



Get Visible with Video Workshop

Week 1 – Mapping out YOUR Framework, Formats & Devices, Basic Setup

Intro

The outcome is that YOU will be able to have a clear focus to map out your IP or course content. You will be able to take ACTION and start creating video content to build your product, program or service. You will also learn how to repurpose this content to create your marketing funnel or customer journey. This will help build up the know, like and trust factor and position you as an expert in your niche.

Below is an overview of what will be covered throughout this workshop. You will be taught the basics of the following software

ZOOM - *great for recording and capturing video, audio, screen-share, presentations*
START OFF WITH A FREE ACCOUNT

VIDEO PAD - *this is a great tool for editing, as well as adding effects and transitions.*
 This product is not free but it has a one off cost that is less than \$100

WINDOWS MOVIE MAKER - *this is also great for editing and adding transitions, effects, titles and captions*

CANVA - *great for creating graphics with lots of templates, images, text styles, frames etc.*
START WITH A FREE ACCOUNT (no time limit)

HANDBRAKE - *this is also a free product and is used to compress the size of videos*

SOCIAL MEDIA APPS – INSTAGRAM, FACEBOOK, YOUTUBE, LINKEDIN, PINTEREST - *easy ways to showcase your media across different social media networks*

WEEK 1	WEEK 2	WEEK 3
<ul style="list-style-type: none"> Welcome & Introduction Clarity blitz session First look at the Zoom platform Recording from phone or mobile device Checking the frame, lighting, sound 	<ul style="list-style-type: none"> Recording some content for your biz Edit audio using the Video Pad platform Check out other video editing platforms Look at how you can repurpose your content 	<ul style="list-style-type: none"> Create awesome graphics using Canva including Facebook Banners, Instagram Posts, Presentations etc Use the Snipping Tool (PC) and see how you can create an image from your screen
WEEK 4	WEEK 5	WEEK 6
<ul style="list-style-type: none"> Put it all together using Windows Movie Maker Upload your edited audio, add some graphics Put intro and credits page and save to video format MP4 	<ul style="list-style-type: none"> Look at other tools together You choose something you want to know more about or explore - <i>such as clipping magic etc</i> Upload to YouTube, Facebook or other social media Using Handbrake to compress your video 	<ul style="list-style-type: none"> Recap, bits and bobs Posting or uploading a new product or post Rinse and repeat Celebration Create snippet videos using Ripl.com and other apps

This workshop is a very practical workshop. If you need help with using any of the platforms or tools above let me know. You can either tag me in the Get Visible with Video – Members Only Facebook Group or send me an email through info@onlinecoachsupport.com. You can also book a Done With You Video Chat with me so we can share the screen and sort through any issues together or join in on a live workshop.



Get Visible with Video Workshop

Week 1 – Mapping out YOUR Framework, Formats & Devices, Basic Setup

I hope that this will also remove the overwhelm as you will be chunking down your content into topics and sub topics, creating small snippets and not trying to create all your content at once. You will be given ideas that will make things easier for you and that will save you time.

Framework

Identify problem

Steps

Before and After State

Outcome

Do you have a complete sales funnel or a way to nurture your prospects (leads) first before trying to sell to them? If you want to build up the know, like and trust factor to help YOU attract your ideal clients VIDEO is an ideal format which can be repurposed in so many ways.

What many mentors advise, is to start with the end in mind.

What is the outcome that you want for your ideal clients and work backwards from that?

Big picture (your customer journey and the fact that they may not be ready for you right now, but if you nurture them they could be in the future or you will be front of mind when they are ready).

Smaller picture is to look at ONE problem, ONE topic, ONE solution and break it down into sub topics or steps that you can then guide your ideal client through your framework or customer journey

Formats & Devices

Videos can be done in many ways, there are so many options, so many apps, tools etc that can overwhelm YOU and be confusing - this is where I can and will help you.

You can record using your phone, mobile device, computer, do livestream, upload to YouTube, use Zoom or other platforms, you can do slideshows or presentations. You can create free graphics and presentations using Canva whatever you FEEL comfortable with doing. I am just trying to show that there are different ways and to think THIS is WHAT I WANT to do and not worry about the HOW.

You may not want to be on camera, or you may feel more comfortable with using a teleprompter if you are on camera or having your notes nearby, so you can refer to them easily. You may want to record audio only and add to a presentation or just use text and images. Other formats include cartoon or animation, story book telling and there are heaps more. Think outside the box and get creative.

Let's have a Zoom chat together. Zoom is a free webinar platform for up to 40 mins and up to 50 people that enables you to record in different ways - you, others, share screens, have the camera off or on, video and audio. This is also a great platform as once you have finished recording it converts it to both MP4 (video) and MP3 (audio) content

Whatever option you choose or want to explore let's tackle together or as a group. Instead of signing up for anything for now, let's just see what we can come up with. I am more than happy to create a snippet video for you, using some of my programs.

What type of FORMAT are you going to use - face on camera, presentation with audio, images, text and music? How are we going to create our videos? Are we going to be using our PC, laptop, Apple Mac, tablet, mobile, camera?



Get Visible with Video Workshop

Week 1 – Mapping out YOUR Framework, Formats & Devices, Basic Setup

Basic Setup

What's in your screen - light, sound, position, camera angle, distance etc especially for face on camera which is immediately what we may think we need to do to get our message across.

Lighting
Noise/interruptions
Surroundings/background
Settings
Camera angles and distance
Equipment

TASK

To start taking ACTION, let's ensure YOU have a solid foundation first. You can book a call to help mind-map out your idea, chunk down into your topics and sub topics. If you have done this already you may want to book a call so we can record together your first piece of content. Otherwise you may want to record something first and get some feedback. You can always either share with me privately or upload into the Get Visible with Video – Members Only Facebook Group.

VIDEOS do not have to be long, in fact under 5 minutes is great as you can use these smaller video snippets as part of your promotion campaign or teasers to build up the interest in your product, course or program.

What FORMAT are you going to use. If you are not comfortable with being on camera, then create a video with TEXT and IMAGES. Add some music also if you want to.

If you make any mistakes or bloopers you can upload them as at least it shows that YOUR attempts. Even from these you can learn from them and have fun with them. If you come across any bloopers of old videos you may have created, then you can also upload them in the GVWV – Members Only Facebook Group or we can create a separate section within this Members Only area of the website.

Most of you should also be in the general Get Visible with Video Facebook Group. If you know of any other people especially coaches and small business owners that could benefit, please share this link so they can join this [facebook group](#). This is a closed group that was created last year so you can check out the other posts and tips that has been done, also samples of what others have posted. Keep this link handy so you don't miss out on other tips that I share.

If you are interested in mapping out your marketing strategy, getting extra support with my “Done With You” Workshops schedule a call using my [calendar link](#)

Colleen Roberts

Content Marketing Specialist & Visibility Coach
Online Coach Support

Website: onlinecoachsupport.com
Email: info@onlinecoachsupport.com
Booking Calendar: onlinecoachsupport.youcanbook.me



Get Visible with Video Workshop

Week 1 – Mapping out YOUR Framework, Formats & Devices, Basic Setup

Social Media Networks

[Get Visible with Video Facebook Group](#)

[Online Coach Support Facebook Group](#)

[Online Coach Support Instagram](#)

[Online Coach Support YouTube](#)

If you are a [VIP member of Online Coach Support](#) or signed up to the [Get Visible with Video Workshop](#) I will provide you with extra support. All proceeds from memberships and at least 50% of proceeds from working with me will go directly towards my fundraising projects. Currently I am fundraising for Nokor Tep Women's Hospital, Phnom Penh Cambodia.

www.nokortepaustralia.org.au

www.facebook.com/nokortepaustralia