

Class Dates and Times

Monday January 14 10-11:30AM PST - Focus on Recording

Tuesday January 15 10-11:00AM PST - Office Hours

Wednesday January 16 10-11:30AM PST - Focus on Editing

Thursday January 17 10-11AM PST - Office Hours

Friday January 18 10-11:30AM - Focus on YouTube

Saturday January 19 10-11AM - Office Hours

Class location: <https://zoom.us/j/2112125783> Come ready to join your instructor and classmates on your webcam.

Brighton West Brighton@AuthenticWestFilms.com www.AuthenticWestFilms.com

Day 1 (Monday) Focus on Recording PDF

YouTube for Discovery, not just Hosting

Why YouTube / Content Marketing 101

YouTube is #_____ Search Engine - _____ most popular website

Long Term Benefit vs Short Term Exposure on FB or Advertising (DRAW Charts)

Content Marketing = giving away your best stuff for free

How to prepare content:

What Videos Should You Make?

P_____ - Benefit you get from making this video (Grow email list: Lead Magnet: "Dating after Divorce - meeting the next Mr. Right.")

T_____ A_____ - People who can deliver the Benefit (Divorced women who are ready to start dating again.)

V_____ - Benefit your Target Audience gets from watching your video. (Determine if they are ready to start dating again.)

"How to decide if you are ready to date again after a divorce"

<https://www.authenticwestfilms.com/blog/get-more-video-views/>

YouTube Algorithm Explained

Just like Google, Facebook and other social media, what the user sees is determined by an algorithm. The goal of the algorithm is to provide the user with the best experience and keep them coming back to the website or spending more time on the website.

S_____ - Viewers can type a search phrase into the YouTube search bar or into Google.

S_____ - Videos are suggested to viewers on their YouTube start page, after watching a video or alongside videos they are watching.

* TubeBuddy - free Google Chrome Extension for tracking the algorithm.

Metadata - the information you add when you post your video.

Social Signals - the information YouTube gathers from your viewers.

The 3 types of content on YouTube

H_____ - great for starting a channel. Best discovery value. How to....

H_____ - great for building community. Interviews. Q & A. Behind the Scenes

H_____ - Once or Twice a year. High Intensity video for wide exposure.

<https://www.youtube.com/watch?v=nQDqh0hBodU>

Magic Formula for Script Writing

H_____ - first 5-20 seconds. You confirm the value your video will provide.

B_____ - next 5 seconds. Your branding graphics and music.

C_____ - next 1 - 5 minutes. You share the promised value.

C_____ - _____ - _____ - last 10-30 seconds. You tell your viewer what to do (typically your purpose.)

<https://www.authenticwestfilms.com/blog/subscriber-nation/the-youtube-magic-formula/>

Gear you'll need

Stable / Right Height: [Tripod](#) and [SmartPhone Clamp](#)

Good Lighting: North facing window (no direct sunlight) or [Umbrella Light](#)

Good Sound: [Lavalier](#)

How to record video

Use the built in photo/video app to record.

Look Fabulous Checklist

Lights

- Soft lighting from front
- No background _____
- Low noise / good acoustics
- 2-5 feet from camera

Camera

- Camera steady
- Camera at _____ height
- Camera rotation is horizontal
- Eyes on upper 3rd line
- Mic on and plugged in

Action

- Power Pose
- Look at _____
- Breathe deep
- Smile
- Talk
- Finish with a smile while looking at the lens

Practice

Homework:

Script and record a video. Start with Purpose, Target Audience and Value. Use the Magic Formula when scripting. Use the Look Fabulous Checklist before recording.

Get [iMovie for Mac](#). (Or Vegas [Movie Studio 14](#) for PC - Use Code HAPPY2018VMS for discount. Or [Movie Studio 14 Platinum](#) for PC is on sale through Jan 18th.)

Buy needed equipment.