



Your Video Playbook

How To
Demonstrate Your Value
Through Video

Pat Ferdinandi

FREE CHAPTER DOWNLOAD



Paraphrased from *Hamlet* by William Shakespeare:

*To video, or not to video: that is the question:
Whether 'tis nobler in the mind to miss
The opportunities of outrageous fortune,
Or to take arms against the tides of change,
And by opposing end them? To allow my business to die or sleep
No more; and by a sleep to say my business ends.*



To Be Or Not To Be Video

Click on image above to watch the introduction video to
Your Video Playbook: How to demonstrate your value through video.

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before Scarlet shreds
the remaining copies

*this book is dedicated to
growing your business
through video*

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Acknowledgements

No book is developed without the assistance of so many others. A good book is based upon those who help or have educated me with their own writings. It takes a group of special people to inspire, critique, and suggest things that bring the entire project together. This project is no exception. Allow me this page to personally thank people who have supported me while writing this book:

- ▶ My wonderful husband, Giuseppe, who is Scarlet's favorite caretaker.
- ▶ My sister, Karen Smith, who corrects my bad grammar on so many of my word-works (*don't blame her for what I forgot to correct*). And when she gets stuck...off to my mother, Louise Smith, who (@ 93) proves every day that age has nothing to do with what your mind can conceive.
- ▶ Colleagues that are also GREAT storytellers with great insight: Tom Cagley, Mark Cohen, Caryl Felicetta, Tommy Hilcken, Tracy Glock, Tom Graves, Donna Hook, Chris Kieff, Peter Lipa, Ed McLaughlin, Joe Micara, Jacob Peck, Igor Perchuk, Sue Pirog, Robert Thames, and Kevin Thompson.
- ▶ Fellow TriIibers (*Seth Godin's private social network*) for tweaking the tweets in this book & helping to make this squawkable.
- ▶ My Heroes & Mentors: [Patricia Fripp](#), [Steve Garfield](#), [Jeffrey Gitomer](#), [Seth Godin](#), [Kevin Naltz](#), [Gideon Shalwick](#) & [Alan Weiss](#).
- ▶ ***And to all readers, listeners, and viewers...may each idea help you demonstrate your value through video!***



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Act 1: What Will Video Do for You

Creating videos has never been easier. Social media has reached a level of sophistication to enable you to reach existing and potential customers with ease.

So, it's easy? Is video right for you or your business?

The Power of Video Today



[Image from BirdLoversOnly](#)

Click on image to play Snowball YouTube video

Let me introduce you to Snowball...a sulfur-crested cockatoo. His caretaker could no longer meet his demands. The caretaker found a local [parrot shelter](#). As the caretaker was leaving, he gave Irena Schulz a CD, "If Snowball acts up, play this song...sit back...and watch. He calms down after dancing."

Not long afterwards, Snowball started screeching for attention. Irena put on the CD of the [Back Street Boys](#)[™] and could not believe what she saw. She was so amazed, she took her [Flip video recorder](#)¹ and recorded Snowball's dancing ability. She placed the [video](#) on YouTube **for free**. She emailed the link to the video to all her parrot-loving friends...who passed the link to other

¹ Cisco announced the discontinued Flip line in April, 2011. To give credit, the Flip camera initiated the DIY Video market. The combination of YouTube and the Flip revolutionized your business opportunity. In less than four years, the Flip was replaced by smart phones and other mini-video recorders.



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Act 1: What Will Video Do for You



friends...who passed the link to other friends...the passing continued. In three years, Snowball's video had over 4 million views on YouTube!

Heck, if a [sulfur-crested cockatoo](#) can dance his way to over 4 million views in just 3 years, why can't a 3-5 minute video work for you? Because of [Snowball's video](#), this beautiful sulfur-crested cockatoo parrot has been on [several TV shows](#), part of 3 [scientific papers](#) on how the brain works, [a Taco Bell Commercial](#), has related [t-shirts](#), mugs, and other products that have been increasing in sales for the [BirdLoversOnly](#) charity since the video of him dancing to the Back Street Boys aired 3 years ago. Donations to the [BirdLoversOnly](#) 501c, in Irena's own words, "started coming in **like water**".

Are You Part of the Community

Every year, more people are shopping online and more people do research via the internet. The word of mouth advertising is now all about online conversations through [Facebook](#), [Twitter](#), [Squidoo](#), [LinkedIn](#), [FourSquare](#), [SlideShare](#), [Flickr](#), and [YouTube](#) and millions of other sites. Communities are built around discussions about products, services and people. Wish list ideas are discussed between your customers and potential customers. What are they saying about **you**? Are **you** part of the community? Are **you** listening?

Every year, job applicants are being found through online searches. A prospective employee's LinkedIn profile and Facebook pages are reviewed. Employers and colleges are using video for student selection. It's about content. It's about who knows you. It's about the conversation you lead around your specialty. Are you participating in the discussion? Are you



providing ideas others appreciate and talk about with others? Are you initiating collaboration and leading the discussion towards solving key problems?

Are you part of the **social media** community?

Today it's not who you know ... it's about who knows you and how they **feel** about you as expressed online. People want to see you in action. People want to feel an emotional connection. People want to see the type of emotional connections others have and share with and about you. Today...it's about adding video to help spread the word about you!

Your Opportunity

The world has changed. No longer are people willing to just hear you say you are the best. People want to see proof. People want YOU to earn their trust by providing what they consider valuable (**perceived** value). The more you are trusted, the better your chance will be to earn the right to build a relationship with individuals and build your continual sales funnel.

Videos are a great way to display value and initiate a relationship with multiple followers. Videos can illustrate what you do with a series of "how to" videos or a video that contains testimonials from your customers, or interviews with experts and colleagues in your field. It's an ideal way to build a community around you and your brand. And did I mention...FOR FREE!

Today, more people watch a video than read. In fact, one-minute of video is worth about 1.8 million words. How's that for a comparison!? So, your how-to instruction booklet will ONLY be read after they trust you...after they see



you in video. Videos are believed more because they provide the information with an emotional connection. You can't display your smile, your bright eyes; your enthusiasm on paper as well as you can in video.

Need more statistics?

- ▶ According to a 2009 research paper by Nate Elliott, Forrester Research, [videos are 53 times](#) more likely to be on the 1st page of Google results!
- ▶ Videos [raise the click-through rate](#) in emails.
- ▶ As early as 2008, YouTube became the [2nd largest search engine](#) in English speaking environments!
- ▶ [A study from May 2010](#) by Daniel Ruby of [Chitika](#), an online advertising network of 100,000 sites, found that, on average, 34 percent of Google's traffic went to the No. 1 result, about twice the percentage that went to No. 2.
- ▶ YouTube, [at Social Media Week 2011](#), said YouTube was averaging 2 BILLION views per day!
- ▶ [MeFeedia](#) reports in March of 2011 that traffic from mobile devices to view video is now 5 percent (up from 1 percent last years). This figure is based upon MeFeedia indexed about 30 million videos from more than 33,000 video web sites.

What You Need To Do Now

Let's face it; none of us has time to waste. Keeping up with our reading, writing, watching, or videoing gets more and more difficult...and for those we want to reach. Trying to keep up with blogs, online magazines, websites,



Facebook, LinkedIn, Twitter, FourSquare, Slideshare and YouTube is becoming overwhelming. It is just too much to consume...for you and your audience.

[Viditude](#) developed this simple [7 P's methodology](#) to help you get the most out of your time, effort, and reach from your videos. The key is to focus on your customer and client audience so they get enthusiastic about spreading the word about you because you have "**perceived**" value (value *they* want...not what *you* think is of value).

Everyone has the same 24 hours. My goal is to make yours the most productive by providing tips I've learned through my own trial-and-errors AND through leaders in sales, marketing, videoing, and social media. I'm not bashful. I'll be sharing some of my not-so-good videos to talk about lessons learned. You will be able to learn from my mistakes and take a big leap ahead of your competition.

What you need to do now is keep an open mind...read through this book...watch related videos...act on them...and be ready for your increased opportunities!

Eliminating Your Fears

I hear these excuses ALL THE TIME! You may have used them yourself. Well...let's get them out on the table so you can be successful by leaving them behind.

I don't use social media. Why not? It's not going away. In fact, more people are using the Internet to find out about anything today



than yesterday. Social Media is now taking over search engines for word of mouth (now called "*word of mouse*") advertising, promotion, and recommendations. The current order of social media presence is: Facebook, YouTube, Twitter, LinkedIn (linked with SlideShare), Blog (as the landing page) and the secret weapon Squidoo. I'll show you how to make your video available on each website and how to best initiate the ***word of mouse*** about you!

I'm afraid of being on camera. Public speaking is among the top ten fears of all time. Let's get that thought out of your head now. You are NOT giving a speech. You are having a conversation with people you are passionate about helping. It's just through the lens of a video recorder. Viewers are NOT watching your video to be entertained by a six-figured keynote speaker. Your audience is watching your video to ***learn*** something. If you have passion for what you do and you know your topic, you will come across natural on camera. If you keep in mind it is about sharing what others want to know (*their* "perceived" value), you are doing your customers a disservice by not providing it via video.

I don't know what to say. Yes you do! You are just allowing yourself to get overwhelmed by all the different topics you can talk about. Make a list of potential topics. I provide questions in a later section in this book to help guide you. As a brief introduction, make each question specific. For example: how to pick the right apples or how to pick the right workout gear for sub-freezing temperatures. Each topic can be a video. Prioritize your list by what you feel most comfortable talking about for one to three minutes. That's it, one minute. Now,



record your video. It will get easier as you go. This book will help you step by step. The important point is to get started.

I'm boring. No you aren't! Everyone has charisma. It does vary in degrees. Your goal is to recognize you have it and use what you've got. A very serious person talking about a very serious topic can provide a charismatic video. It's about finding and sharing your passion. Providing valuable insights on your passion comes across as authentic. People connect with authentic individuals. The right level of charisma will come through. I'll provide some speaking tips later to improve the display of your charisma on video.

I don't have time to create a video. Time isn't the issue. Everyone has the same amount of time as everyone else. You just haven't placed video high enough on your priority list. That may be from fear, not knowing how to get started, or not knowing what to do. This book will help you get it done. However, you do need to make a commitment to yourself to spend *just 15 minutes daily* thinking about how to demonstrate your value through video. Begin by reading this book for at least 15 minutes a day. The same approach to [writing a book](#), applies to creating videos to increase your following. YouTube has over 2 billion views a day. This book will help **your** video be one of them.

I'll look like an idiot! No, you won't. You just need to learn a few speaker tips and focus on providing value. You already have the skills. You just need to be reminded on how to record a few takes, and raise



your confidence. Video is here and YOU can use it to add perceived value to your audience—which can lead up to 30% increased sales.

What if people criticize me on the public Internet? It is impossible to please everyone. [Amazon](#) knows every book will have at least one five-star and one one-star rating. What drives people to buy is the pattern. If you have more four-star reviews, people will believe the reviews (Likes (👍) versus Dislikes (👎) in YouTube and Facebook). You may find some nasty people out there who will be negative. That's life. The good news is the people who will support you. If someone attacks you, your EARNED loyal following will come to your rescue. Some of your videos will be a hit; some will flop with no comments. It's the overall pattern of providing value that builds relationships, loyalty, trust, a following, and sales.

I'm technically challenged! Creating video has become so easy with new cameras and sites like YouTube. It's as easy as point-shoot-edit-upload (with edit being optional). The world of video doesn't require expensive equipment, software, stages, actors, professional scriptwriters, videographers, or producers. You may wish to grow to that level (*or hire someone for part of the effort*). It's just so easy to begin with a DIY: Do It Yourself approach. After all, no one knows your message, story or have the level of passion as you do. This book will cover the basics to get you started. After you try it yourself, you can bring in others to help you take it to the next level.

My business is doing well without video! Congratulations! Our next question is, how much **more** could you be making or how many



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more loyal customers could you get and retain by adding video to your brand? I've seen sales increase 30% in some cases by adding video. I've seen customer attrition drop by 20% because video built a stronger loyalty bond. Are you averse to making more profit? If you don't know what to do with the extra business, I'm sure your kids or your favorite charity (some are listed at the end of this book) would appreciate the extra donation. Just try using video for 6 months, see if you notice an uptick. Then send me an [email](#) with your results. I'd love to hear about it.

I already use video and it has had minimal impact given the time and money I've invested. It's time to take a close look at what videos you created. It's time to ask your customers or clients what information they would find valuable (*customer perceived value*) and create a video sharing that information. It's time to look at your presentation style, your stage, and how you are promoting yourself. That is what makes this book different from others. This 7 P's methodology playbook will take you through the thinking and executing steps to demonstrate your value through video! It combines three key elements of success: Social Media, Presentation Message, and Video tips. It's the combination that may tweak your approach and make the difference to your success.

It's time to stop the excuses and start demonstrating your value through video. As a speaker specializing in social media storytelling, I know you will grow in sales, community, knowledge and confidence. You can do it. Just take one step at a time. Read and act out each scene and be prepared for the opportunities. Nike™ was right... "Just Do It!"



Your Video Playbook How To Demonstrate Your Value Through Video *Act 3: Final Thoughts (When You Need Help)*



About Viditude



You have specialists in marketing, videoing, and social media. What's missing for most is a strategist. A strategist is a key person who brings it all

together in a strategy to combine video and social media.

With the ability to take your own videos, how do you use this wonderful opportunity to demonstrate your best? How do you make sure you come across well and connect on video? It can be confusing and intimidating if you do not know how to talk to the camera, how to set a stage, how to recognize and edit rambling dialog into concise words and still be entertaining enough to have your customers watch you from beginning to end.

Viditude has the skills to help you prepare, produce, and promote **you**. With video, our goals are:

- ▶ To find ways to connect to your potential customers; converting them to real customers.
- ▶ To help you increase revenue and market share.
- ▶ To demonstrating your value through video.

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About The Author



I call myself a *Chief Thought Translator* because I help convert **YOUR** ideas into something to help **YOU** make more revenue. My enthusiasm and creative mind add a touch of levity to make every interaction a friendly and productive one. The ideas and suggestions I share are always focused on helping **YOU** to succeed. After all, it's not a transaction but a relationship! Allow me the opportunity to help **YOU** by being your video strategist.

My unique combinations of skills are available to help you succeed. I draw on my experience as a public speaker, trainer, screenwriter, published author, and business management consultant to address your need. Areas I can help you include engaging through video with people not like you, expanding your market, and becoming flexible for change. As an entrepreneur, I have successfully built both service and product-based small companies (with the assistance of Scarlet) involving photography, graphic design and video skills.

Do I know about social media? Well, I've authored multiple blogs, articles, chapters, books and have written in the new book style that will hopefully culminate in a [Vook](#) (video book). I've been published by McGraw-Hill, American Management Association and Addison-Wesley. I continually self-publish and use digital media (blogs, Facebook, LinkedIn, Twitter, eZines, and videos) to share my knowledge with individuals and businesses just like yours.



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How can this help **YOU**? I mentor and inspire others with my story-telling speeches and insights into today's digital world. With my combination of social media knowledge, business sense, strategy, and planning; I can help your business:

- ▶ come up with ideas that help you succeed,
- ▶ provide a customized plan to help them reach your goals,
- ▶ hold your hand through mentoring, and/or
- ▶ help you produce what you need.



Viditude Testimonials

Click on image to watch Pat Ferdinandi's video testimonial.

So, who is Pat Ferdinandi? Well, Mark Twain squawked it best:

She was not quite what you would call refined.
She was not quite what you would call unrefined.
She was the kind of person that keeps a parrot.

~ Following the Equator; Pudd'nhead Wilson's New Calendar



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I'm different. I'm engaging. I know what I'm talking about and am willing to share it with **YOU**. Don't believe me? Watch what others are squawkin' about my abilities.

If you hear a squawk in the background, you are hearing Scarlet, a Solomon Island Eclectus Parrot. You will see and hear her in many of my videos.

Final Checklist

- JUST DO IT
- DO IT AGAIN
- Email PatF@Viditude.com or call 973-509-9427 for help
- Keep this book for ideas, references, and to remind yourself to **JUST DO IT!**



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Your Video Playbook

How To Demonstrate Your Value Through Video

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Your Video Playbook Inspirational Closing

Click on image to play video

Paraphrased from Hamlet by William Shakespeare:

*Neither a straggler nor fearful be;
For thou be successful only by doing,
And cowardliness dulls the edge of presence
This above all: to thine ownself be true,
And it must follow, as the night the day,
Thou can be successful by producing video*

Thank you for reading, watching, and listening!

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