag and drop and tweak those little clips together. Literally it takes no more now than usually 10 or 15 minutes to put a little video like that together very simply.

That formula, Gideon, I know you've used something like that before in the past. Are you still using that kind of formula with the way that your videos come together visually, or are you trying new things out? I know you were always tweaking and trying new things out.

Gideon: I'm always experimenting with new things and ultimately it's about finding the base toy for your audience, your viewers. Making sure that you're creating videos that they actually want to watch, and that they want to keep on coming back to you. That formula that you talked about is a pretty good one and it works. I do still use that.

One thing to note about it is that it's a good formula for a certain type of video, and that type of video is normally for educational type of videos where you have a bit of an introduction at the beginning, then your nice animated logo thing, and then you get into the content, and then you have a summary, and then a call to action at the end with a nice animation at the end to close it all off. That works extremely well for educational type of videos.

One thing to note that I think is very important, a bit more detail about that formula is that for the bit at the front, the spoken introduction where you tell people what's coming up inside the video, think about that as a way to open loops, either one big loop or multiple little loops or a combination of them to create this mystery, or to peak people's interest.

They've watched the first 10 or 20 seconds of your video and they go, "I have to keep on watching this video that speaks to my interest so much I have to watch it." That's a really good tip, especially for online videos because when people are watching a video online, there's a ton of other distractions. It's not like television.

You're competing against everything else, and you've got to find a way to hook people and get them in there. That's one of the base ways of doing it, to create some sort of mystery at the front, some sort of open loop to hook people in and to get them to watch your video.

If you're creating videos that are not educational videos, perhaps they're more entertainment videos like your son creating entertainment type videos for the video game industry, you can use a different

kind of structure and experiment differently to see what works better for your audience.

A great way to find different formulas for different kind of content is to go to YouTube, and go to the most popular channels and look at the different categories. Go to the category that's most similar to your niche and look at the most popular channels on YouTube for those categories, and see if you can figure out whether they're using some kind of a formula for their videos. Copy the structure. Don't copy the content obviously, but copy the structure of those videos. There's nothing wrong with copying a structure. That's very powerful.

The most popular YouTuber currently is [Ray William Johnson](#). If you watch his videos, it's the same structure every single time, but the content changes every time. That's very much an entertainment style type of video. It's not everybody's cup of tea. It's not everybody's sense of humor, but if you do want to watch his videos for educational purposes, Ray William Johnson does a great job.

[Shane Dawson](#), same sort of thing. He's figured it out. What is the right way to structure his videos. [Natalie Tran](#), she uses quite a different approach, and she has more of a storytelling approach where she's different characters, same person, but playing different characters within her videos. She tells her story. It's a bit of comedy, and she does a fantastic job. She draws people in through storytelling essentially.

There's a ton of different formulas out there, and obviously one formula is not suited for everyone. A good way to do it is to go and see what is actually working and copy and modify the structure to suit your own purposes.

Chris: I was going to say try a few different ideas about yourself because ultimately you have to be comfortable with what you're putting out, particularly if your face is on there as well. Where it might work well for one person, you try it, you're not comfortable, you don't think it suits your personality or your audience. Try out a few different things.

One of the tips I give a lot of people when they come to me for questions on how to get started with working with video is to just shoot four or five clips over the course of a weekend or something and watch them back, and see what you did right and what you did wrong. Then delete all of them.

If they're the first four or five videos you've done, the chances are there's going to be quite a bit of crappy material in there, and you can use them as your own personal offline learning curve. When you physically produce that video number six or seven or eight, whatever it ends up being, you can get to the point of looking that much more polished and a little bit more professional right out of the gate instead of having some weak content out there as well.

Gideon: That's a great way of going about it.

Chris: Let's talk very quickly, before we wrap this chat up, about something I get a lot of questions on. Whenever I do a video on myself, I get at least a handful of emails within 24 hours from people saying, "Where the hell did you get this done?" We're talking about my video bumpers or my intros, my outros, my lower third, which is the little spinning graphic that comes on with my logo when I start talking.

Earlier on in this year you launched a new business called '[Splasheo](#)', and we'll link to everything below in the show notes over at the blog for those of you that want links to everything. Basically, what Splasheo does is it produces those super high end, high quality video bumpers that a lot of people ask me about.

They help our videos look very professional in an amazingly cost effective manner. I'm curious to know, as the big boss behind this, what was the inspiration behind starting this company of yours?

Gideon: There were a number of reasons. There were some personal reasons for getting it started, but there were also some obviously more market driven reasons too. Personally, I was looking at the business that I -- I've got two businesses now. I've got an information publishing business, and then I've got the Splasheo business.

For the information publishing business, it's an amazing business. It's a very lucrative kind of business, the profit margins are extremely high. It's scalable, and it's a lot of fun. The trouble that's inherent in the business, it's not just me, everyone else in a similar kind of business will feel the same way, is that it's not really sellable. It's difficult to sell because it's so tied to the person who's the educator, the person putting together the education materials, which in my case is me.

The other thing, because of that it is not very sustainable. If you want to go and do something else, the business will suffer because you need that one person there at least to be creating the content. That was a bit of a problem for me, and I wanted to create a business where it was still profitable, scalable, fun, but then also sellable and sustainable. With this new Splasheo business, it meets all those requirements. That's more of a personal thing.

For a marketer thing, what I noticed was that there are a lot of people out there, first of all, there's been this trend of having higher quality productions on YouTube. That was one thing. The other thing that I noticed was that people struggle to get results from their videos. It's one thing, uploading a video, even if it's a good quality video, but it's another thing getting actual results from it. More subscribers, or more likes and comments, or using it to get more traffic to your site. Those sorts of results.

Those two things, the market was screaming out for a nice solution there. This is where Splasheo fits in really nicely. We're creating products and services and solutions for people to help them make their videos look a lot better without spending a lot of money or without getting an expensive editor or expensive and complicated video editing program on board. We've done all the homework. We've gone through all the pain and struggle of doing that for you, so that's one side of it.

The other side is helping people make their videos more effective in getting more results from their videos. Initially what we're doing there is, in your case, creating video intros for people, which is an animation of your logo. It's just like a five second type of thing that you add towards the front of your videos to give it that instant professional look and feel.

Along with that we have another product, some lower thirds that you can add to your videos to introduce you as the speaker on the video. Very powerful. It's a nice touch. That nice subconscious thing that happens when people watch your video and they go, "This has been professionally created."

Chris: It really stands out. I get a lot of people asking me about this every time I post a new video. I don't think it's as subtle as a lot of people, it's obvious. People notice it. I think that makes a big difference because when they notice something like that, they remember it. When they remember it, they start talking about it, and that's where the whole viral side of things come into play. That's a whole different conversation. Carry on. Sorry to interrupt.

Gideon: You've got those sort of things to list instantly. We're talking instant because once you've got those little video clips, it is an instant thing to click and drag them into your editing program. You don't have to do any editing. If you call it click and drag editing, that's as much editing as you've got to do. Then they're inside your video.

Then the other side of it is more looking at the effectiveness of your videos, and that comes down to many things. One way of looking at it is having some specific calls to action inside your videos where

you call people to take some kind of an action toward the end of your video.

If you're on YouTube, for example, getting people to like your video or to leave a comment or to share it on a social networking site, or to get more subscribers. If it's just a video on your website, maybe you want to get more people to click on the link below the video or maybe you want to get people to sign up for your newsletter or go to your opt-in form to sign up for your free eBook or free report. Those kind of things.

We've developed these clever little outro clips that's customizable as well. All of this stuff is customizable. You can upload your own logo and your own text and your own calls to action, your own graphics. The outros are designed to help you get that action from people.

Those are the first three things we've released, and this is just the tip of the iceberg. We're looking forward to creating some more stuff to help people with those two things. Lift the production quality of their videos and make them more effective at the same time.

Chris: It does help, I can honestly say that not only do I feel like I'm creating more professional looking videos but typically the outro side of things, with my outro, some of you might have already seen the videos on the blog or on YouTube where I wrap my videos up with that seven or eight second outro where I say to the people, "Do you want to catapult your business to the 21st century? If you do, then you need to join my seven day New Business Boot Camp."

It works. I know it converts. It's very clear because whenever I publish a video on my blog, I always get a spike in opt-ins within that 24-hour period. It's too much of a coincidence for it not to work. It's quite obvious. You guys that are out there, I'll have a link to Splasheo and everything else that me and Gideon have talked about in the show on the show notes over at the blog for this particular session.

Gideon, before you go, I want to try to get one more nugget of wisdom from you, if that's OK?

Gideon: Sure.

Chris: We wrap every single episode of the New Business Podcast up with the same question to our expert guests. Today, I'm asking Gideon Shalwick, "What's your number one tip to doing business in today's economy?"

Gideon: I've got a three-pronged number one tip, if that's OK.

Chris: It's three tips. I love it. The more the better. Go.

Gideon: It forms part of one thing. You can't have one without the other, they go together, and you've got to have all three of them. They form a unity, so you've got to do them all three together.

My number one tip, in a three-pronged way, is to really get extremely serious about, firstly, creating an amazing product or service that matches your target audience, what they want. That's the first thing. There are so many businesses out there who create pretty mediocre products and services, and they do an amazing job with their marketing and make money, but I'm not sure if they're doing the world a good service, as good as they can, at least. That's the first thing.

You've got to get your product and service right, and the way you get that right is to really get to know your target audience extremely well. That's the first thing. If you get to know your target audience really well and then create something that they absolutely rave about, that's the first thing.

The second thing that goes hand in hand with that is that you need to back up that great product or service of yours with an amazing customer experience. The product is part of that, but there's more to it than that. There's this thing called customer service. It's not just customer service. If you have a web based business it's how people move through your website. What they experience throughout the whole order process.

What they experience after they've done a transaction with you and the follow-up that you have with them and how nice you are to them and how much you care to them, and how much you make them feel good about themselves. All those finer details. Your great product and service needs to be backed up with an amazing customer experience.

What that does is creates this evangelist effect where people go out and spread the word about your amazing business, about your amazing product or service. A good example of this is, we've talked about Apple already. You've already raved about Apple here with your Macbook Pro and me about using my Mac to get a ten times increase in productivity when it comes to video stuff.

That's the evangelist effect because there's a great product there, and it's backed up with an amazing customer experience. We naturally want to go tell all our friends about it. You need to get your product and customer experience in the same kind of way.

Another good example is [Dropbox](#). If I ask you the question, "How did you find out about Dropbox?" In most cases, it's through word of mouth, through someone else that raved about it and said, "You've got to use this. It's really cool. It's awesome." Hardly ever do I find someone who's been converted into the Dropbox business through their sales page or through their sales video. People see the sales video or sales page after they've joined up for the service, which is amazing, which is very different to what a lot of the marketing gurus are teaching out there.

The last part of the three-pronged approach is a part that I would say leverages the first two, which is the amazing product and service backed up by an amazing customer experience. That is your marketing. To create a marketing campaign or strategy that's based on the amazing research you did in the first place to get to know your target audience to help you create an amazing, great product that is backed up with an amazing customer experience.

When you have those first things in place, then your marketing strategy becomes a lot more clear, a lot more crystallized and a lot more powerful, and then the sales process is a natural progression for your customers. You almost don't have to do any selling because everything else is lined up.

For example, the way that I bought my Mac. The conversion took place when I saw the results from all my friends and how much fun they had using their Macs, and I wanted one too. The conversion took place way before I even got to interact with Apple as a business. In the same way, you've got to think about how you structure your marketing and your marketing strategy that the conversion takes place before people even get to your business.

That happens through your evangelists, and this is a great way of doing that. That's my three-pronged approach. A great product backed up with an amazing customer experience and then leveraged through amazing marketing.

Chris: That's great. It sounds good to me. There's a lot of common sense thrown in there as well. I think that ultimately today's business horizon being as savvy as it is, consumers, even businesses if you're selling B2B, people are a lot smarter. They're a lot more savvy than they used to be.

I think those three main sections of any major business plan or business model that you've laid out right there are even more apparent today than they probably ever have been in the history of Western

civilization, fact.

I appreciate you imparting your wisdom onto us, kind sir. Gideon, I want to thank you very much for taking the time out. It's been a great conversation. Little longer than we usually go, but I think there was so much great gold in there that it would be silly to cut you short at any point.

You are the video Yoda, after all. Thank you very much.

Gideon: Video Yoda has been known to talk quite a lot from time to time.

Chris: When they're full of wise words, why wouldn't they?

Gideon: Sounds good to me.

Chris: For everyone else out there that wants to learn from my personal mentor, seriously speaking, with all joking on one side, when it comes to anything online video related, hop over to GideonShalwick.com.

Again, links for everything in today's show are over at the show notes at the blog. I thank you very much for tuning in, and we'll see you next time around on the New Business Podcast where I'll be grilling another fantastic business expert on their chosen topic.

Until then, take good care. Work hard. Hustle your ass off, and I'll see you in the next episode.

Chris: If you want to catapult the growth of your business in today's economy, you need to join my free seven day New Business Boot Camp for actionable tips on blogging, online video, outsourcing, podcasting, social media and much more. Just visit ChrisDucker.com for more details and instant access. I'll see you on the inside.

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