



My Proven Video Lead Generation Formula

If you use Social Media, you probably know that VIDEO is the fastest way to help you build the Know, Like and Trust factors with your viewers and followers. So, why aren't you making tons of videos? You're not alone! A lot of people get stuck in learning mode with Video Marketing—no need—just apply these few tips, grab your essential gear (Bonus!), and start making videos for branding and profit!

SOFTWARE for Editing Your Videos:

- Good: Apps for your Phone: Try **Videoshop** and **Capture** (by YouTube), **iMovie** for Apple devices
- Better: Computer Software: **iMovie** (Mac) and **MovieMaker** (PC, Windows 8/10) are absolutely fine when you are getting started. If you don't see it on your machine, you can download it for free.
- Best: Screen Recording & Video Sales Letters: Use [Screenflow](#) for Mac or [Camtasia](#) for PC. These are the gold standard, and can be pricey, but well worth it when you are ready to take that step.

SCRIPTS THAT SELL—What To Say in Your Videos: & How Long Should They Be

- Introduce yourself, help them solve a problem, and always have a call-to-action. Ask your view to take some kind of action in the video and in the description. Something like, "here's what I'm gonna teach you," teaching part (value), "here's what I shared," and "here's what to do next." (Call To Action or CTA) 2—5 minutes max on these—shorter is better. 30-second videos are working great right now, too!
- Get my [Best Converting Video Script Here](#).

MORE...

- If you aren't into graphic design, have someone on [Fiverr.com](#) do a quick logo and YouTube channel art for you—"gigs" start at \$5.
- Good Lighting—Natural Light is best. If you want studio style on a budget, try the [LimoStudio SoftBox](#) kit. It's what I use now, and I've been very happy with the "daylight" feel.
- Look AT the camera—If you are doing a "talking head" video with you on camera, make sure you look AT the camera, not at your computer or phone screen where your cute face is talking back to you. It's not a mirror—look at the camera lens, and you will be looking right at your viewer in the video. (Other than that—don't worry much about how you look—it's the content that matters.)
- When you first start, it really is okay to just shoot and upload. When you are ready for more professional videos, trim out the beginning and ending frames so that viewers don't see you move your hand away from the record button or lean in to stop the recording. Pause for a moment at the beginning and end of videos to give yourself a cue where to make these edits. Simple edits like this can be done right in the YouTube editor—no extra software required.
- Important Note: If you are promoting a product in your video, make sure you check the box stating that you are doing so in the advanced settings of your video.



BONUS! GEAR LIST: What I Use



CAMERA: Grab Your Smartphone! Seriously—the cameras in our phones have come a REALLY long way in the last few years. Any smart phone under 3 years old should be fine for You Tube quality. Tip—back camera is always better than front camera. Pictured: [Samsung GalaxyS7](#) and [iPhone 6s](#) or [6s Plus](#).

When you are ready to upgrade, a good DSLR with HD video and external mic jack. I use a [Sony Camcorder HDR-PJ540](#) (great for capturing kids' sports, too!). For a DSLR solution, check out the [Canon EOS 70D Kit](#).

TRIPOD—those shaky selfies only work for so long!

[JOBY Gorillapod](#) is very versatile! This is still what I use for most of my videos! You can wrap it, clamp it, or just set it up on your desk! (Comes with a free adapter for your phone!)

If you need the full-size version, I use a [Sunpak Video Tripod](#). It's easy to store & carry.



MICROPHONE—An external Mic is Essential for good audio on your videos. This is one expense you shouldn't skip.

For your Smartphone, Camcorder, or DSLR, try the [BOYA BY-M1 Omnidirectional Lavalier Microphone](#).

While this will work on your computer, too, I do recommend a USB Condenser Mic for your laptop, [Blue Microphones Snowball iCE Condenser Microphone](#) give you affordable high quality.

Grand Total: about \$40 (lapel mic + gorillapod) COMPUTER / LAPTOP—Optional
Learn more at [PennySKelley.com](#) or on my YouTube channel ([PennySKelley](#)).