



5 Things to Know Before You Make Your First Vlog

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Introduction

Hi there!

Thanks for joining Amy's Elite and for downloading these tips for getting started with vlogging.

It was important for me to make this guide because I feel as though people are constantly waiting for tips and advice before they will start something. There is actually very little that you need to know to start making content through video. Just a few basic principles.

These tips are going to set your brand and your content up for success. Why? Because everything I share with you here is helping you get out of your own way to achieving a great marketing medium through video. Audience comes first and as long as you embrace that, you won't take a misstep going forward.

I dare you to create a video as soon as you're done reading this guide. Please remember that you won't like it for now or in the future but it will always get better if you make the experience all about your audience and you allow yourself to grow.

You've got this.

1. Subject First

What is the subject of your video? Is it a person (best option)? Is it a voiceover (not a bad option)? Is it a product (not always the best)? No matter which of these subjects you choose, you need to put them up front.

Your subject should always be **second number 1** on your videos. Why? Because your viewers are looking for some sort of relatability as soon as they begin to watch a video and go into the decision-making process of staying for most of the duration.

When you wait to present the personality or product of the video until 15-20 seconds in, you're making it take too long for people to make a real connection with someone who can introduce your brand. People, not logos! That's the key.

Don't waste time with title sequences and weird intros. Get your subject up first.

2. 8 Second Rule

Speaking of title sequences... ah the beauty of editing, graphics and outsourcing.

Maybe you're thinking you need to wait to start a video content series because you haven't made that amazing title sequence with all the branding and beautiful professional footage of you and your company hard at work.

You're wrong.

You only have 8 seconds on average for a viewer to decide to watch your video. They may not watch the whole thing, but once they get past that 8 second mark you probably hooked them for a good amount of time. (This is called audience retention. Look for it in your YouTube analytics.)

So you're already going to put your subject first (tip #1) to help that, but you also then need to lay off those title sequences. Feel free to use them, but don't go overboard with a 15-second branding display. Totally and completely unrelatable.

If you're not IN THE CONTENT by that 8-second mark, you have a strong chance of losing your audience. Don't waste people's time. If they searched Google or YouTube for the content, that's what they want. They can get to know all the details about you and your brand later. They will WANT TO! But let them grow in the relationship first.

3. The Camera is a Person

Everyone wants to know how I became this AMAAAAZING video personality.

Ask my mom. No pictures or video of me as a kid. I was never meant to be the family ham. She still can't believe what I do for a living.

But I found what I wanted to do and what I needed my audience to know and the medium I wanted to deliver it in.

And when you finally know those things, you look at business very differently.

You look at THINGS differently. Including the lens of a camera.

I don't act any differently on video than I do on the street because I'm using the device to have a conversation with a person who I could talk to in real life. That's just a fact. The camera is that person to me. I just need to share the message the way they would if they were standing there.

When you finally start doing the same, you'll be an amazing personality on camera too. Or at least all your friends will tell you so.

4. Always Go Horizontal

Did you notice that this download was presented horizontally? I did that on purpose.

If you're reading this on a smart device, then you probably have it turned sideways in order to see the full document. Try reading it vertically and it's not so pretty right?

Well video was meant to be full screen, horizontal. There's no luxury in HD ability if you don't use all the pixels.

Always remember to turn your smartphones horizontal when you're filming. Some of you may use a normal camera but a smartphone is a great starter option. But not if it's vertical video. You'll have ugly black bars on YouTube and that's just not share-friendly video.

Keep it horizontal. You'll be making the internet a better place as well as doing justice for your content.

5. Save Time for the Close

One of the ways you can keep your opening short sticking within the 8-second rule guideline (tip #2) is to save your close for the end.

I know. I know. You're probably wondering why I assume you're asking for value before you've even presented the content. But actually, many of you are.

Think about how long it takes you to introduce yourself. Give your name, title and any website information. All that? Technically the close.

Remember: people searched for content and found yours. They want answers, not a pitch. Treat your audience like they've always been loyal and remind them who you are and what you do at the end of the video. Save time for it! You deserve to ask for value respective to the value you've just given.

Reserve that time. If your video is 5 minutes, save 45 seconds at the end for your info and a call to action. Make it clear and say it out loud. Speaking it aloud in the video is better than in the caption and copy. Both are best.



**STOP WAITING FOR PERMISSION
TO GET STARTED! GO VLOG NOW!**

- Amy