



# VIDEO QUICK START GUIDE



Medicare Café  
[SMS-University.com](https://www.SMS-University.com)



# GETTING STARTED

Video is dominating online content. Most people would rather watch a video rather than read a blog post. Videos also rank higher in search results. How can you jump on this video bandwagon? It's easier than you think!

## **STEP 1**

### **Where are you going to shoot this video?**

You want to make sure your background is not too busy as to take away from your message. A lot of videos are done at a desk in an office (whether at their home office or work office). I have done videos at my dining room table or on my couch, depending on the lighting. Which brings me to my next point...

You also want to make sure your area is well lit. You don't need professional lighting, but you also don't want people you are shooting in a dungeon.

## **STEP 2**

### **What equipment do you need?**

Your smartphone should be more than adequate to shoot a video. You don't need a 4K resolution video for YouTube. Many of the quick videos I have done have been with my Samsung S8 front facing camera so I can see exactly what I am shooting.

Next, a tripod. If you are going to be standing, you will need a full size tripod. If you are going to be sitting, a desktop one will work.

Full Size: [CLICK HERE w/ Phone Adapter](#)

Desktop: [CLICK HERE w/ Phone Adapter](#)



# GETTING STARTED

## **Sound:**

Your internal microphone may work fine, depending on your environment. However, we use Rode VideoMic Me Microphone. This is designed to plug directly into your phone with no special adapters. [CLICK HERE](#) to check it out.

## **STEP 3**

### **What to Say**

Content is the most important part of the video. Even if your lighting is off or your background is not the most pleasant, having great content is a must.

Start simple, such as top questions you get asked by clients. Script it out with a target time from 60 – 90 seconds. This is the ideal length for Facebook. However, don't read the script (if you can help it) when recording as it may cause you to sound unnatural. Practice and plan on having multiple takes.

## **STEP 4**

### **Editing**

You may not need a computer to edit depending on the abilities of your smartphone. Some come with basic video editing tools, or there are numerous apps available for both Apple and Android. Don't worry about being too perfect with the video, today's good is better than next week's perfect. The more videos you produce, the better they will be!

We use a program called Camtasia ([CLICK HERE](#)) to edit our videos to add graphics and words to the screen.



# TIPS

## **Shooting Style**

16:9 only which means widescreen. If you notice most cell phone adapters will only let you put the phone on there in this mode because you should not shoot in portrait (vertical) mode. This will cause you to have two black bars on either side of the screen when viewing the video.

## **Don't Be too Polished**

Make the video like you would be talking to a client in person. The more polished the video is, the less interesting it can be. Have fun with it! Insurance isn't an exciting topic for most, so you may have to "jazz it up" some. Go to YouTube and view some videos and see what you like and then model your video after those.

## **Shoot in Airplane Mode**

You don't want your phone vibrating or other disturbing noises when you are making your video. I had recorded an event not in airplane mode and had random clicks from my phone downloading various app updates and such. Yes, you will miss any calls or texts, but you wouldn't answer them when you were shooting anyway. They will be there waiting for you when you are done.

## **Consistency**

Create a schedule. Maybe one video a week or bi-weekly. While the first time you shoot a video may take longer, over time they will become quicker to produce and share.



# TIPS

## **Posting**

Create a YouTube channel and host your videos there. This will give you better search engine optimization (SEO) when people are looking for you. YouTube also has some basic video editing tools built in their site.

However, we here at the Café will also post our videos directly on Facebook to make them easier for clients and prospects to view when they are scrolling through their timeline.

## **Facebook Live**

Facebook allows you go to live and record right from your phone or computer (depending on your computer set-up). Once you are done with your live feed, Facebook will automatically post this to your timeline or page. We suggest getting doing some pre-recorded videos first to get comfortable with filming yourself and speaking before you go live.

**Does all this really work? Take a look!**



## **See a Sample**

<https://www.facebook.com/MedicareCafe/videos/1560247210732497/>

This video was done in my dining room, no other lighting than the overhead light, Samsung S8 smartphone front facing camera, Rode Video Mic, and a tripod. All the edits (words and graphics on the screen) were done with Camtasia. We used to pre-recorded Casual Friday videos before going to a Facebook Live format.



## NEED HELP? IDEAS?

Is all this worth it? Should I start doing videos? Yes! The more content you put out there, the greater your chances of being found! Getting started is easier than you may think.

Call Senior Marketing Specialists and have a strategy session with your sales director.

(800) 689-2800

---or---

[Schedule Your Session](#) with this online form



### Medicare Café

*Where agents drink java and talk shop*

Live Tuesdays at 10:00am

[CLICK HERE](#) for more info and to join!