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SHARE YOUR MESSAGE

YOUR CHECKLIST OF 8 WAYS TO INCREASE YOUR VIDEO EXPOSURE



1. Post Your Video To YouTube

YouTube is the mecca of online video and, showing how important video is, it is the #2 search engine! Create your own YouTube channel and upload your video. Your goal here is not only to get views, but also to get subscribers. This way, you can work towards monetizing your channel. That's right, you have the opportunity to make money off of your YouTube videos. As well, having that channel with one lonely video will inspire you to make more!



2. Post your Video onto your Business facebook Page!

If you don't have a business page, create one! It's super easy! When people hear about your business, they most likely will check you out on facebook. It's amazing to have a video waiting for them when they come to your page, and your Heart of Your Business video serves as an excellent first impression. Always post your video on your personal page as well and ask your friends to share it! Your friends can be incredibly useful (and free!) campaign contributors! The more people you share it with, the more people will see it. Share, share, share!



3. Post your video in networks that you're a part of on facebook

I'm sure you're a part of some online groups on facebook like Entrepreneurs group or Modern Business Owners etc. If not, why aren't you?! Join groups that catch your eye or revolve around what your business is and post an introductory message along with your video. And always ask people to share! Check out people's pain points in groups like these. Maybe they are looking for exactly what you are offering, and you can point them your way with your video!



4. Post Video Screenshots on Instagram

Start posting pictures of your business! Highlight moments and share them with the world! Instagram is a great way to show people how creative you are. You can tag people and other businesses as well to get more exposure and views! Take a screenshot of your video and tell people to come to your website to watch the full segment. You can also upload a 15 second video as a tease to drive traffic to your website, facebook or YouTube!



5. Add your Video to Your Email Signature

Send out your video with every email you send by having a link to your YouTube video in your email signature. Along with however your email signature goes, insert the link to your video with some wording such as "Watch my Heart of Your Business video here."



6. Add your Video to Your Website Homepage

Ask your web person (or you can DIY) to embed your Youtube link on your website so people can see it as soon as they visit your site. Make this video your first impression. Also, Google ranks sites with video higher in their searches.



7. Tweet it Out!

Twitter is the 2nd most popular social network site, and it's a great place to talk about your business and post links to your videos! Follow people you admire in your field or people who are doing similar things as you and start conversations. Grow your network!



8. Send your video out in a Newsletter

Let your clients know that you created a Heart of Your Business Video. Maybe they have some referrals for you and they would love to send out your video to their network. I am constantly sharing videos and I know it works! I consider myself to be a connector, and video is amazing at facilitating that.

Don't be afraid to put yourself out there! You've got a great story and have done a lot of work to capture it on video, so you owe it to yourself and to your audience to share it! Get excited and start sharing your fabulousness to your online community!

In addition to all that can be done online, offline promotions is how I started my business. I went to every networking group I could in my city and got my name out there face-to-face. I collected business cards and contacts and built a local community of entrepreneurs who supported me in my ventures. It's really easy to do, you just have to get off your computer, put some clothes on, get some business cards printed and hit up your local communities and start talking about yourself! Now that you have your message, it will be easy as ever to get it out there!

I also did a lot of free services in the beginning in exchange for testimonials and contacts with people I really wanted to work with. Think of this as an investment. You have to start somewhere, and it isn't a permanent thing. You will find bigger clients and make your worth quickly with video.

Join networks you want to tap into or follow people who have big clout or ones that you know will support you and try your services out on them if you haven't already. You'll build confidence in what you're doing and feel good that you are actually doing what you love.

If you do all these things already, Hurray! You are on your way and your Heart of Your Business video is just going to create even more amazing opportunities for you.

If you're craving some 1:1 help with any of this or are interested in creating other types of videos like testimonial, how-to, pitch or interview style my 30-minute Camera Coaching would be perfect for you. Visit us at www.spirocreative.ca or check out my offers on my personal website www.AderaAngelucci.com

I Dare Ya to Share Your Message With the World! It was a real honour working with you.

Now go out there and make the difference I know you are here to make.

Adera