

Welcome!



Smartphone Video Lab: Create Live and Recorded Video Quickly & Confidently!



Kerry Shearer

“The Livestream Expert”

CEO, Kerry Shearer Enterprises LLC

 [@kerryshearer](https://twitter.com/kerryshearer)



About Kerry

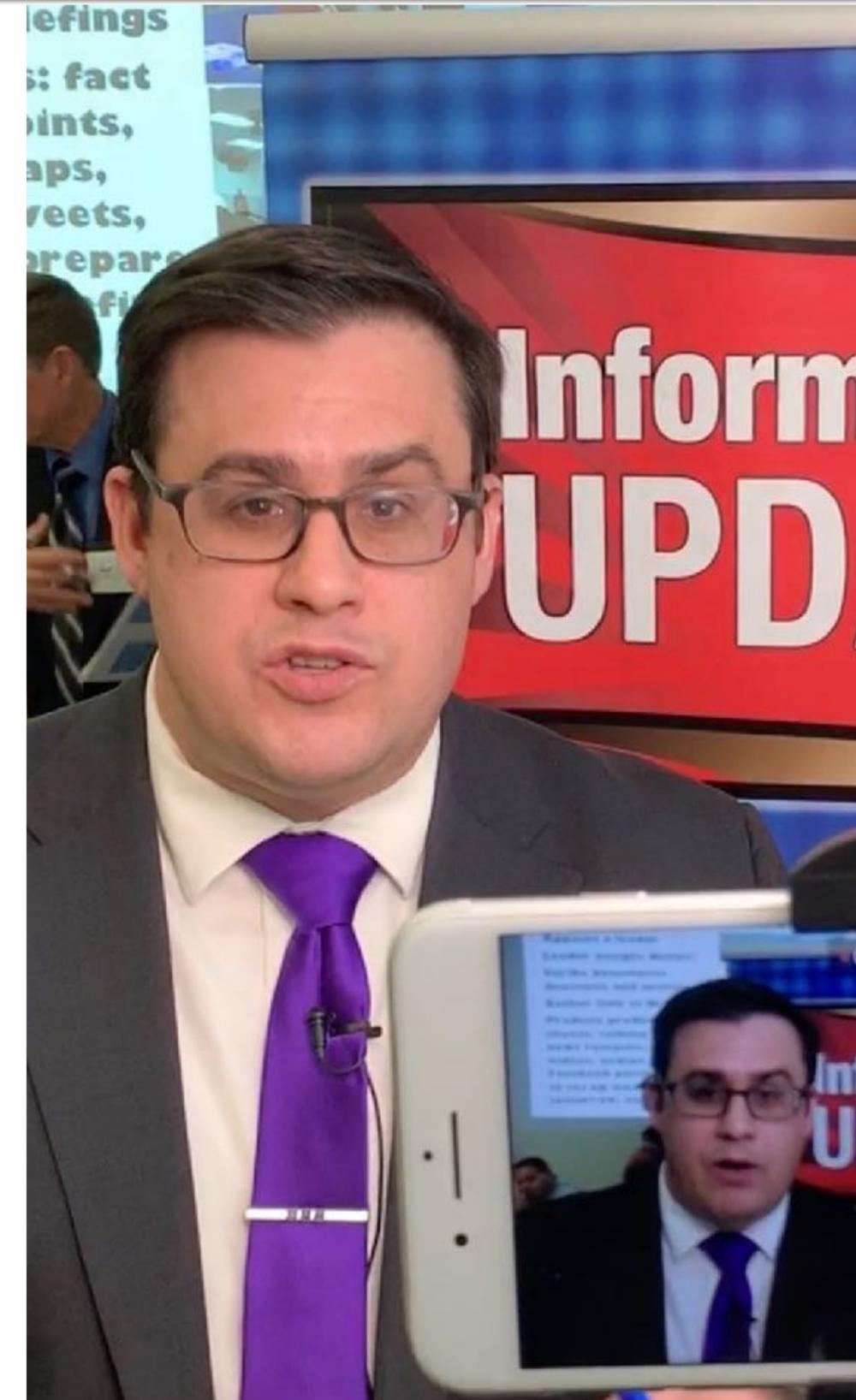


- Background in radio news & TV hosting**
- Former PIO for Sacramento County**
- Now focused on social media/web video**
 - Conference speaker**
 - Crisis communications trainer**
 - Livestreaming & smartphone video expert**
- Certifiable technogeek**

My GOAL for YOU!



- **To be EMPOWERED to quickly create great quality video content whenever you want**
- **To start with a few basic skills you can build on. Start simple; get fancy later.**
- **To have CONFIDENCE to go on camera and produce watchable, engaging content that builds connection, serves clients and positions you as an expert in your niche**



Creating Videos is Really Smart, Because...



- **Viewers are much more likely to share video links**
- **Videos hold people on your site longer**
- **Facebook rewards videos and livestreams with more reach**
- **Instagram has now created IGTV for videos**

- Real estate expert and marketer Michael Reese live-streaming with Tom Daves about the importance of creating consistent content



What Kind of Videos Are Most Effective?



- **High-value content with actionable information**
- **Authentic, heart-felt content with stories that resonate**
- **Short - 60 seconds or less for most of it, depending on the topic**



Optimizing: Know Your Platform



- In most cases, you will want to shoot horizontal (16:9)
- For Instagram Stories, shoot vertically if you want to fill the screen
- If you want to also use it for square video, frame the shot with that in mind



What Kind of Videos Can You Do?



- **Teaching videos: “5 Serious Maintenance Issues to Look Out for When You’re House-hunting”**
- **Interview videos with experts in the field**
- **Home tours**
- **Behind the Scenes videos**
- **Client testimonials**

FYI...IG Stories are Super-Popular



Instagram Stories Stats:

- 400 million daily users
- 80% are watching stories as often as they check the main feed
- 1 in 5 Instagram Stories result in a direct message (20%)

What Platforms Should You Consider?



- **Facebook Business Page for Facebook Lives**
- **Facebook Stories**
- **Instagram feed (up to 60-sec videos)**
- **Instagram TV (up to 10 minute videos)**
- **Instagram Stories (up to 15 second videos)**

Instagram Feed/IGTV Example



- Rachael Bauer
- @rachaelbauerrealestate on Instagram
- 1,042 followers

Instagram Feed Example



- Brett Freisen
“Brett Knows Tulsa”
- @brettknowstulsa
on Instagram
- 933 followers

Instagram Feed Example



- Sue Benson
“Pinky Knows Naples”
- @pinkyknowsnaples
on Instagram
- 4,349 followers

2 Types of Video To Get Started With



1) Direct-to-Camera

2) Narrated clip or photo show



My Best Advice:



- **Do video regularly - daily if possible - on your social media platforms**
- **Your frequently-asked questions can serve as a guideline for content production**
- **Show the behind the scenes and the real you**
- **Do not do hard selling in your video posts. Give value.**



Video Type #1: Direct-to-Camera

**Des Moines Health
Social Media Conference Promo**



Video Shooting Tips to Make Your Phone Footage Look Like It Came From a \$5,000 Camera

#1: Avoid Backlighting



- **Windows or bright lights behind the subject will fool autoexposure**
- **Close blinds, drapes, or find a better background**
- **Spin them around and have the natural light on their face for a great look!**



- **Or, use a bi-color, dimmable LED light**

#2: Add Frontlighting



- **A clip-on mini ring light or a full size ring light are great options depending on your need**



#3: Watch the Background...



- ...Especially when shooting in an office!
- People can have the most “interesting” things on their walls!



#4 How to Hold Your Phone (with no tripod)



We're going to practice here, so stand up!

- **Hold the phone with both hands**
- **Tuck arms to your side**
- **Initially, stay still and just let the action move in the frame without you moving the camera**

#5 How to Hold Your Phone (with no tripod)



- **Many people tend to rock around or go back and forth with the shot. This does not produce good video!**
- **At first just hold steady. Then, the next step is to learn how to pan so you can follow the action**

#6 How to Pan left and right (with no tripod)



- **Keep holding the phone with two hands like before**
- **To pan left or right, do not move just your arms. Instead, twist at the waist. This turns your whole body into a tripod!**

Instagram Story Example

- Rachael Bauer
- @rachaelbauerrealestate on Instagram
- 1,042 followers



#7: Shoot SHORT Shots for B-Roll Footage



- **Make most of your phone's storage space by shooting INTENTIONALLY!**
- **Make each shot 5-10 seconds**
- **Decide what you want to shoot FIRST before ever touching the Record button!**



#8: Use a Plug-in Smartphone Microphone



- **Built-in mic is OK for ambient sound**
- **But use a plug-in mic with foam windscreen for interviews & direct-to-camera talks**
- **You can use two mics with a mic splitter when two people are on camera at once**



Practice! Direct-to-Camera Recorded Video



- **I would like each of you to record a 1-2 minute direct-to-camera video**
- **You choose the topic. You can teach something, or perhaps discuss a new listing you're excited about**
- **Introduce yourself and your topic, give a few points, and sign off with a Call to Action**

Video Editing



- iMovie (iPhone only)



- Adobe Premiere Rush (iPhone and Android)



- InShot (iPhone and Android)

Free Music For Your Videos



- YouTube Audio Library
- Licensed music
- Licensed sound effects
- Many genres & styles

The screenshot shows the YouTube Audio Library interface. On the left is a navigation sidebar with options like 'CREATOR STUDIO', 'DASHBOARD', 'VIDEO MANAGER', 'LIVE STREAMING', 'COMMUNITY', 'CHANNEL', 'ANALYTICS', 'TRANSLATIONS & TRANSCRIPTIONS', 'CREATE', 'Audio Library', 'YOUR CONTRIBUTIONS', and 'YOUTUBE STUDIO BETA'. The main content area is titled 'Audio Library' and has tabs for 'Free music' and 'Sound effects'. Below the tabs, there's a search bar and a list of tracks. Each track entry includes a play button, track name, duration, artist, genre, and download/favorite icons.

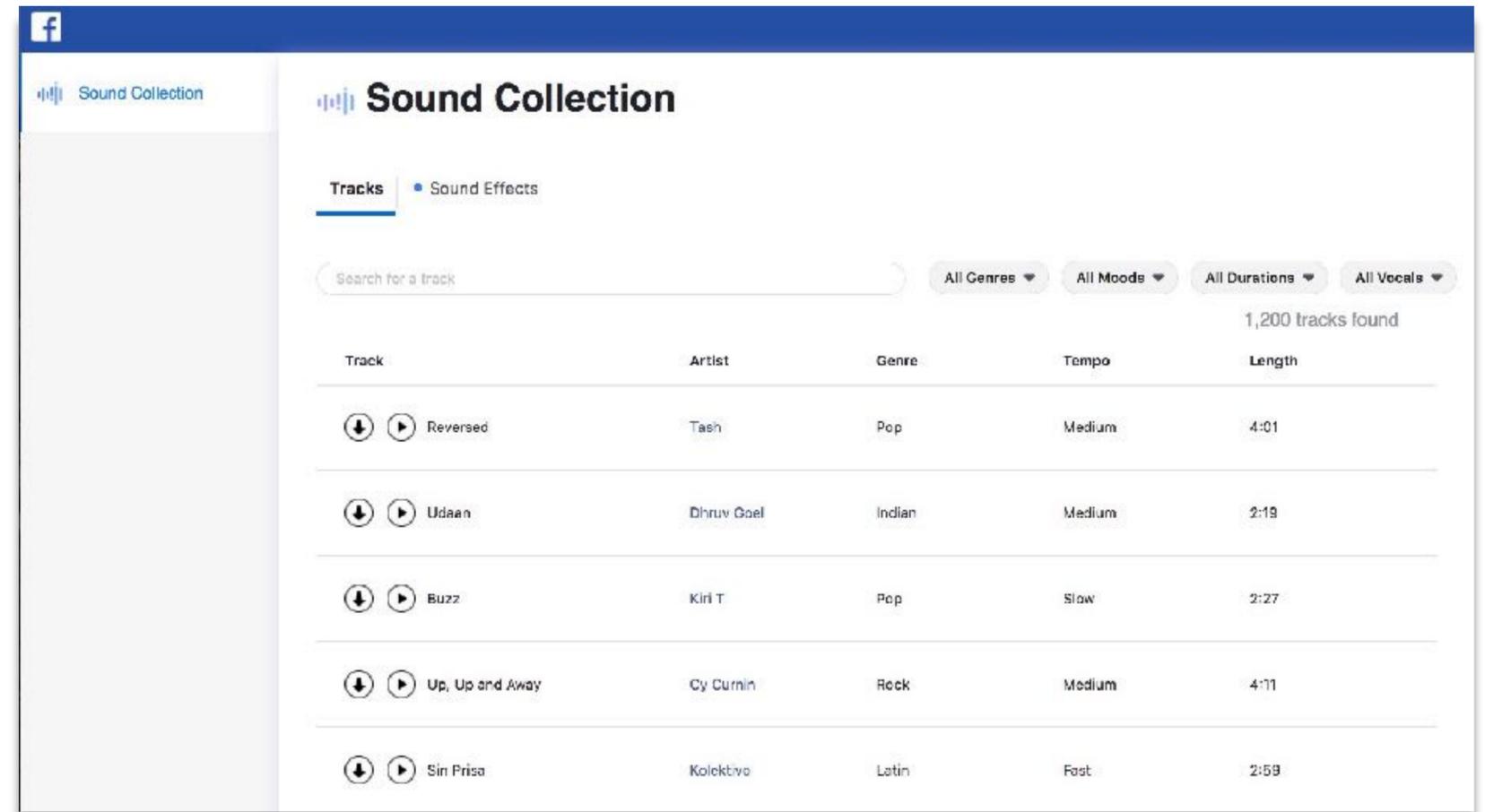
Tracks	Duration	Artist	Genre
▶ City Plaza	2:09	Dan Bodan	Classical Dramatic
▶ Urban Lullaby	1:31	Jimmy Fontanez/Doug Maxwell	R&B & Soul Calm
▶ Coupe	3:35	The Grand Affair	Hip Hop & Rap Inspirational
▶ St. Francis	2:18	Josh Lippl & The Overtimers	Rock Sad
▶ Entire	2:22	Quincas Moreira	Pop Happy
▶ Mirage	2:58	Chris Haugen	Cinematic Dramatic
▶ Mirror Mirror	3:05	Diamond Ortiz	R&B & Soul Happy
▶ Splashing Around	2:34	The Green Orbs	Children's Happy
▶ New Tires	2:06	Silent Partner	Hip Hop & Rap Bright

[YouTube.com/audiolibrary](https://www.youtube.com/audiolibrary)

Free Music For Your Videos



- Licensed, rights-cleared music for use on your Facebook owned sites
- Many genres & styles



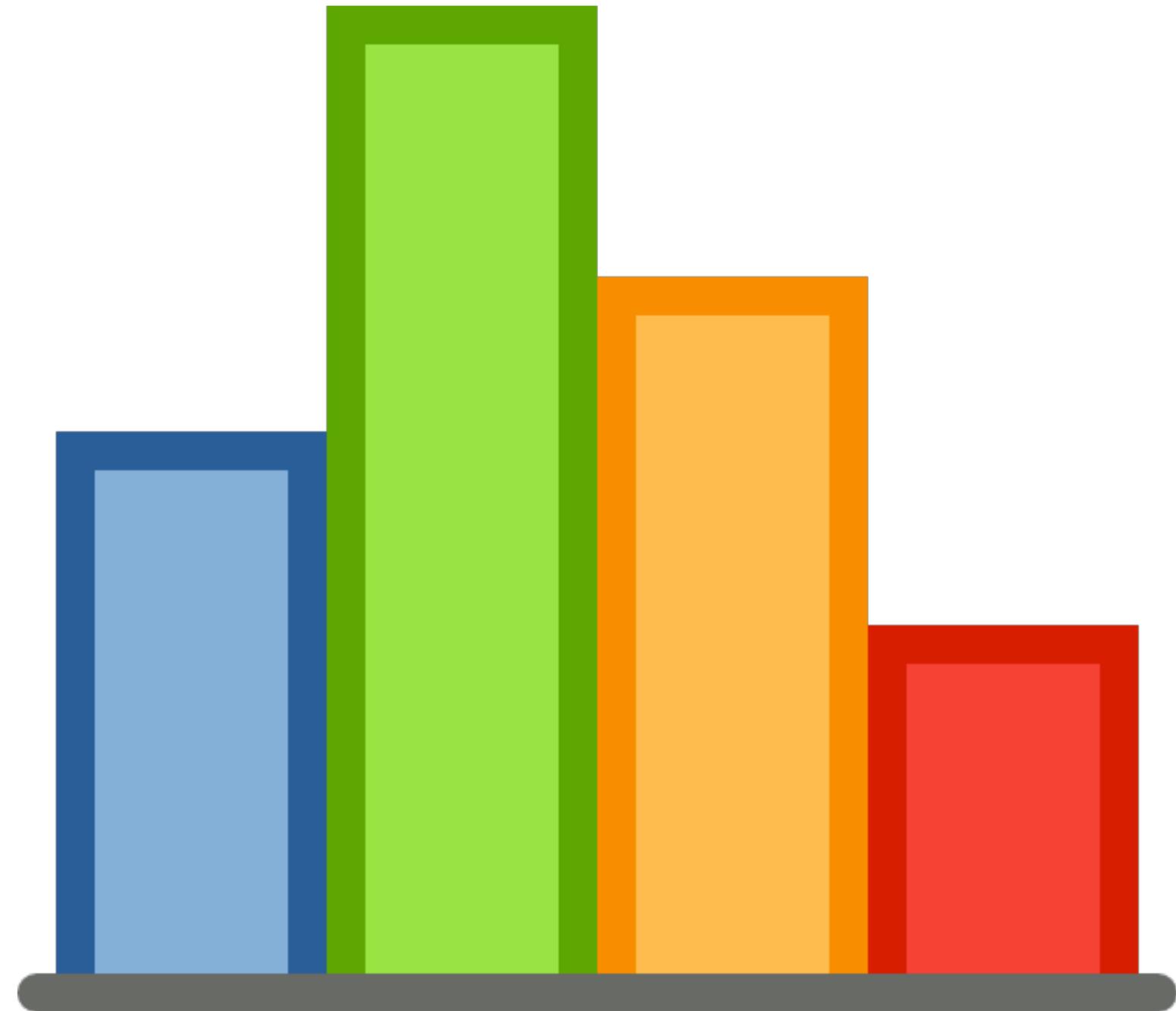
facebook.com/sound/collection



Livestreaming

The Best Way To Connect!

- How many of you have done a livestream for your business?
- How many have done one personally?
- How many of you would rather have a root canal than do a live video?



What Live Video is NOT



- Teleprompted or rehearsed speeches
- 30 or 60 second PSAs
- Scripted
- Boring
- Less than 4 or 5 minutes long, unless it's a quick crisis update during a disaster



What the Best Live Video IS



- Authentic and genuine, with conversational delivery
- Always contains high-value content
- Is giving, and helpful, and empathetic
- Educational, inspirational and entertaining
- Has good technical quality (audio, video and lighting)
- **HUMAN!**

Your Mindset Around Live Video



- Live video is **uncomfortable** for many people!
- But it is really **effective**!
- There is a way to **change your mindset** about it
- I brought us a **Psychologist** to give us a tip about it
- **Julia Kristina**, MA Psych, is a registered clinical counsellor with a masters degree and is one of the best live streamers I know





Don't disregard the viewer, which is actually the only reason you are doing a live broadcast

- Involve the viewer in the livestream by asking them questions, and incorporating a few appropriate comments they make.

Ask viewers to share the broadcast. This is a major opportunity many livestreamers are missing.

- “If you are finding this information valuable, go ahead and share this with your followers, or with specific people you think would benefit from this information”





Tell stories. People love stories, and will stay engaged to hear the outcome of the story.

- It could be a story of a client, customer, or your own experience.
- The better the story, the more you'll hook people. Tease the story as part of your livestream opening.



We can't read backwards logos or graphics. Take the time to engage Horizontal Flip on Facebook Live when shooting with the forward-facing camera



- Horizontal flip is accessible through the tools menu in the Facebook Live setup before you begin broadcasting

Be conversational and likable

- You are putting a face on your agency, and it needs to be a likable one
- By conversational, I mean in most instances, the approach is a genuine: “Hey you guys!” or “What’s up, everybody!”



Step #1: PLAN Your Livestream



- Decide on a topic. Plan out in advance.
- **Create 3-5 bullet points**
- Determine your broadcast location
- **Will it be you solo, or with a guest?**
- Brainstorm props to hold or demos to do
- **Determine the day and time**
- Check Wi-Fi and cellular with SpeedTest app



Step #2: PROMOTE Your Livestream



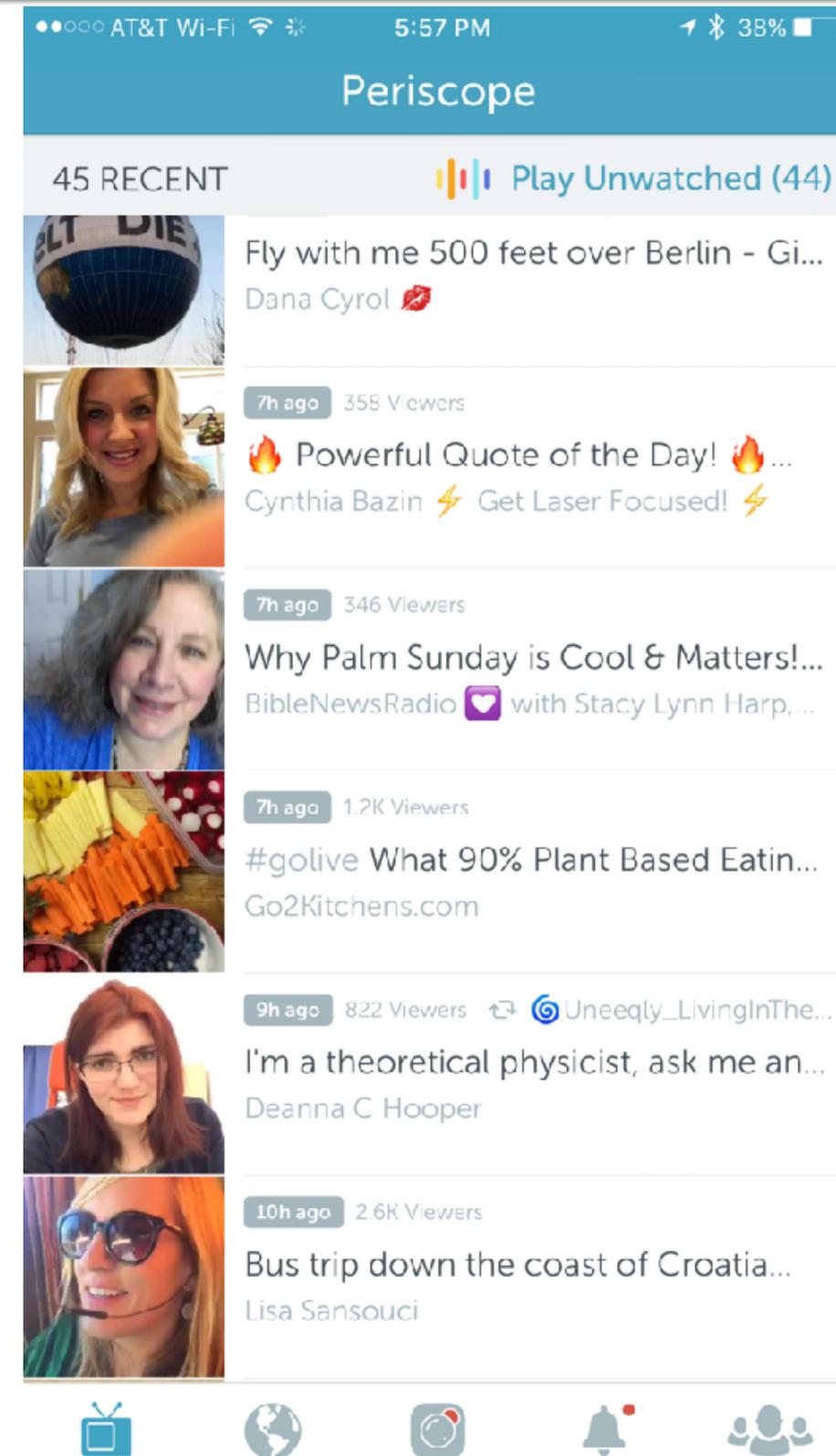
- Create a graphic with Canva, Photoshop or PicFrame app
- Do a quick direct-to-camera video promo
- Post the promo on Twitter, Facebook, and instagram



Step #3: COMPOSE Your Title



- The **title** is important!
- It needs to be catchy and clear, but have a little “**curiosity factor**”
- Use a **colorful emoji** or two to get noticed
- Use **hashtags** if you’ll be on Twitter Live or Periscope





THEN...

Prepare to Go LIVE!

The BIG THING That's Essential to Understand



- You **MUST “host”** the broadcast for your viewers
- You are **the emcee** of your “show”
- You **MUST involve your viewers**. They don't want to be talked at. They want to be a part of it. And that's where the magic happens.



The Approach and Mindset for Your Livestream



- You're sharing **high-value information** that will positively impact someone's life
- Be **genuine and authentic** in your delivery
- Have **energy and enthusiasm** and passion for the topic



Step #4: MASTER Your First 60 Seconds



- Welcome replay viewers
- **Tease your topic**
- Intro yourself & agency with 15 second “elevator speech”
- **Welcome a few viewers by name. Ask others to say where they’re watching from**
- Re-tease your topic
- **Launch into your content**

Quick Exercise! Write Your “Elevator Speech”



- If we haven't met yet, my name is Kerry Shearer. I help business owners and entrepreneurs learn how to use live and recorded smartphone video effectively to reach more people, build connection, and make more sales, SO THAT they can have a more successful business that helps them create a lifestyle they love!

Step #5: TEACH and ENGAGE Viewers



- Teach your 3-5 main points
- **Involve viewers along the way**
- You can ask them a “1” or “2” question, or a one-word answer question to make it easy
- **Call them out: “Great comment, Bob”**
- But don’t let viewers derail you
- **Ask for the “Share”**
- Ignore the trolls

Step #6: WRAP UP and Sign Off

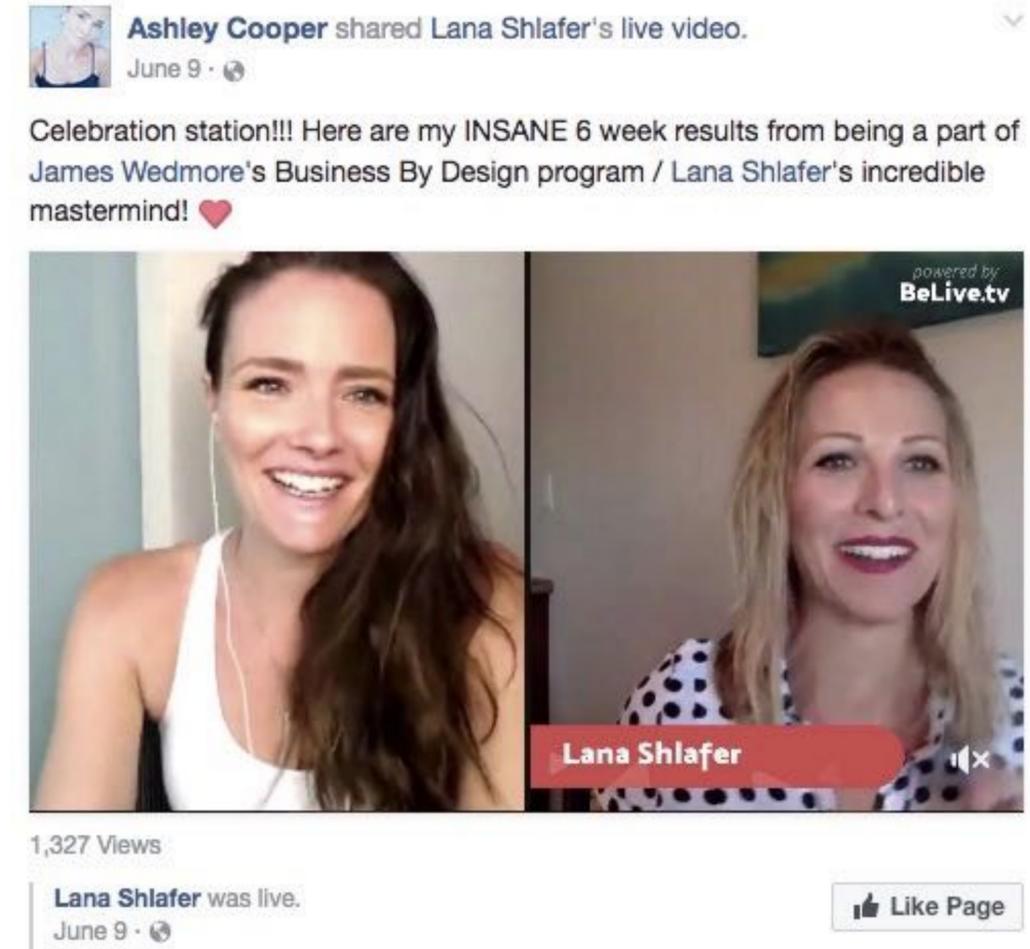


- Wrap up when you're done, or viewers are dropping off
- **Give viewers an action step to take**
- Let them know when you'll be back on
- **Thank them for taking time to watch**

Step #7: POST-broadcast Actions



- On Facebook, revise the title to make it more relevant to the replay. Include any links you mentioned during the broadcast.
- **Post-promote your livestream on your social platforms**
- Respond to comments
- **Monitor the statistics over a few days. You might even want to boost the post if it is getting good engagement.**



Practice! Facebook Live Video



- **I would like each of you to do a brief Facebook Live practice video**
- **You choose the topic. You can teach something, or perhaps discuss a new listing you're excited about**
- **Use your Profile and change the Audience to "Only Me". That way, you're the only one who can see the broadcast.**