



OVERCOME YOUR FEAR

& Start Winning with Video

Important ideas and simple strategies to get you in front of the camera, because you're better face to face.

INTRODUCTION



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Ethan Beute,
BombBomb

All kinds of people are using all kinds of video in all kinds of ways. More video is a good thing - it's a very complete and compelling medium.

But the word "video" comes with a ton of baggage - especially in the context of marketing. It feels big or expensive or complicated. It sounds like a production. It seems out of reach.

Ready for a shift in mindset?

Video isn't just for marketing. One of its best and highest uses is for communication.

That's what this guide is about. Think: "relationships through video" rather than "marketing through video."

There's a place for green screens and drones, but this isn't it.

Over the next several pages, you'll learn about simple video. About videos you can make with tools you already own. About videos featuring your very best sales asset ... you!

We want to help you overcome your fear of being on camera.

We want to help you get started with simple video.

Because video helps build relationships.

And relationships help grow your business.

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Give the guide a go! And keep it on hand for reference.

It should give you the information and inspiration you need to overcome your fear and finally get started with video.

1.

I DON'T HAVE THE RIGHT

**TOOLS OR
EQUIPMENT**

1.

One of the first fears preventing people from starting with video is with the equipment. Camcorder? DSLR? Mobile phone? Webcam?

You may have even stopped yourself with other equipment concerns. Microphone? Tripod? Lights? Green screen?

A few considerations:

Simple videos are just that ... simple.

You don't need a "professional" production.

You already own what you need to get started.

Here are 2 cameras and 10 tools you can use to get started.

CAMERAS

Webcam

- + Built in webcam already in your laptop or monitor
- + External webcams inexpensive and high quality if you don't have a built in (see some)
- + Arrange your shot once and use it over and over again in your office or home office
- May need to check your system settings or app settings to make sure you've got it connected properly
- Only goes wherever you can take your laptop or desktop
- Older or lower quality webcam may not flatter your face or voice like a newer or higher quality one will.



Smartphone or Tablet

- + With you (almost) everywhere you go
- + Many free or inexpensive add-on video apps and tools available.
- + High quality camera with continued improvement in each new model release
- Requires good, steady internet connection for live recording or uploading (far more bandwidth heavy than text, photos, or voice)
- Holding it out in front of you by hand produces a shakier shot and a shot that's harder to frame nicely

Smartphone and Tablet Tools

Want to step it up a little?

Here are a few ideas for your smartphone ...

[Tripod](#) | [Selfie Stick](#)

[Wireless Microphone*](#) | [Lights and Mount](#) | [More!](#)

*requires [adapter](#)

LIVE/SYNCHRONOUS VIDEO TOOLS

Four of the leading tools for live video calls:

[Skype](#) | [Google Hangouts](#)

[Apple FaceTime](#) | [Facebook Messenger](#)

Two tools for live video broadcasting:

[Periscope](#) | [Meerkat](#)



RECORDED/ASYNCHRONOUS VIDEO TOOLS

Four tools to record and share simple video messages.

[BombBomb](#) | [Twitter*](#)

[Instagram*](#) | [Facebook Messenger*](#)

*video limited to 15 seconds



2.

I'M UNCOMFORTABLE
IN FRONT OF THE
CAMERA

2.

Video delivers a more complete message, packed with all the rich, nonverbal communication missing from typed-out text and static images ([click here for more on this](#)). Our brains are wired to receive these nonverbal cues from one another.

This means any discomfort or lack of confidence you bring to the recording gets delivered along with your message.

When most people play back their initial videos, they see and feel that discomfort ... and quit.

Don't quit! Here are 3 Ps and 3 Cs about getting comfortable on camera.

PERFECTION

The single biggest obstacle you're likely putting in your way is the impossible, unreasonable, and unnecessary pursuit of perfection.

You've been trained that television and movies are the standard. They're not. This isn't a "production."

You've been trained that this is about marketing. It's not. It's about communication.

Simple video gives you a more human and more personal way to connect and communicate with others. It's like being across the table over coffee or lunch. It's like leaving a voicemail, but with more personality.



PRACTICE

Like any other new skill or activity (foreign language, musical instrument, sport, hobby, etc), communicating with simple videos takes a little practice. Each video you make will be a little better than the one before it. The benefits of becoming a better communicator extend far beyond simple video into other aspects of your life. Well worth it!

PERSPECTIVE

All day long, you're looking out at the world and taking it in. You're looking out at other people. It's not common to look back or listen back to ourselves, like we do in simple videos. This is what makes "selfie" videos feel awkward. Familiarity with your own face and voice will grow over time. You'll get over it. Especially when you practice.

CRITICISM

You are - by far - your own harshest critic. You care so much more about your hair or your misspoken word than anyone else; they don't much notice or care. Most people are far more interested in either a) how you're going to provide them value or solve their problem or b) what their hair looks like. Let go of perfection. Let go of your hangups. Just be yourself.



CALL-TO-ACTION

When you're clear about your desired outcome, the message is much easier for you to convey. Do you want a reply? A click? A call back? You'll be more comfortable and confident if you take 10 or 20 seconds before you hit record to be clear about your conclusion or call-to-action.

CONFIDENCE

When you hit record, the single most important factor in your success is confidence. You feel it and the person on the other end feels it. So hit record with confidence and share your message. Your smile and posture can help build confident thoughts, feelings, and physiology, too ([great TED talk here](#)).



3.

VIDEO IS FOR
OTHER PEOPLE, BUT
NOT FOR ME

3.

From the outside looking in, it might feel like video is for other people. But each of those people was once just like you. They'd never done it. Then, they tried it - and thought about quitting.

We reached out to people who are winning more business because they send simple videos almost every day.

Here are 3 Do's, 3 Don'ts, and a Bonus tip they offered people just getting started.

DO: JUST DO IT



[Click to hear from](#)
Pat Ogle,
Annapolis, MD

“Just do it. Just start making videos and don't stop.”
- *Stephanie Wardwell, Fairfax, VA*

“Start right away.”
- *Kenny Young, Philadelphia, PA*

“Just do it. People are so impressed with getting a video email ... you'll get all sorts of email back.”
- *Jay Theriault, Maplewood, MN*

“Get started. There's always a little barrier. You've been convinced, you know you should do it, yet there's a little film of resistance. But once you begin, it becomes easier.”
- *John Prietto, Carlsbad, CA*

“Don't overthink it. Just use whatever equipment you have available.”
- *Debra Reiffarth, Foxborough, MA*





*“The key is:
**keep it
simple, and
just do it.”***

*- Drake Cruz,
Los Alamitos, CA*

“It’s a fun, fun thing to do. So if you haven’t started yet ... after you do 5 or 6 you just kinda get over it.”

- Holly Aglioto, Rancho Mirage, CA

“Just do it, really.”

- Nancy Chapin, Seattle, WA

DO: BE YOURSELF



[Click to hear from](#)
Jeff Rubenstein,
Fort Collins, CO

“You don’t have to be a professional video person. You don’t have to be dressed to the nines all the time. Just be yourself.”

- Ryan Shields, Brandon, MB

“Be authentic. That’s what people want to see. Just be yourself, because that’s who you are to your clients.”

- Debra Reiffarth, Foxborough, MA

“Just be yourself. Be genuine. Be unique. And people can relate to you a lot better.”

- Jeff Rubenstein, Fort Collins, CO

“The way you act, the way you talk, the way you have little glitches or ticks - that’s really how you are ... Once you say well what the heck that’s just me and that’s how they see me anyway. You get over that fear and you become more natural.”

- Miguel Nunez, San Diego, CA



DO: MAKE EYE CONTACT



[Click to hear from](#)
Amy Broghamer,
Cincinnati, OH

Make sure you're looking at the camera ...
and know where the camera lens is."

- Jet Cowan, Bend, OR

"Stare right into the video camera lens."

- Ken Mucha, Bend, OR

"Don't look at yourself on the screen."

- Amy Broghamer, Cincinnati, OH

"Always look directly into the camera. *And it takes some getting used to. But if you really want to have that eye contact and connection with people, you need to get used to looking directly into the camera."*

- Anastasia Schuster, Petaluma, CA



DON'T: WORRY ABOUT MAKING MISTAKES



[Click to hear from](#)
David Upchurch,
Charlotte, NC

"Just click record and start talking.

Don't worry about messing up. Because, honestly, we're all human."

- David Upchurch, Charlotte, NC

"Talk to the person like you're there. Don't be afraid to say 'um.' 'Um's happen, so don't be afraid of them."

- Jet Cowan, Bend, OR





“Try to make it on the first take.

Don't worry about making a perfect video. *We all make mistakes.”*

*- Ken Mucha,
Bend, OR*

“It doesn't have to be perfect. We're all human. Get the point across and get it sent.”

- Amy Broghamer, Cincinnati, OH

“Just be real. Just be yourself. People will connect with you on a one-on-one level seeing that you're genuine, that you're human, that you make mistakes, that not everything you say is scripted.”

- Jeff Rubenstein, Fort Collins, CO

DON'T: WORRY ABOUT YOUR APPEARANCE



[Click to hear from](#)

Sarah Stowell,
Colorado Springs, CO

“I don't care what I look like, really, as just getting it out.”

- James Giacalone, Ann Arbor, MI

“Some people get all self conscious about what they look like. I figure most people have met me, they know I have gray hair and wrinkly skin and I'm whatever age I am. So I just do it.”

- Nancy Chapin, Seattle, WA

“Try not to worry about what you look like. People are going to meet you and see what you look like. And really, you look fine. You look great!”

- Sarah Stowell, Colorado Springs, CO



DON'T: OVERTHINK IT



[Click to hear from](#)
Julie Zintsmaster,
Denver, CO

“Keep it simple. Keep it short. And just talk to them like you’re leaving a voicemail.”

- Julie Zintsmaster, Denver, CO

“Just pretend like you’re leaving a voicemail message for someone ... talk freely like you’re leaving a voicemail - only that you’re looking into a camera.”

- Amy Broghamer, Cincinnati, OH

“When I first started, I wrote out what I was going to say. And I found it kind of awkward. Now I just talk.”

- Pat Ogle, Annapolis, MD

*“We don’t overcomplicate voicemail. We don’t overly prepare for voicemail. And even if we mess a couple things up, we don’t usually re-record our voicemails. So, do the same in video. Keep it simple. **Don’t overcomplicate it.**”*

- Mike Lyon, Tulsa, OK



BONUS:

ENJOY MOMENTUM



[Click to hear from](#)

Sal Carola,
Staten Island, NY

“I got a lot of confidence just sending them over and over and having people respond about how cool it was.”

- Holly Aglioto, Rancho Mirage, CA

“Doing it more and more and more will make you much more comfortable.”

- Amy Broghamer, Cincinnati, OH

“The more you send, the more comfortable you get. The more comfortable you get, the more your customers will respond and engage.”

- Mike Lyon, Tulsa, OK



4.

I DON'T KNOW WHAT TO SAY

OR WHEN SAY IT.

4.

Enthusiasm. Sincerity. Gratitude. Subtlety. Nuance. Any time you've got a message that would be best communicated in person, you've got an opportunity to use simple video.

Another opportunity: when there's so much detail that it'll be a pain for you to write it out and a pain for your recipient to read it. Which is to say nothing of being misread or misunderstood.

Simple video saves time and adds clarity.

From that broad position, though, let's get to 3 specific opportunities you have to send video.

THANK YOU



[Click to see](#)
a Thank You example

WHAT: This is the simplest and easiest video. You really don't need a script and it capitalizes on the human element. You could send several of these every day!

WHEN: Thanks for your time on the phone. Thanks for taking the time to meet with me. Thanks for sending me that referral. Thanks for doing me that favor. Thanks for being a customer. Thanks for everything you do.

WHY: This is as easy as it gets. You don't need a script. It capitalizes on the human element of video. And everyone loves to be appreciated. A sincere, little "thank you" goes a long way.



GREAT TO MEET YOU



[Click to see](#)
a **Great to Meet You** example

WHAT: A simple, personal “great to meet you!” You’re just reconnecting your face with your name, touching on a point or two from your conversation, and making yourself available for future connection.

WHEN: After a networking event or conference. After being introduced to someone. After you meet someone in real life that you’d only known online.

WHY: It’s a strong, personal touch - and one that differentiates you. You’re far more memorable, remarkable, and referable when you consistently send this message to the people you meet.

PROJECT OR PROCESS UPDATE



[Click to see](#)
a **Project Update** example

WHAT: A video update for an individual or team that you’re working with or working for. Keep people informed without having to type it all out. Just explain where things are and what’s ahead.

WHEN: Right out of the gate. After a milestone is reached. After a small victory. When things have changed. When you need something to get done. Any time there’s something notable to share with one or more people.

WHY: In the absence of specific information, our minds often assume the worst. More communication is always better than less. Manage expectations and keep things on track throughout the project or process.



5.

I JUST NEED A LITTLE MORE

GUIDANCE

5.

So, you get the idea. You've tried it out once or twice. You're ready to commit to sending some simple videos.

But ... you need a few more tips. Here are 7 of our favorites:

PRACTICE

Practice builds confidence and confidence builds success. Anything you want to get better at requires practice - and talking into a camera is no different.

REDUCE DISTRACTIONS

Anything that distracts you as you record a video and anything that distracts your viewer as they watch your video reduces the impact of your message.

SET YOUR CAMERA AT OR ABOVE EYE LEVEL

This will provide you a much more flattering shot for your chin and neck. Also, by setting the camera down, you'll be more natural - especially if you're a "hand talker."

LOOK DIRECTLY INTO THE CAMERA LENS

This is how you look into your viewers' eyes. And eye contact is how we truly connect with other people.



TALK TO ONE PERSON

Even if your video is for a large group of people, you're trying to connect with each person. And they're likely watching it on their own. So imagine and talk to just one person.

DON'T USE A SCRIPT

Do know who it's for, why you're sending it, the one or two points you want to hit, and what your call to action is. Create a little cheat-sheet outline if you must. But don't write or read a script; it won't be as natural, and, really, it's much more work.

KNOW WHERE THE LIGHT IS

Your lighting doesn't have to be perfect, but your viewers do need to see your face. Know where the light is - a lamp, a window, the sun, or some other source - and orient yourself toward it.



Ready to start using simple video?

Try BombBomb Free!

FOR 2 WEEKS WITH NO CREDIT CARD INFORMATION REQUIRED!

People will be happy to see you.

BombBomb makes it easy to use simple videos to build relationships through email, text, and social.

We help you get face to face with more people more often.

THANK YOU

Thanks so much for checking out “How To Overcome Your Fear and Start Winning with Simple Video.”

We hope you found it valuable.

**FEEDBACK?
SUCCESS STORY?
SHARE IT!**

Ethan@BombBomb.com

**WHO PUT ALL THIS INFO
INTO SUCH A NICE FORMAT?**

Shane@BombBomb.com

**QUESTIONS?
REACH OUT TO US!**

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