



ONE-MINUTE VIDEO GUIDE



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Host of the
CoachYu SHow

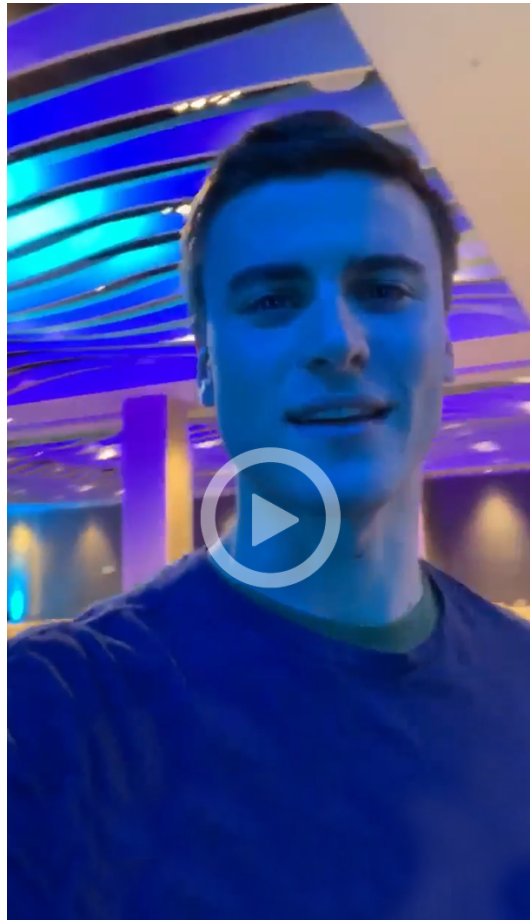
GUIDE VERSION

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DENNIS YU

CEO and Founder | CoachYu

I amplify exposure and sales of successful entrepreneurs via systems, analytics, and young adults certified in our digital marketing training.

We partner with universities, the military, DigitalMarketer, and GoDaddy to create jobs.

Anyone can join our program at Office Hours.



Program Checklist



COURSE CHECKLIST

1. Become a member of our Facebook Group

- ☐ A safe place for members of this program to create and publish their videos, in a supportive setting with other members.
- ☐ **Assignment** - Join the Facebook group and post a 1-minute video so the other members can get to know you better.

2. Making a One Minute Video

- ☐ 4 components of a one minute video.
- ☐ Video on making one minute videos.
- ☐ Why one-minute video?
- ☐ **Assignment** - Make a one-minute video.

3. Production vs. Post-production

- ☐ Camera, lighting, tripod, and microphone.
- ☐ Learn how to screen capture for free – Wistia Soapbox.
- ☐ Free editing software – HitFilm Express.
- ☐ Learn to use Facebook auto captioning for free.
- ☐ **Assignment** - Record a video and upload it without editing to Facebook Page.

4. Content Planning

- ☐ Know your audience.
- ☐ Know your brand - www.blitzmetrics.com/PBC
- ☐ **Assignment** - Identify the three most important items to your brand.

5. Editing Video

- ☐ Save time on editing by not recording more footage than you need.
- ☐ Use free editing software until you are proficient to ready to move to a premier

software, like Camtasia, Adobe AfterEffects, etc.

- ☐ **Assignment** - Clip the head and tail of your video so there is no waste of time.

Goals of the One-Minute Video Program

If you want people to engage your business or your brand, you have to start investing in the currency of digital platforms, attention. People are trading hours of their day scrolling through Facebook and you have to fight for every bit of attention you can get.

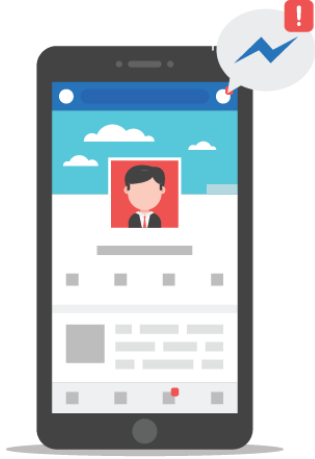
The easiest way to get people's attention is through video. Especially one minute videos. No one is going to watch a 3 minute video if they don't know who you are. Attention spans on social channels are brief. The average watch time for a video on Facebook is only 6 seconds. You must learn to grab their attention quickly and pull them into the story you are trying to tell.

This isn't as hard as it seems, you just have to start. So, pick up your phone, point it at yourself and tell us why you're doing the work that you're doing. Start with, **"when I was..."** then tell us, **"I Believe that..."** and finally, **"I am..."** and how that led you to the work you do now. This program teaches you how to make engaging one minute videos so you can generate the attention you desire for your brand or business. No one made a good one minute video on their first try, so start now, make a lot of them.

You can test them and compare them against our Standards of Excellence, put money behind the winners, and capitalize on your most engaged videos. Before you know it, you'll have hours of content generating interest for your business or brand.

Click to Join Facebook Group

JOIN NOW

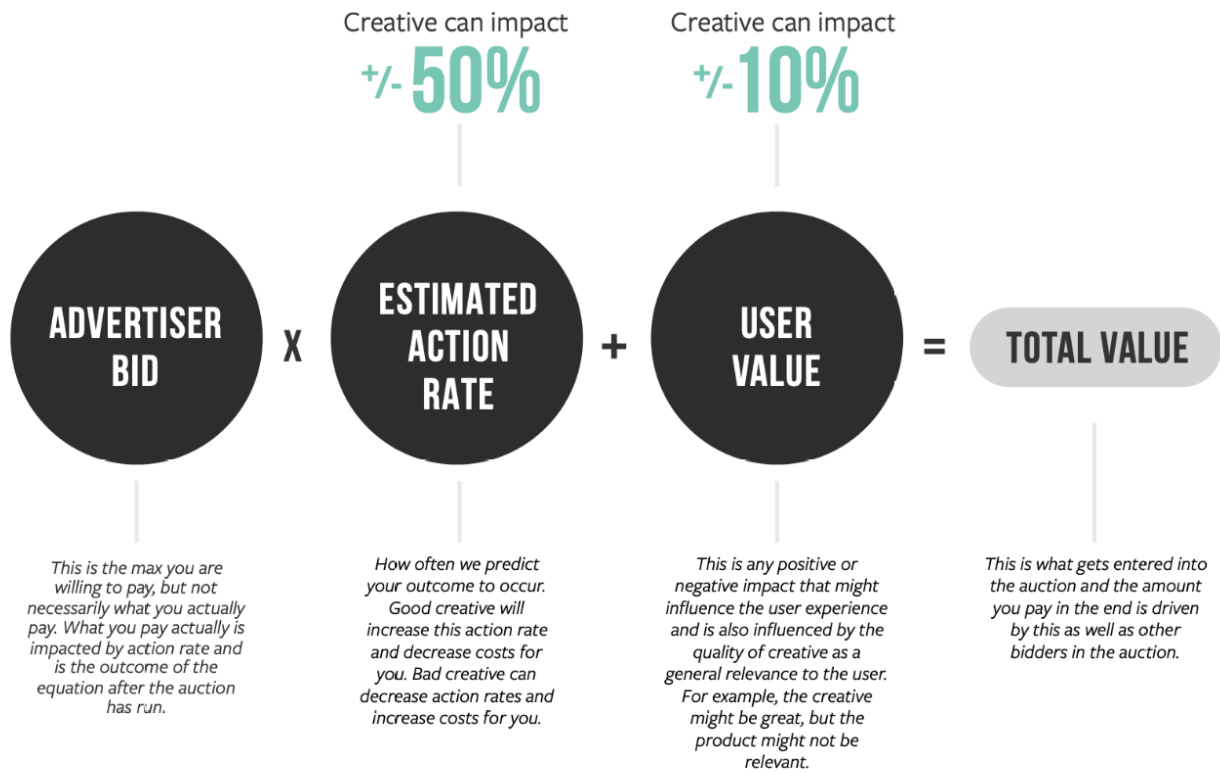


We have created a private group on Facebook where members can post videos to get feedback from CoachYu along with the other students. This group is a place where you can post videos to ask for help, critiques, and test against an audience that will provide constructive criticism. You can post into the group to get feedback before you release a video publicly.

Assignment:

- ☐ Post a one minute video in the group to introduce yourself to other members and the CoachYu team. You must mention you got the One Minute Video program, since no response to the required eld is automatic rejection.





Facebook's Creative Shop, 2019

3 Components to a WHY Video



1. WHEN I WAS ____.

Waste no time, get right to the story. This is where the "WHY" comes in.



2. I BELIEVE THAT ____.

Now go from the emotion of the story you just told to the overarching lesson of what you stand for.



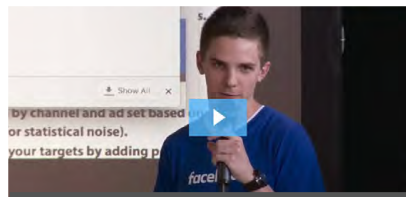
3. I STARTED ____.

Give a brief explanation of what you do. Make sure to be specific and concise.

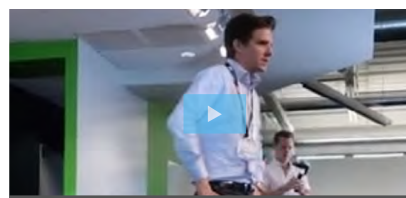
3 COMPONENTS TO A WHY VIDEO



ON ONE MINUTE VIDEOS

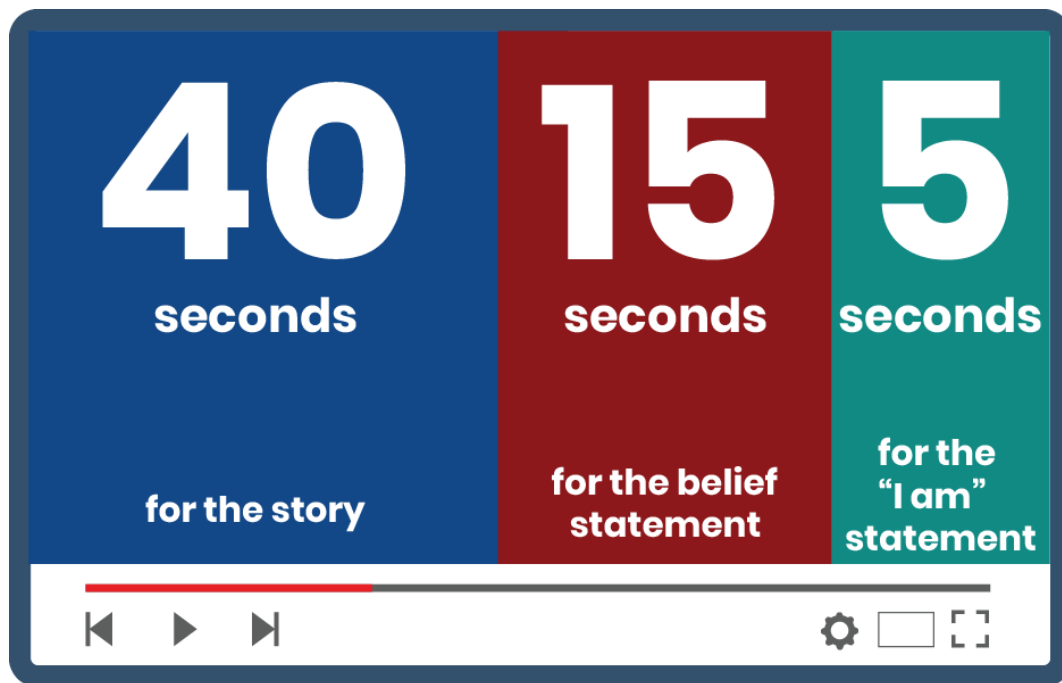


WHY THE ONE MINUTE VIDEO

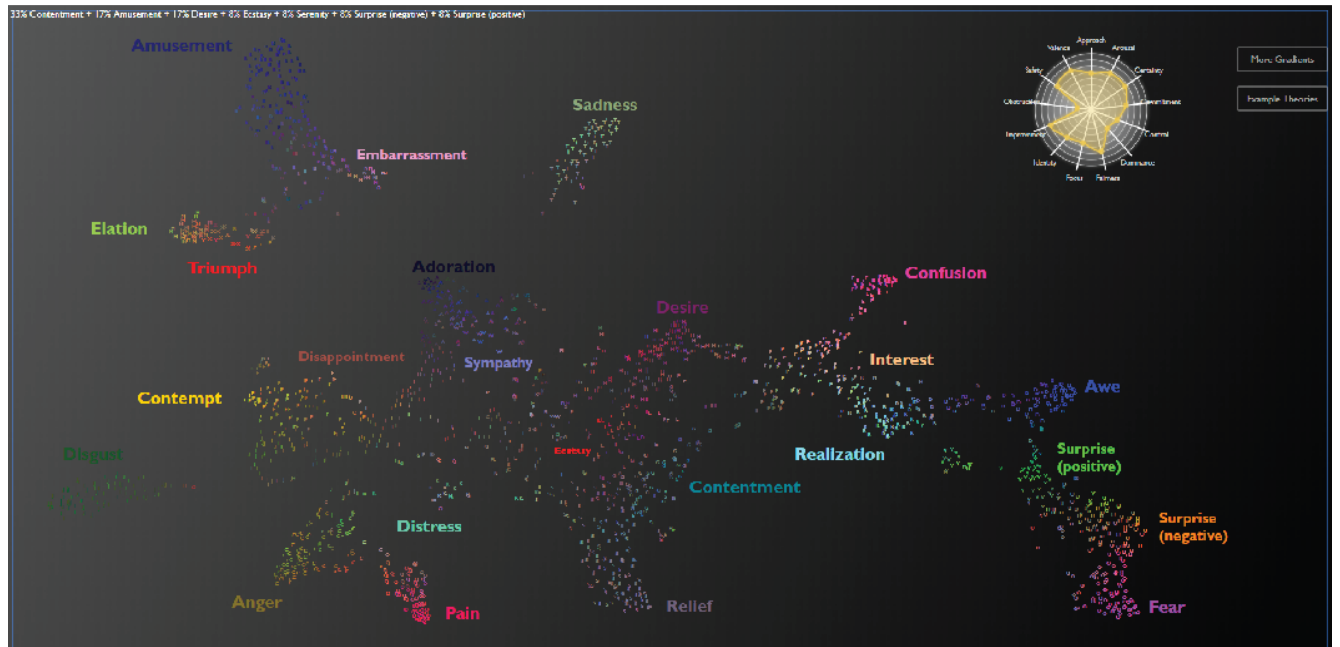


HOW TO COME UP WITH A GOOD HOOK

The Structure of the One-Minute WHY Video



24 Types of Emotion



Here's the foolproof framework to make a 1-minute video about your story



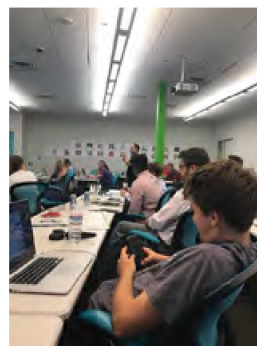
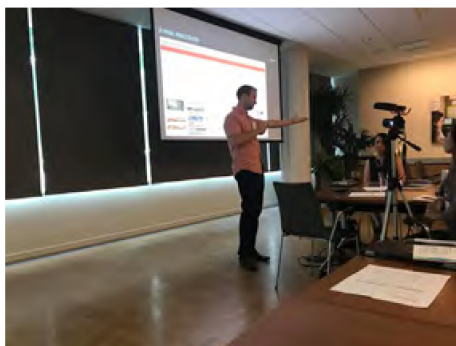
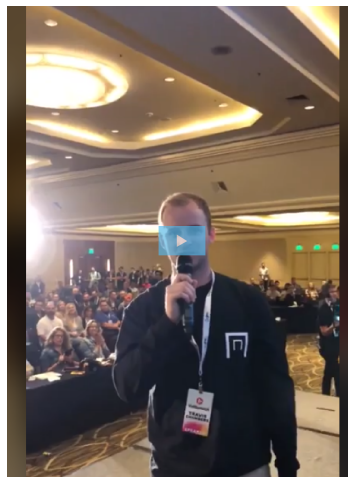
Travis Chambers

Chief Media Hacker, Founder

Last week the famous Dennis Yu had me up on stage at VidSummit to demonstrate this style of a personal branding video. You need to tell a story with the following prompts:

- 1: When I was...
- 2: I believe...
- 3: I started...

This format has worked well for me in the past in helping me figure out the best way to tell my story. If you've been holding back, maybe this is a quick step you can follow to get a video out there and start getting some motivation and momentum around your story.

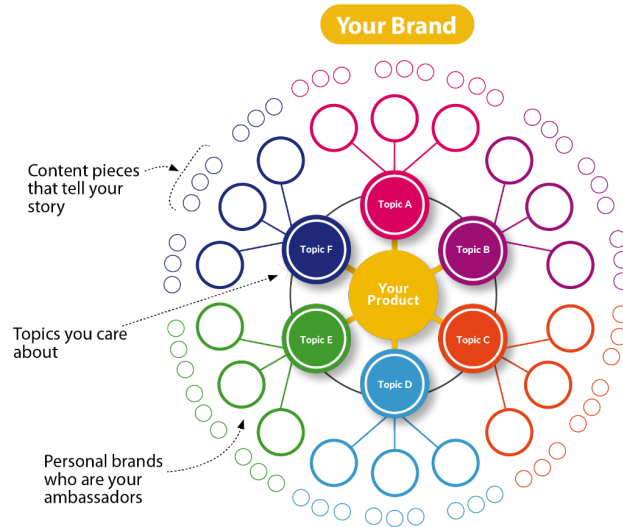


Types of videos

3X3 VIDEO GRID

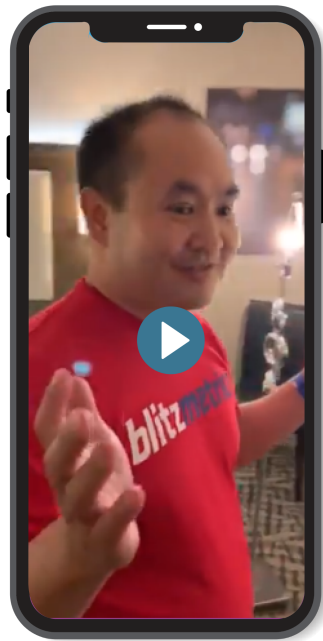


TOPIC WHEEL



How to Shoot Video Interviews in a Hotel When All You Have is an iPhone and No Equipment

- ☐ Use lamp shades and put lights on both sides while you hold your phone doing the interview.
- ☐ Have as much open space behind the subject you are interviewing.
- ☐ Ideally, the subject should be facing in the corner.
- ☐ If you're tired, to help make you look fresh, put some ice under your eyes. It reduces the puffiness making you look vibrant and reenergized.





Creating Videos Using iPhones

It's the little details that matter, which show through if you put in enough time to notice. For example, on creating iPhone videos to market your business:

- ☐ You cannot switch from front to rear camera while filming with the camera. So you either have to use another app or manually flip the phone in your hand.
- ☐ You can reply with a video in Gmail by hitting the attachment icon and then photos icon. Way more powerful than text replies.
- ☐ Sound quality is WAY more important than video quality to keep people watching your videos. If you have an iPhone and a regular lavalier mic, you need a TRS to TRRS adapter (2 lines to 3 lines on the plug) and a TRRS to lighting adapter. I use the Rode Wireless Go and have to buy these two gadgets, which don't come in the box.
- ☐ You can comment on a Facebook post with a video, but you can't do this on LinkedIn-- only a picture.
- ☐ You have 15 seconds to reply in Facebook Messenger, so learn how to keep it short-- or make multiple 15-second replies.
- ☐ You can share your phone screen if you're a presenter in a Zoom call. And everything works great (just like if you're projecting to Apple TV), except when you're recording video-- since the two interfere with each other. So pre-record your videos (stored in your favorite app) or switch to a desktop webcam to show you using your phone.
- ☐ Google Photos app is super slow in uploading your videos from your photos library on your phone. So also pay for iCloud, Dropbox, and Amazon Photos (another \$10 each per month) to have your videos automatically backed-up). You will have to keep these apps open every week to let it catch up, since uploads are faster when the app is open.
- ☐ Film vertically (portrait mode) most of the time if you're reaching mobile users, but horizontal if an interview or in a webinar app.
- ☐ Zoom records participant videos, but GoToWebinar does not. We had GoToMeeting/GoToWebinar for 10 years but switched because of this.
- ☐ Amazon Photos has the smartest facial recognition and easiest way to share groups of pictures (instead of having to select each picture/video, one-by-one) with your external people (like freelancers and partners).

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