

Ep #71: Living in the World of Video



Full Episode Transcript

With Your Host

Becca Pike

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Hello my friends. This episode we are going deep into what we need to know to begin using more and better quality videos in your marketing and in your selling. Because when you begin creating crisp, clear, useful, educational videos for your audience, you will get out of the friendzone, and you will step into the zone of authority and your business will explode like mine did. This is episode number 71, I am your host Becca Pike, and this is your weekly dose of Hell Yes Coaching. Let's go.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hi, friends, how are you guys? How is life treating you? I wish you guys could talk back to me. I think about you all a lot. I fucking love my audience and my clients and all of the love and the support that I get for this podcast.

So to you sitting there listening to this, sitting in your car, or on your walk, or listening while you cook, wherever you are in your very busy life, just know that I like you, you gangster. And I hope that we get to meet, and I would love it if you reached out to me, introduced yourself, told me what you did, how long you've been listening. And I would love to meet you. That would be amazing. It would make my day.

Okay, we have a really dense and educational episode today but first let's get to some back of house announcements. Sprint To Success is returning, you guys. So John Richardson, who's my company's head coach, and I are hosting this masterclass on September 28, 29th, and 30th. And guys, you all must sign up like right now to reserve your spot.

Here are a couple things that people said about the last Sprint To Success and Sprint Week, last time we did this. This is what they said. Aaron said, "It has been exactly one month since Sprint To Success and I have brought in 37 new consults, 37." And then she followed it with like 37 exclamation points.

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Jo Beth said, "Sprint Week created \$4,800 extra in sales this month, 188% increase in Facebook post reach, and 91.7% increase on Instagram." What? Last one, Amanda G. said, "I am 48 hours into Sprint Week, and I have signed on five new clients, pay in full."

You all, this is a no brainer. Go over to my Instagram account @1BeccaPike, sign up for Sprint To Success 2.0 and join us live September 28th through 30th to discuss exactly what's holding you back, exactly what needs to change, and exactly what strategy, this is a strategy class, this is not just all mindset. I'm going to talk to you about exactly what strategy to take to create your highest grossing sales month for October. Come join us.

All right guys so today let's talk about all things videos. So, as I'm sure you've noticed, our world is moving more and more away from writing and photos, especially on social media, and more towards videos. And quick hit videos too, at that.

So studies have shown that you build rapport with your audience 8.5 times faster when they can hear your voice, as opposed to just writing. And up to 110 times faster when they can hear your voice and see your eyes and mannerisms, okay?

With Instagram moving fully away from photos and becoming a video platform, and with the takeover of TikTok, and with all of our meetings starting to be on Zoom now, the age of the photo sharing is quite dead. And we know as business owners that we are always pivoting, right guys? And it is time to take a full pivot to all things video.

One of the very best things you can do right now is use video in like literally almost everything that you do. However, there is a way to do video that can really pull people towards you and there is a way to do video that can really not. Let me help you out a little bit here, okay?

For some of you guys this might feel basic. For some of you guys this might be absolutely revolutionary. I think that there's going to be a mix of both for all of you all.

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So let's first talk about places that we can use a video. So a lot of my clients or a lot of people that I talk to, they think that when I say video they think that I'm just talking about like Instagram. And Instagram is a great place to use video, TikTok is a great place to use video. But there are other places that you can use video that will help your business so much that have nothing to do with social media and I'll include those in these bullet points too.

So number one, I have recently started adding videos into my emails. So I'm basically taking the same thing that I said in the email and I'm creating a video with it to go along with the written copy as well. So the people that enjoy reading the writing, they still have that option.

But also, if they don't want to read that option, or they want to see me, they want to see my face, they want to see my mouth moving, then they have that option as well. And what I'm noticing is that we are having these amazing click through rates since I started using videos and it's like driving more and more people to my website from my email more than it ever has.

Another great place to use video is on your Instagram stories and reels, right? As well as on Facebook. Basically on social, and when it comes to social media my motto is anywhere a photo goes, a video could go there better. And you will see that I'm beginning to pivot, you will see in the last several months I have started using video so much more. And there's a reason that my Instagram account has grown so much just in those few months.

Also, I have been using video to coach my one on one clients and my mastermind clients instead of writing to them in times that I used to write to them. So in my mastermind, of course, we have Zoom video calls, we always have.

But then we also have a Facebook group, a private exclusive group just for the mastermind where people will write in questions, and I will respond and give them coaching. And I used to respond through writing. And lately I have been playing around with responding through video only and I am

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seeing so much better connection and I believe my clients are loving it a lot more based on the way that they are replying and talking.

And here's something that I have always struggled with, and some of you guys might as well, I give hard coaching. I give coaching that can feel hard to hear. So when I write it in text, it can almost come across like not very compassionate.

And what is really happening is I don't feel like taking the time to really edit and edit and edit my writing. So it doesn't come across as nice, or compassionate, or thoughtful as I want it to because I'm just trying to get the message across as quick as I can.

But with video, I have realized that I am capable of getting a lot more across while using my tone and my facial expressions and all of the mannerisms that I use on video. And my messages, although it might be a hard coaching thing to hear, come across so much better and with so much more understanding. And so I've been really enjoying using video to coach people in place of where I used to just write to them. Does that make sense? Okay.

Another place that I use video is when I'm contacting my employees and I want to discuss something with them that normally would have been a text message but it's not as quick as just a "Hey, see you in 10 minutes."

When it's more like, "Hey, here's this thing that we talked about, this is what I decided that I wanted to do. Can you do this to follow up?" I will shoot it in a video. And it just becomes so much more like human to human. It becomes so much more with love with, it's just human, right? It's the humaneness of it.

Okay, I use video now in my paid ads. Some of you guys might see my paid ads running around at Massage Strong as well as on social media. You will see videos of me talking into the camera, you'll see lots of those. I've started using videos on my website as many places as I can.

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So I have a video that is like a highlight reel on my Thirty More account, or on my Thirty More page, but also I've got videos just kind of staggered throughout. So if you are getting ready to check out on my Three More page and you're just hovering and you don't really know if this is the right move for you, boom, there's a video right there, right when you're about to click.

And it's just a video of me talking about how to know that you're making the right move. How to know that you are choosing the right coach. How to know like which mentor to follow. And it's just this little nudge for people when they are on my account that shows them my face, gives them that human interaction, that they can hear my voice, they can see who I am, they can build that trust a little bit more, and it's right there for them on the website.

And last but not least, I also have started using video to talk to people who have inquired about my services or people who I have already spoken with and I'm like following up with them, right? So if I had a consult with someone and I'm reaching back out to them a couple days later, I do it via video instead of just writing. And it has helped so much on closing deals. You guys should try this.

Now, for a lot of you getting on video every day sounds scary, or terrifying, or even unnecessary. And although I want you to know that I understand and I was also nervous the first few times that I hit record, and I also like battled this and didn't want to do it and thought, "No, I don't need to be on video every day. I don't need to be putting this much video effort into it. I can do it the old school way."

I'm just going to be honest, I was like flat out wrong. Okay? I want you to know, first of all, you're not going to die. It's okay to feel dumb a few times. It's okay to look dumb, to feel dumb, to be messy, to not like the way that your video turns out as long as you keep moving forward and you keep trying.

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But also, if you are really battling this, I want you to take a second and just understand that we have a free platform to advertise our content, okay? And if our society is moving towards a place of video, where they like video, you can either fight it or you can learn to play the game and make a lot of money. Which one do you want to do?

Like where do you want to plant your grass? Do you want to plant your grass on the back end where you're like, "No, I'm going to keep doing it the old school way. I don't want to pivot. I don't want to learn a new thing. I don't want to put myself on camera. I don't want to look dumb. I don't want to make myself presentable every day. I just don't want to do that."

Or are you going to be like, "This is what people want and I'm willing to play the game and I'm invested. And I'm going to go out there and I'm going to get messy, and I am going to dig in to exactly what people are looking for and I'm going to blow my business up." Okay?

Guys, we live in a world where we get to advertise completely for free. We get to have our own commercials as much as we want on social media for free every day, 10 times a day. If you're not in complete awe and gratitude and abundance with this, then you don't deserve to be on social media. Boom, said it. Get off, get back, get off of social media and come back whenever you're peeing your pants with joy that this is your life in the modern day as a business owner.

All right, something to note also for those of you feeling nervous about showing up on video. I'm going to be honest, it would not be sustainable to me if I thought that I had to be insanely beautiful, perfected, put together every time I got on video. It wouldn't be sustainable. I wouldn't do it.

I always ask myself, okay, do I look clean? Make sure I don't have like spaghetti sauce on my shirt. Do I look clean? Do I look presentable? Do I look the way that I normally look? And for me, a lot of times I look like I have a headband and a sloppy bun and a tank top and big earrings on, right? Like that's kind of my look.

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So it wouldn't make sense for me to go and straighten my hair and get myself put together for every single video because that's not authentic. That's not me and it's not sustainable. So if you're thinking that you have to be extremely put together for your videos, I don't agree.

There are ways that you can make yourself look curated and put together that doesn't involve you getting ready for two hours. So for instance, filters are a great way to do it. And I don't just mean filters that like cover up your blemishes.

I mean, like if you love black and white filters, if you love messing with the contrast and making your highlights look like really dark or really light, just in a way that someone comes across your video and they're like, "Oh, this person put intentionality into this. This looks good, I can tell that they chose what their background should be. I can tell what color theme they're going with, all their videos seem to be like on brand with their colors." Right?

That's the way to do it in a way that is so much more sustainable and consistent, okay? I think a lot of people shy away from video unless they're looking amazing. And to me, that's just a recipe for only doing video like twice a week, which is about five times less than how much video I think you should be doing. Videos every day, this is the future. And I'm going to tell you guys a couple of ways to make that easier, okay?

Now, when you guys are doing your videos I want you to consider following these guidelines. This is the number one problem that I see, you're not getting to your point quickly enough. For real, like hear me loud and clear, please, no one wants to watch you take two whole minutes to get to your point.

We live in a world of very small, short, quick hit attention spans. You have like 30 seconds max, for real. And honestly, I don't even know if it's 30 seconds max. Like really you've got like 15 seconds. And if you want to hold someone's attention, it's going to take more effort for you on the back end to decide how to mush it together in 15 seconds.

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It really forces you to get rid of all of the fluff. It forces you to get rid of all of the nonsense, the stuff that doesn't really matter. And it really makes you work your brain in a way that you haven't had to work it before. You have to condense it.

And guys, the way I think about video is you only have so much real estate. Let's take Instagram stories for instance, you only have so much real estate on your Instagram stories. Yes, you could post 100 stories of you talking into your camera, but no one wants to read that. I'm sorry, they don't.

Maybe like once a quarter if you want to go off on a riff and you have like seven video tape throughs that are you talking into your camera. But otherwise people aren't following that. And if you think they are, like if you are someone who talks into your video camera and you take a long time to get to your point and you're just kind of using your Instagram as a diary, which is fine unless you're trying to run a business. Totally fine if it's just your personal Instagram and you're like talking to your aunt JoJo.

But if you are trying to run a business and you are talking into your camera for like seven slides on Instagram stories and you think people are watching them, I'm telling you right now 99.9% of them are just tapping through, tap, tap, tap, tap, tap, trying to get through to the next thing. Okay?

You only have so much real estate on your Instagram stories, decide intentionally exactly what you want to say. If you've got five to six slides that people are really going to watch, what do you want to say? How quickly can you say it? And how densely can you say it? How deep can you go in a short amount of time?

It takes a lot of effort to do so. It's a lot easier and a lot lazier to just get on there and talk your face off, but you're going to lose so much traction and people aren't always listening to everything that you're saying. Okay?

Another couple of things, before you take a video, please wipe off your camera. Make sure your camera is super clean. I often see people giving really good content on their videos, but their lens is not like crisp. It looks

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like I'm looking through a fingerprint to watch them, okay? So make sure your camera is clean.

Have really good lighting. So you can get on Amazon, you can get a ring light, they make portable ring lights. But also if you don't have a ring light, just turn your face towards the window. Just go stand where a window is right in front of you so that it looks more crisp, more clean, and we can actually see your face, okay?

Another thing is, guys, don't stand up against a wall. People crave depth in their backgrounds, okay? So make sure that your background is clean and there is a depth to it. It is better to show your entire office behind you, as opposed to standing up against a wall like a mug shot.

But with that being said, please be intentional about what's behind you. I've seen a lot of people that are talking into their camera, and they are talking about how professional they are as a business, and they want to come across as very organized and professional. And yet behind them is complete chaos.

And it's like if I'm looking for an accountant or an OBM or whatever, I am judging their background based on what's back there, how messy it looks, what it looks like. So just be really intentional. If you're doing videos in your car and you've got trash all over the place and you can tell that your kid's crumbs are still in the seats through the video, just clean it up. Just clean it up.

And again, I say this with a grain of salt, if you just have a personal Instagram account or you're just doing personal videos, not a big deal, right? I will literally take videos and send to my husband while I've got 16 chins, laying on the couch with like stains on my shirt. But when you're doing it for your business, you really want to be intentional about what message you're sending without realizing that you're sending it.

So just make sure your background looks good. Be sure that you're holding your phone up, don't make us look up your nose. Don't do it, hold it up so that we are at eye level with you and look into the eye of your camera.

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Don't stare at yourself on the screen. We can tell when you're looking at yourself on the screen, okay?

Look into the camera lens because this is what builds rapport with your customers who are watching you and this is the closest feeling that they can get to being with you in person, which is the ultra-mega way to build rapport, in person. But if you can't do that, if you've got to be on camera, look directly into the camera lens because that eye contact is the trust, okay?

Now, another thing with your videos, whether this is on email, or whether this is on social media, or whether this is like a coaching thing where you're sending out videos to your clients, or whatever it is, maybe to your customers, I cannot stress this enough, okay? Add value, value, value, value, value, value to your audience.

Value is very different than just like storytelling and talking about yourself. Value is thinking about what your client needs to know, and telling them in the best way possible that you can for them. It has nothing to do with you, okay?

Think about this episode right now of this podcast. I am sitting here, I'm telling you guys exactly what to do with your videos. I'm not telling you my entire life story. And although I think that if I did, let's say that I got on my podcast every single week and I told you guys my life story. Would some of you all listen to it? Probably? Yeah, like, I think so.

I think my Bali episode about the motorcycle accident got a lot of hits. But storytelling and talking about yourself, in my opinion, should be peppered very strategically throughout your content. 99% of your content is educational and value for your customers.

A lot of people have trouble with this because they're using their videos and their Instagram and their Facebook as a diary for themselves. Or they're using it as a way to connect to their family. Which again, is great on a personal one, but not on a business one. And so they scratch their own itch by talking about themselves in a way like that's what they need that day.

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They aren't feeling real great, they want to talk about themselves. Or they're feeling amazing, they want to talk about themselves. Like they're doing it for them. And they might even be masking it and saying that it's for their customers. They're like, no, I'm just telling my story, but it's really for my customers. And my question is, is it?

99.9% of your stuff should be value, value, value, here is the educational pieces that you need, this has nothing to do with me, okay? Value videos sound like this, hey, here's the top 10 things you need to know about X, Y, and Z. Or, hey, here's the three mistakes that I see with X, Y, and Z. Or how to do X, Y, and Z in 30 days. Or what to do when your customer does blah, blah, blah, blah, right?

Does this make sense? When you begin showing up educationally and valuable all of the time, you are positioning yourself as an authority. As opposed to when you talk about yourself all the time and your own story all of the time, you're positioning yourself as a friend. You are getting friend zoned.

And a lot of us love being friend zoned. This is how I ran my Instagram account for years and years and years, because I was just friend zoning. I was saying things that people could relate to. I was talking a lot about my kids and about the struggles and all of that stuff.

But I have transitioned into I want to become an authority in business coaching, and I am going to spend the time to really squeeze all of my knowledge out of my brain and work my ass off to figure out how to condense it into very short video form, or very short like carousel form. Does that make sense?

PS, if you are having a really hard time with remembering what to say, or like you're finding yourself doing 30 takes on a video because you keep messing up, there's some really good teleprompter apps that you can use where you just type in what you know you want to say on the video, and it will scroll the text passed your camera lens.

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So it'll position itself right at your camera lens and it'll scroll it so that we can't tell that you're reading. And I have used this a few times and it has been an absolute game changer. Especially when I'm just having one of those days where I'm trying to get my words across and they're just like not coming out or I'm just like fumbling or whatever. The teleprompter app has been really helpful.

And last but not least guys, of Becca's video advice 101, is to batch record. So you all, some days I don't want to be on camera. I don't. You know, sometimes I'll go like a couple weeks where I just don't really feel like being on camera. And it's not necessarily because I don't like the way I look or whatever. I just go through creative flows up and down. I think we all do. I think some of us just make ourselves wrong for it.

But I have really learned to harness this. Like really understand why my body's doing it, what it has to do with my hormone levels, what part of the cycle I'm on. Like some weeks I'm extremely creative, some weeks I'm not. So I have just really learned how to batch record videos. Okay?

So on the weeks that I don't want to create content, I don't. And on the weeks that I feel like I'm on fire, I will record five or six different videos that I can pepper throughout my week. Batch recording your videos is like a super, super hack when it comes to being capable and sustainable to showing up as much as you want to.

So like I've got a little folder in my phone where I've batch recorded videos and I've checked, like I've like hearted the ones that I like that I want to use one day, and I use them. And guys I'll even use videos without any audio. Like I'll use a video on a social media and there's no audio to it, it's just me living my life doing my thing, whatever it is. And then I'll post a totally other subject on the front of it, and I'll talk about it.

But people love that visual of seeing the video while they're reading your text. There's just so many creative ways to use videos. And guys, the more that you begin really honing in on pivoting and doing exactly what we said

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as business owners, right? Like we all as business owners have said before part of business owning is being able to pivot with the times.

And guys, this is the time. It is time to pivot. Go start using videos as much as you humanly possibly can. At least five days a week somewhere, right? At least five days a week somewhere, on an email, on social media, to your clients, to your consults, wherever it is. And just watch, just see what happens to your business, I promise you will be absolutely delighted.

All right guys don't forget to sign up for Sprint to Success 2.0. Come hang out with me for three days, September 28th, 29th, and 30th, let's go.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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