

# GURU GUIDE

with  
Vidusha and Anton

in conversation with  
**Dr. Shelly Plumb**

# 15

**VIDEO MAKING TIPS  
TO ENHANCE YOUR  
ONLINE PRESENCE**



# A QUICK INTRODUCTION TO THE GURU GUIDE

The 'Guru Guide' is an attempt to refine decades of hard-earned expertise into succinct, simple and practical advice.

It is NOT meant to be an exhaustive exploration of a topic: rather, pointed areas of focus which can only be discerned by a practitioner. It is not meant to be a generic set of advice: it is advice from battle-hardened professionals who have had a lifetime of experience and proven track records.

## The Guru Guide has a pre determined format:

- ✓ It aims to understand a topic/ area of focus
- ✓ It aims to give tools to help you navigate the area
- ✓ It also gives contexts and examples: so that you can customize it to suit YOU

Exploratory, intimate and insightful, the Guru Guide aims to bring to you a wealth of expertise which can only be possible through veterans whose varied and in-depth experiences offer unparalleled insights.

The brevity and simplicity is by choice, and design. Focused on Executives and Managers who want to get quick tips and techniques, who are eager to improve their craft

and trade : the Guru Guide aims to offer 'little nuggets' of advice and importantly, simple tools, which will enable practitioners to up their game and benefit from expertise which may be hard to find in a hurry.

## INTRODUCING



**VIDUSHA  
NATHAVITHARANA**

Vidusha is currently the Destiny Architect at High5 Consultancy and Luminary Learning and the organization's founder. His areas of expertise are with strategy facilitation, HR strategy development and Leadership Training. He has conducted assignments in 15 countries regionally and consulted for the World Bank, the UN as well as some of the top corporates in Sri Lanka and the Region. He is also a member of the board of directors for Chrysalis, a social enterprise working to empower women and youth by fostering inclusive growth in Sri Lanka and elsewhere.



**ANTON  
THAYALAN**

Anton is a multi-faceted professional who has had over two decades of hands-on experience in process improvement, change management and strategic management, and currently works as the Chief Evangelist of Luminary Learning and the Transformation Therapist of High5 Consultancy. As the former AVP at HSBC DPL Anton won accolades for his superlative work there: and won the prestigious HSBC Group Service – Global Talent Management Member two years in a row. Anton currently works as a consultant focusing on efficiency and productivity improvement and process optimization for local and regional clients.



## INTRODUCING DR. SHELLY PLUMB

We met Dr. Plumb through our recent webinar series : and her delightful candor, genuine help and also, above all, absolutely enlightening conversations made us lifelong 'fans.'

Starting her career as a podiatric medical doctor (no - this is not a spelling mistake for paediatric ! We get asked all the time - so we thought we will just put it out here !) she moved to 'showbiz' : and we will let her tell you THAT story in her own words later on...

Working with a multitude of organizations while running her own business Dr. Plumb is a multifaceted and multi-talented

person whose wide array of interest and focus areas makes her a fantastic conversationalist and speaker as well. The ability to draw on her many interests and experiences enables her to be able to look at things in multiple angles - something that becomes a massive plus in her video production work as well.

Who better to talk about making videos than Dr. Plumb ?

## HOW DID YOU GET INTO 'VIDEOS' AS A PROFESSION ?

Hello beautiful people!

I am and always will be a woman on a mission. I am the wife of an incredibly loving husband and the mother of three amazing children. Who would want more? As a podiatric physician, and executive producer at PlumbTalk Productions, I firmly believe that we all have gifts – you have yours and I have mine. I believe that it is our duty as inhabitants of this earth to pursue what we are passionate about and use our gifts to uplift and inspire others. Adversity came early for me when at seven years old, I lost my mother in a fatal car accident. I survived the tragedy and have been determined to persevere ever since. Ladies and gentlemen, I am driven. I am driven to encourage and energize others.

**I REFUSE** to let personal trauma define me.

I received my undergraduate degree with honors from Pacific University and went on to earn my Doctorate Degree from Scholl College of Podiatric Medicine. I served as Chief Podiatry Resident at the prestigious Crozer-Chester Medical Center of Pennsylvania where I completed my Podiatric surgical training.



## Whew! Enough school already, right?

Late in my surgical career, I transitioned from Foot and Ankle surgeon to entrepreneur developing PlumbTalk Productions; a multimedia production company in West Palm Beach, Florida. I know...I know...many of you are thinking "Whoa...wait for a second...Foot and Ankle Surgeon to Video Producer?"

## How does that happen?!

The answer is simple. Video production is in my blood – I go to bed thinking about it and wake up with my heart singing. Working in multimedia ignites my spirit. It is what I am passionate about and I have no doubt it is what I am put on this earth to do.

## Are you pursuing your passion?

As the founder, CEO, and Executive Producer at Plumb Talk Productions, I am honored to provide worldwide state-of-the-art video production services for businesses. Nothing fills my cup faster than assisting individuals in achieving their lifelong ambitions through increased exposure and the power of video marketing. Through creativity, compassion, and attention to detail, I am determined to "put the heart back in video production."

*And now my friends...it is time...take my hand and join me. Let's take a look at some key video making tips that are sure to enhance your online presence.*



# ARE VIDEOS AS EFFECTIVE AS THEY MAKE THEM OUT TO BE ?



## 17 Stats And Facts Every Marketer Should Know About Video Marketing



**Mike Templeman** Former Contributor @  
Entrepreneurs  
*I cover marketing, technology, cryptocurrency, and startups.*

[CLICK HERE TO READ THE FULL ARTICLE](#)

The bottom line is this; the world is not shifting to video. It has already shifted. If you are not incorporating video into your marketing strategy you will be left behind. The straight and honest truth is that consumers are reading less and watching videos more. Video marketing is an animal. It can be big, scary, and will bite you in the a\*\* if you don't pay attention. With video consumption increasing exponentially each year, entrepreneurs cannot afford to disregard all-important trends. Video is no longer for the select few. Video is for everyone. With solid, consistent, factual video content, consumers begin to trust a brand; they pay attention. With heightened brand awareness, a positive ROI is soon to follow.

*Action Plan Item:* Get past your fear of the camera. Commit to pulling your cell phone out every day and recording a video of yourself. Don't like it? Don't post it. The key here is to get used to being in front of the camera. Here are some tips on how to start recording quality content with your cell phone:

<https://vlog-tribe.com/how-to-vlog-on-phone/>

# HOW TO STAND OUT IN THE 'SEA' OF VIDEOS OUT THERE

The first Youtube video was uploaded on April 23rd, 2005. Since that time the industry has exploded and grown exponentially. According to [Merchdop.com](https://www.merchdop.com), Youtube now gets over 30 million visitors per day with over 5 billion videos watched daily. How do you stand out in the face of such staunch competition? It is simple. Your videos must P.O.P. A video that stands out among the rest must communicate proficiency, opportunity, and purpose.



**Proficiency** – A powerful video is one that is well researched. Knowledge is power. With few exceptions, viewers are searching for answers to problems that they have. A properly researched video laid out in a concise, easy to understand manner will keep viewers coming back for more.

**Opportunity** – Videos that deliver quality content provide viewers with unique opportunities. Business owners must realize that when producing a video, the video is not about them. It simply is not. It is about the viewer and their needs. When the scripting is made to reflect that, viewers see a shining opportunity on the horizon and will be more likely to hit that 'subscribe' button.

**Purpose** – A video with an iron-clad purpose serves its audience by educating, entertaining, and empowering viewers. Each video that you film must have a clear and concise purpose. If you cannot explain what your video is about in one sentence then the message behind your production is not clear enough. If it is not easy for you to understand, it will most certainly not be clear to viewers. A successful video is one that viewers watch, get excited about, and can easily discuss with their friends and colleagues.

**Action Plan Item:** Subscribe to a [video marketing blog](#) and keep up with current trends.



DR. SHELLEY PLUMB  
Woman on a Mission



## CONCEPT 1 – UNDERSTAND YOUR TARGET AUDIENCE

Connecting with your target audience requires you to look at three primary factors.



**Research** - You must focus on your customer and do your research; formulate a clear picture of your ideal customer. You can do this by reading through forums, observing social media, and even analyzing historical data.

**Competitors** - You must take a good long look at your competitors. How your competitors act and react can tell you a lot about your target audience. Ask yourself...What are your competitors doing right? What is not working for them?

**Your Story** – It is imperative to understand that the success of your video marketing strategy does not lie in the sale, rather it rests in the story that you lay out for your viewers openly and honestly. According to [Andysowards.com](https://www.andysowards.com) the [overall trend in video marketing](#) is showing a shift towards customer satisfaction and not mere profit. If you are looking to make your company future-ready, then a customer-first strategy is recommended.

In your videos, be creative in relaying the history of your company and how it will have a positive impact on your audience. Stories told in a genuinely productive manner build trust. Trust translates into sales. By understanding customer needs, fully evaluating your competition, and focusing on the story of your brand you will make great strides in communicating a constructive message to your viewers.

**Action Plan Item:** Set aside 1-hour weekly to thoroughly research and understand your target audience.

## TOOL 1 - BUILDING ENGAGEMENT

Building video engagement is not always an easy task. A properly organized and scripted video turns into an entertainment medium that engages viewers and encourages interaction. What are the most important factors that build a successful video presence?

**An intriguing introduction** – Start the video off with a bang! Hook the viewers with a clever introduction that catches their attention and leaves them wanting more.

**Ask for what you want** – Build a community of followers that are dedicated to your mission. Tell them who you are what you would like for them to do.

**The meat (and potatoes too!)** – Get to the point in your message sooner rather than later. The substance of your message is important. If you provide valuable tools for viewers to use to improve their lives you will foster trust and keep them coming back.

**Mid-video engagement** – Build in techniques designed to encourage viewers to interact with you and your video. Keep it simple and acknowledge those who are loyal to your brand.

**Concluding engagement** – Don't be afraid to ask your audience to do what you need them to do. Asking for 'likes' or to 'subscribe' to your video makes a huge difference in monetization.

**Call to Action** – When concluding your video performance you must present a call to action. Where do you want them to go? Your website? A course platform? Then ask them! If they liked your video, chances are that they will follow you elsewhere as well.



### HOW TO SCRIPT YOUTUBE VIDEOS FOR HIGH ENGAGEMENT

[Click Here](#)

## CONCEPT 2 : DEVELOP A DYNAMIC VIDEO FOUNDATION

All entrepreneurs who are successful in the video world undoubtedly have an engaging presence that cannot be ignored. Many quite literally ooze enthusiasm which lights a fire in their audience; a fire that with time, focus, patience, and attention, develops into an inferno of likes and shares on social media. A dynamic presence is composed of three primary factors:

**Rule of 3 Video Organization:** Organize major talk-points in your video into groups of three. Brian Clark says it well. He says, If you want something stuck in someone's head, put it in a sequence of three.

Why three? According to [Forbes magazine](#), it is the most persuasive number in communications and a number that people can commit to memory easily.

**Develop a Video Toolkit:** Your toolkit is your calling card. It is what makes your dynamic message one that people will remember. You don't have to be a wealthy production expert to have a rockin' toolkit. It is often advisable to build your toolkit gradually. Essential components include a decent camera, tripod, microphone, easy-to-use editing software and a home for your videos to reside once completed. Youtube or Vimeo are recommended.

**Remember the Do's and Don'ts:** When in front of the camera you must remember why you are there. You are there for one reason: To serve your audience's professional needs through the power of video. Having said that, you must speak with them. Do not speak at them. Viewers that feel like they are part of the conversation are more likely to watch a video in its entirety and engage. When addressed in a conversational language, potential clients relax. A relaxed audience is an open audience. An open audience pays attention

**Action Plan Item:** Write down three things that separate you from your competition and write it down. Tape it to your bathroom mirror. Remind yourself daily of your true gifts and your dedication to share your talents with the world. You've got this...



## TOOL 2 : VIDEO PRESENTATION

Lights, Camera, Action! It is time to step in front of the camera. Some of you are ready to spread your message powerfully and passionately, while others are...well, let's face it...terrified. Below are basic tips for becoming comfortable on camera:

**Be Prepared** – It is vitally important to plan and prepare your material ahead of time. When you do this and it is time to step in front of the camera you can relax knowing that you can focus on your delivery and not the organization of your content.

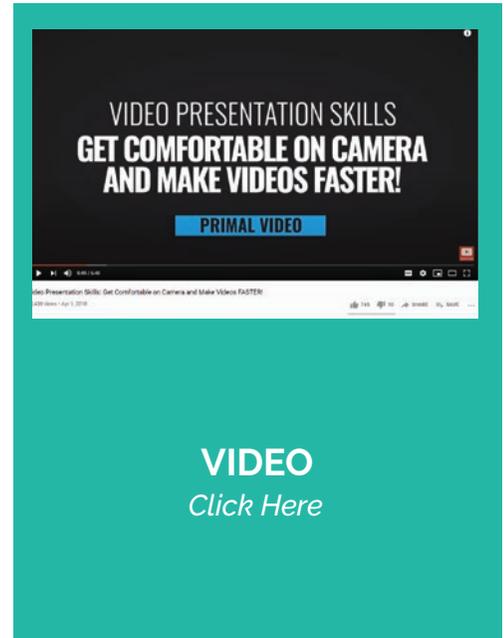
**Sit Calmly and Breathe** – Close your eyes and take a deep breath; in through the nose for a count of two and then out through the mouth for a count of four. Focus your thoughts on the material to be presented. Silence negative self-talk. Pay attention to your body's clues. If your body is rigid and tense, viewers will pick up on this.

**Unleash Your Inner Creative** – Have fun and don't be afraid to experiment. Perfection is not the goal here. You have an innovative vision for your business and it is time to communicate this on video in a genuine fashion. Have fun!

**Practice** – Practice is imperative and separates the novice from the experienced entrepreneur on camera. In most cases, when people tell me they would like to “wing it” I cringe. What they don't realize is that practicing decreases the cognitive load on the brain. When key facts are committed to memory and the time comes to present on camera, you can focus on your presentation and be less concerned about remembering small minute details.

**Ignore Destructive Criticism** – Some people watch videos with one purpose in mind: To criticize and minimize another person's professional achievements. When faced with comments from a ‘hater’ ask yourself “is the comment something that is meant to build me up or tear me down?” If the comment is overwhelmingly destructive and serves no constructive purpose it is time to drop it in the metaphorical trash can.

**Enjoy yourself** – Have fun. Love life. Celebrate the vision that is coming to life through your words and actions. Perfection on video is not the goal; it is quite the opposite actually. Your audience wants to see that you are human; it is something that they can relate to. Go ahead...make a mistake or two. You may just see your engagement rate go up! Celebrate the fact that you are making a positive difference in the world and that is something to rejoice in.



**VIDEO**  
*Click Here*

## CONCEPT 3 : VIDEO LOGISTICS

Videos do not have to be complicated. They do not have to cost a lot of money to produce. There are, however, [certain mistakes to avoid](#):

**Background** - Always make sure that your background is clean and uncluttered. Nothing distracts viewers more than seeing a stack of messy papers and a half-eaten hamburger in the background. Take a screenshot of your background and ask yourself "would I want to look at that?"



**Lighting** – It is recommended that you film in a well-lit area or have ancillary lighting that will help illuminate your face in a flattering manner. Never film in front of a window or a bright light source. When in doubt natural light is almost always flattering.

**Audio** – It is wise to invest in an ancillary microphone if your camera does not have adequate sound quality. Make sure that you speak clearly. Before you begin filming stop and listen. Is there a leaf blower in action outside? Is the road noisy? Are there dogs barking in the background? It is wise to minimize ancillary noise as much as possible.

**Action Plan Item:** Put your passion on paper. This week write down one video you wish to film for your business. Under that, write down the steps you will need to take to accomplish your goal. Pull out your calendar and set due dates for each of the steps listed. Hold yourself accountable and get it done!

## TOOL 3 : THE S.E.E.K METHOD FOR VIDEO PRODUCTION

In today's society, if we don't act, we will be left behind. If we don't S.E.E.K. success, prosperity will pass us by. With each video that you produce, you must reach past the 'good' and reach for 'incredible.' Here's how:

**S – Strategize** - With each video project you embark on, sit down and brainstorm. Ask yourself the following questions: What problem am I solving for my community? What effect does that problem have on their lives? How am I proposing to solve that problem? What call to action will I provide for my viewers? Take out a pen and paper and plot a step-by-step action plan incorporating those elements.

**E – Energize** - If there is one common theme in all successful videos it is ENERGY. If you envision a person screaming or jumping off chairs, think again. That is not always the case. Energy is excitement...it is an intensity that is best communicated with the tone of your voice and body language. Dig deep and find the passion that courses through your veins. Use that feeling to produce a video that ROCKS the world.

**E – Equip** - Are you fully equipped to get your dream video produced? Perhaps you have an idea with no clue how to execute it? It is time to step up and hire a coach. Someone who can guide you through the process of producing a video from start to finish. A good coach will equip you with the proper resources to get the job done correctly and economically.

**K – Kick it** - That's right, it is time to get out there and make an impact. Kick your amazing vision into action. You, my friends, have an obligation to our world to get your ground-breaking ideas out of your head, onto paper, and into a video that makes a positive difference in a world that needs it. Les Brown says it well. He says:

The graveyard is the richest place on earth because it is here that you will find all the hopes and dreams that were never fulfilled, the books that were never written, the songs that were never sung, the inventions that were never shared, the cures that were never discovered, all because someone was too afraid to take that first step, keep with the problem, or determined to carry out their dream - *Les Brown*

Let's kick those hopes and dreams into action with a genuine, heartfelt videos that communicates to your clients who you are, what you stand for, and what you can do for them.



## SOME FINAL TIPS TO MAKE THAT AWESOME VIDEO

There you have it, ladies and gentlemen. Today I have shared several practical concepts you can use to enhance your video marketing presence. As you dive into the world of video it is imperative that you:

- » Understand your target audience
- » Develop a dynamic video foundation
- » Pay close attention to video logistics

By doing this you will not only perfect your presentation skills but you will build engagement along the way. If you reach a roadblock in your video production journey you can always fall back on the S.E.E.K. method for video production which will help re-focus your efforts and get you back on the road to entrepreneurial success.



On your journey, you must realize that you are powerful enough to ignite the spark of curiosity in others and focused enough to fan the flames of creativity. You are smart and are fully capable. There is passion in every one of you, I can feel it. It is time to put that passion to work for you on video and watch it spread through our beautiful world like wildfire.

Close your eyes and visualize:

- » Where you have been
- » Where you are now
- » Where you want to go

Why do I want you to visualize this? Buddha says: *What you think you become - Buddha*

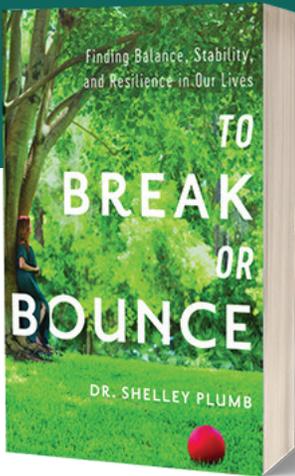
When you visualize yourself doing something successfully repetitively, your mind commits it to memory. It becomes your way of thinking. You become what you think. Each of you is a brilliant, talented, and incredible human being. You are talented with unique gifts. Why not capture them on video? Share them with the world and watch your business flourish and your ROI skyrocket. I am here to tell you, you can't afford not to.

drshelleyplumb.com



DR. SHELLEY PLUMB  
Woman on a Mission

# DR. SHELLEY PLUMB



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**ANTON THAYALAN**

+94 77 22 666 22 / +94 70 40 666 66  
[anton@luminarylearningsolutions.com](mailto:anton@luminarylearningsolutions.com)

[www.luminarylearningsolutions.com](http://www.luminarylearningsolutions.com)