

Using Video to Build Your Business & Brand

Brighton West
Authentic West Films

Why do people watch online video?

Entertainment

Inspiration

Education

Do your videos do these things?

9 Types of Videos Coaches Use to Grow Their Practice

*Build
your
Coaching* **Brand**

Video Headshot Client Testimonials
Authority Building Video

*Build
your
Coaching* **Audience**

Webinars Facebook Live / Snapchat
Lead Generation Videos YouTube Channel

*Build
your
Coaching* **Offering**

Video Conferencing E-Courses

Look Great on Video Every Time

- Soft lighting from front
- Background distractions minimized
- Low noise / good acoustics
- 2-5 feet from subject
- Camera stabilized with tripod, etc.
- Camera at eye level
- Camera rotation is horizontal
- Eyes on upper 3rd line
- Mic on and plugged in
- Eyeline to camera lens
- Superman pose
- Breathe deep
- Smile
- Talk
- Stop

Find Video Resources and
a special offer at
www.AuthenticWestFilms.com/ccc

- Free e-course: filming with your iPhone
- Free PDF download and video: 9 Videos for Coaches
- Free video: Guide to Look Great on Camera
- Special offer: Client Testimonial Video (use code CCC)

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