

# The 12 video creation tips to drive more business

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The advent of [social media](#) platforms such as Facebook, Instagram, Snapchat, and YouTube along with faster networks and smartphones has exploded the quantity of video of all kinds.

The practitioner can utilize video on a variety of platforms you control like website, blog, emails to patients or prospective patients, your channel on YouTube as well as presentations.

Smartphones allow many of us to consume video in mobile environments as well as desktop. Once created the content can be repackaged, repurposed, and republished.

Video is three dimensional while text content is two dimensional. Non-verbal cues can be seen as well as emotional tone creating a depth superior to written words.

## Tips to maximize creating videos

### **1. Video is a process not just a product.**

Consider and then determine what role video will play in your branding.

### **2. Know your end goal**

Every video's call to action (CTA) should be congruent with your desired outcomes.

### **3. Have a script**

Video takes time to film. Repeated takes to film the content often are the result of "winging it," instead of having a written script or at least detailed talking points. Speak to the level of your audience's knowledge.

### **4. Know and understand your video platform**

Self-hosting on your website with tools such as Vimeo allows you the most flexibility but limits the overall reach of the video. Meanwhile, video hosting sites like YouTube have much larger reach, are searchable and easy to embed video where you choose.

### **5. Metadata is your friend**

Relevant tags, titles and descriptions help you target keywords to be indexed to rank in searches.

### **6. Add subtitles**

[According to c/net](#), video watched on mobile devices is 57 percent of all video consumed worldwide. Adding subtitles reinforces your message and allows the viewer to watch the video with the sound off in a public place.

### **7. Grab attention very quickly**

All of your hard work is for naught if your video is shut off after the first 10-15 seconds. Once you have your audience do not lose them. Three minutes should be the maximum length. Be "entertaining" as well as educational.

### **8. Answer questions**

We see the term FAQ, Frequently Asked Questions, used everywhere. Answer some of the FAQs for your audience.

## **9. Feature a video on your Business Facebook Page**

Stand out from the rest of the pack. Many of us are visual learners. Show us your personality and creativity.

## **10. Focus, focus, focus**

Your message should be clear and obvious. Do not try to cover too many items in an individual video. Create more, shorter focused videos. One to three minutes is a good length.

## **11. Track engagement, views and clicks**

Learn what is working and not working. Adjust and then adjust again to maximize your investment in video.

## **12. Thumbnails are your first impression**

The thumbnail or picture that represents your video is key. If the viewer does not connect with it, then they will not click.

So you have taken to heart all of the advice above and are now going to shoot your videos.

Now what?

Next steps

### **1. Choose the Right Camera**

Smartphones have replaced many devices. That includes cameras. Android or Apple based phones created in the last couple of years have great cameras.

- Look at the camera lens while recording.
- Hold your camera in landscape orientation.
- Place the camera slightly above eye level.
- Make sure you have enough space on your smartphone to record.

### **2. Please use a tripod**

No one likes to watch a shaky picture unless it is part of a horror movie. Good tripods start as little as \$10.

### 3. Lighting is key

A great camera and tripod cannot fix poor or uneven lighting conditions. Natural light is abundant and free. Portable lighting for shooting video can be purchased for under \$50.

### 4. Microphones drive audio quality

Your smartphone has a built in microphone which may be up to the task. Make sure you are close to the phone and there is no background noise.

If you do not like the audio quality when you test your smartphone, then pick up a clip on microphone. Under \$100 will get you a quality microphone.

### 5. The camera captures the background in addition to you

Consider what is behind you in the video. You want to avoid distracting backgrounds. Does it look professional and provide the image you seek?

### 6. Utilize video editing software

Free versions are available for Mac and Windows based laptops and desktops. The software allows you to correct minor “boo boos” instead of requiring reshooting of parts or all of the video.

Make sure your video editing software can create thumbnail graphics. Otherwise, you will need additional software. Some of that software is free as well.

## Wrapping it all up

Feeling intrepid about shooting video? Go for it. If you use the tips in this article along with practice, then you should be regularly publishing quality videos in no time.



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