

# myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to my Weekly Marketing.

Hey, hey, and welcome back to my Weekly Marketing, where we talk about marketing strategy, small business and life in between.

Janice Hostager: 0:36

I don't know about you, but if you're anything like me, I don't love getting on video. Anyone else? In fact, when I have to record a video of myself, it takes so much time because I end up doing so many takes and then I get frustrated and want to quit. However, I know that video is important in our marketing for lots of reasons. We can communicate so much more through video than we can with a written word, because our brain can process images so much faster. Plus, we pick up non-verbals through videos that we don't see in other media. All of this is to say that video is an important aspect of running a business, especially if you have a personal brand.

So today's guest is a talented and creative videographer named Knives Monroe. Knives is not your average videographer. He's a filmmaker with a knack for telling a powerful story. Plus, he's way cooler than I am, which you could probably tell from a name like Knives, right? So in today's episode, we'll dive into how to get started with video, where to use video in your business and even how to produce it cost effectively. Knives shares a lot of great tips he's learned from running his own video production company, indie Darlings. So if you're just getting started with video, or if maybe you want to add a little polish to the video that you're already doing, stay tuned. Here's my chat with Knives Monroe.

Janice Hostager: 1:59

Well, hey, knives, I am so glad to have you on my podcast today.

Knives Monroe: 2:04

Thank you so much for having me. What an honor. I'm so happy to be here.

Janice Hostager: 2:08

So, before we jump right into your origin story and this may lead to it but first I want to ask you why video, why do you love video and why do you work in the video industry?

Knives Monroe: 2:22

So for me it started with filmmaking, although I've never made anything on 35 millimeter film but it started with my love of movies. I got bit by the bug in 2004. I wanted to make movies, and filmmaking was the only game in town. And so, at 16 years old, I found a camera in a trash can, figured out how to make it work, started editing on two VCRs.

Janice Hostager: 2:53

Wow.

Knives Monroe: 2:54

If you don't know what a VCR is, and I would create title cards on Microsoft Paint and film the computer and it was just whatever I could get my hands on. So video was the only thing I could get my hands on. Film was too expensive, so that's why video instead of film. But filmmaking turned into content creation.

Janice Hostager: 3:15

Yeah yeah. That is the coolest story ever. You found a camera in the garbage can. I love that? And it worked. I mean, how often does that happen that you find a camera?

Knives Monroe: 3:26

You had to connect it to a television in order to see what you were recording, but I think that's why they threw it away.

Janice Hostager: 3:32

But that was good enough for me oh, okay, okay, oh, that is cool. So you felt like you could go ahead and make a movie, or you wanted to make movies, and then it kind of led into a business that you currently have. Is that right?

Knives Monroe: 3:44

You know what? I'm very lucky. I was alive at a time that was just very advantageous, with the digital revolution. In 2004, I was editing on videotape, but by 2005, youtube existed and I was editing on digital. So I started putting stories together, montages together, but I didn't start making money with video until maybe 2013, almost 10 years later, and start a business almost 10 years later. But I did honed my craft and telling stories, shooting and editing music videos for local talent, transitioning into videography for weddings and quinceaneras and things of that nature. But it was just an excuse to paint with pictures. It was just an excuse to storytell.

Janice Hostager: 4:39

That is really cool. So now my listeners are business owners. How can they use that storytelling activity to make videos for themselves, Like, what stories should they be telling and how would they go about doing it? Is it through? Like well, you answered that question. How would they go about starting out, deciding what videos they should be making?

Knives Monroe: 5:07

Oh gosh. So first you have to really be self-aware and understand what business you're actually in. Are you in the restaurant industry? Are you in HVAC? Your listeners probably vary from industry to industry, vertical to vertical, but each and every single one of them, even plumbing services, need to tell their stories and tell videos. So I'll use the plumbing services as an example. I think, off the top of my head, two types of videos come to mind. Number one you're going to want to educate as supposed to entertain. So educate people how they can fix a leak in their bathroom, make 10 videos about that, and so definitely come from an educational aspect-educational perspective, because people are going to be searching for this and if they find you on the internet, they're going to trust you and they can convert to be a customer, which is really what this is about at the end of the day. Another video that you can make if you're in the plumbing industry is a client testimonial. So who have you served that had a terrific experience? Obviously, if you're in any industry, the client or customer experience is definitely important. So who's comfortable or charismatic enough, or at least on the fringe, for you to be able to enroll in a testimonial and turn that and flip that as proof social proof that your business is cooking.

Knives Monroe: 6:46

So those are two types of videos right there, and that's for a plumbing company. So hopefully that eliminates the right parts of our brain for your listeners who are like oh I see, I can actually apply that to my business as well the testimonials and the educational aspect. But you have to be very self-aware and I will say that as a video production company, I've had to educate myself on the strategy component for small businesses. I used to just push the record button and make videos for video's sake, but that's just not good business. And honestly, I'm not going to be making a fortune doing that just because that's a commodity People can outsource. We can talk about this later if you'd like, but people can outsource video editing overseas for pennies on the dollar. So I had to really invest in video strategy and understand what are the client's pain points and how do they make money and how can we make them make more money through video marketing. So the strategy came into play and that came later on in my career very

recently post-pandemic that I realized oh, I have to be more than just a storyteller, I have to be a strategist.

Janice Hostager: 8:08

Oh, I love that you said that. I mean, what I do with my clients is I pull them through what I call the trail to the sale. So we go from awareness to consider, to compare, to evaluate, to sell, serve, supersize and send. Those are what I call the trail stops right. But it really follows that customer journey and, as we've talked about before, I think you can use video in any of those anything from the awareness stage, where you're just making a quick video introducing yourself on Instagram or TikTok, all the way through where you can do product demos, where you can talk about your referral program. I mean, there's so many different places that video can work, but you really do need to start with that strategy. So I'm so glad you brought that up, because I think that really helps too. When you're, if you're thinking about trying to do a video, just asking yourself those questions is like what are my objectives here? Where do I need to use this? What is that customer's problem to begin with, so that you're answering those right questions.

Knives Monroe: 9:21

Absolutely the trail to the sale. I like that. That's sort of like, uh, what we call top of funnel, right, getting people down the funnel and getting people to convert and getting people to enroll and getting people to take action and to buy, absolutely that's. We're not just making video for video's sake. There's, there's a, there's a method behind the madness, for sure.

Janice Hostager: 9:36

There is, and the reason why I prefer the trail analogy often a little tangent here is to a funnel is that you really have to move them along that funnel. It doesn't just, you don't fall into the funnel, I'm sorry. You have to move them along the trail. They don't fall into a funnel and just sort of happen to become a customer. You have to work at every step of the trail or every step of the way to move them to that next stage, to nurture that relationship and turn a Googler into a customer. And I love that you also brought up storytelling, because that is so, so powerful. Even just introducing yourself and a person become memorable through a video, right?

Knives Monroe: 10:27

Absolutely.

Janice Hostager: 10:29

Yeah, so I think there's so many different things that you touch on there that are golden. So how do you decide whether you should go long form, short form? Do you have a process that you work with clients on that helps them figure out exactly what they should be working on next?

Knives Monroe: 11:19

Absolutely so. It's a case-by-case basis. However, one thing that's paramount to a lot of business owners are what we call vanity metrics, or the optics, the views, the engagement and people are really concerned business owners, even though it's not as important as they think it is, about the amount of followers that they have, but for those that you know, they're the ones that that pay the bills at the end of the day. If you want to check those boxes and really determine what's better short form or long form Right now it's short form, like across the board, ubiquitously Short form video YouTube shorts, instagram reels, tiktoks, even Facebook reels. Video is becoming huge on LinkedIn, and LinkedIn is a tremendous place to do business. You can't talk about video and video strategy without talking about the platforms that you're going to distribute on, and there needs to be a strategy behind that as well, and right now, short form video is white hot.

Knives Monroe: 12:26

So if any of your listeners are wondering okay, what's like the current trend? I know I need to be making videos short form videos and the good news is, if you have one of these, you can get started today. You can take out your cell phone. It doesn't matter if it's an Android, if it's a pixel or if it's an iPhone and you can pause this podcast and, if you're inspired, say something that is valuable and transmit it on the internet. And then that's it valuable and transmitted on the internet. And then that's it. That's good enough. That is how you scale the trail to the sale is by getting in front of as many eyeballs as you possibly can through video distribution. Right? So right now, short form video is white hot. If you have a customer testimonial, do both. Do a four minute version of the testimonial, but have an editor. Trim the 45 second version of it as well. The answer. I'm very big on quantity enabling quality. Let's do both. I film horizontal, but I also crop in vertically and that's the, the content that sees the light of day. And then you have the long form archival content that goes on youtube, which is great for seo and google search. Youtube is the second largest search platform in the world behind google. So people are searching for videos as well, and that's where long form really works. But on TikTok, long form video is very successful as well. It's vertical, but it's long form and people are engaged and they watch 50 part series of stories happening on TikTok. So, between short form and long form, today, august 1st of this recording 2024, short form video is the way to go.

Janice Hostager: 14:25

I love that. One of the things you said, though, that I really really like video for is that it can be cut down into. I mean, you can shoot a really long video and you can and cut it up into mini videos and use it on social media. You're right, the horizontal versus vertical format is kind of a hard thing to navigate, you know. Sometimes. So, cause you don't, you'll either shoot one or the other. At least I do so. Is there a way to? What would, to? What do you think is better? So, is it better to shoot long form horizontally and then just crop it in for social media?

Knives Monroe: 15:04

Two-part answer to that question. First part and I promise I won't go on long about this is here's a hack for those that have the money to afford this hack, for those that have the money to afford this film in 6k and it's very tall image and you can crop in and not lose any resolution. It's beautiful, it's glorious. So you can build horizontal and you can make all the vertical videos and edits that you want and have both subjects in frame and it's tremendous. Um, or the second option. The second answer is whatever is native to the platform. Instagram reels is vertical. So if you're going to, if this is going to be distributed to Instagram reels, it has to be vertical, right, and you can get away with horizontal images, compositions through the vertical, how people consume content on their mobile device. You can, you can get away with it. But to optimize it, people want that full bandwidth image. So film vertically. So it's all about natively to the platform, contextually, case-by-case basis. What is the story that I'm telling right now? Where is it going to be distributed? You have to ask yourself that first, before you decide on an aspect ratio.

Janice Hostager: 16:14

Gotcha. So where do you start Now? You said you can just pick up, pause the podcast, pick up a phone and make a video. Do you script it out? Do you feel like, can you tell when something's scripted out? When you're working with, let's say, you're doing a longer form video, maybe for a company, and you're talking to the founder. And you're doing a longer form video, maybe a video that you're going to use on their home page or the website, for example. Do you recommend that they use a script for something like that or just have some bullet points, or how do you approach that sort of scenario?

Knives Monroe: 16:51

That's a tremendous question. It really depends on who has the final cut of these videos. If you're hiring a video production company, work together with the producer and director of what the format's going to look like and they'll have a ballpark of what that

final composition will look like. They'll inform you what questions are going to be asked for interviews. You know what's a good establishing shot, do they? Do they need a drone if you're in industrial maintenance, right? Is this going to be at night time, daytime, inside, outside, what's the sound like? Do you or do you? Is your building next to railroad tracks or is it under a freeway? Is it next to an airport? right? All these factors matter. Um, I think there are people who are really charismatic and can wing it, like you and I, and then there are people that need to be heavily scripted and maybe even need a teleprompter as well, which I'm fortunate enough to have, and they're they're virtually inexpensive nowadays, and there are tremendous free teleprompters. If you're filming on your telephone, I recommend the app CapCut, which is free. You can pay for it and unlock it and get a bunch of bonus features. But there's a teleprompter feature which is really cool and so people don't even notice it. And this is what a lot of influencers on Instagram use when they're doing a product placement or what have you. They use a teleprompter so they write a script out. I love scripting things out, but it really depends on the subject. It's case by case. Some people are really charismatic and they can wing it and they're just magic in front of the camera. But that's not most people. So most people do need an outline, a blueprint, a beat sheet. They need a script that they can follow. Sometimes it's recording five seconds at a time and getting that segment five seconds at a time and you got to hold their hand and that's the way it is sometimes. But with clever editing you mask that and make them look like a million dollars. So it's a case-by-case basis For my personal stuff. I do script things out. I used to be a wing it kind of guy, but now the science of this art form has just advanced so much and it's so competitive, the first three seconds of your video really matters and then the three seconds after that really matters. So writing a clever hook, writing a clever which is another way of saying like an interesting first three seconds or opening, really matters. So every now and then, if I'm in the shower, if I'm going for a walk, I get an idea for a hook. I write it down because I know that's the way I'll open a video. So I'm always ideating, writing things down. I have an idea bank as well of just nothing but hooks or nothing but titles, like headlines for YouTube videos. Catchy titles, catchy thumbnails, a seductive or primal thumbnail that will really grab people's attention. Or a data point of did you know, the more members of family you have in your house, there's an increase of an infant death rate. How do I put that into four words and make that captivating? To sell more houses, or to sell more space or real estate or what have you? So I'm constantly ideating and writing things down for myself personally, I do believe in scripting and just to add as much value as I possibly can here if you're wondering, I'm too busy to be scripting. How do I do that? Fortunately, there are tremendous free tools such as chat, gpt, where you can generate scripts that are pretty good. They get you at the very least to third base and then you can walk it all the way home, to use a baseball analogy. And so there are tremendous free softwares that you can download on your phone and use while you're

indisposed and or you're in your hot tub, and you can generate scripts on demand today, which is incredible. I couldn't have said that two years ago.

Janice Hostager: 21:07

Yeah, personally, I love chat gpt .I do personalize everything and I definitely look it over, but it really has saved me a lot of time and doing something like. I don't think I've used it for scripts, but I definitely use it for email copy, for example, or any kind of text that I'm writing, because sometimes you just stare at the screen and it's 4.30 in the afternoon. You got nothing left, so it really comes in handy. I love that you have a bank of hooks. I love that. That's brilliant. Yeah, and I think what you're saying, too, has so much impact. You know, those first three seconds you have to stop the scroll and you have to make them listen and you may have the best content in the world, but if you don't stop them, they'll never know that. And I think Instagram, too the first I forget the number here, but the first few minutes that it's up there they're looking at how much engagement it's getting and that's going to affect your overall, how well that post does overall. And so if you've got a hook that you're just going to put out there on video, it's going to and it's going to work, then yeah, put all you got into that first into that hook into those first few seconds, love it. So you talked about metrics a little bit ago. What metrics? Now there's vanity metrics right, that would be likes and shares but what metrics should I track to evaluate how well a video does?

Knives Monroe: 22:52

For youtube, you're gonna want to look at your click through rate, the CTR. How many people are clicking on this thumbnail, on this video title, on this video, or did it work? That's number one. Look at that metric, because maybe your thumbnails are just screen grabs and there's no text on it and it's not a polished thumbnail. We live in a time now where they need to be polished and they need to be curated and really optimized. So the clip-through rate is a very important metric. The other would be your retention. How many people fall off after the first 30 seconds on YouTube, long form? That would be the equivalent of TikTok or Instagram or LinkedIn. How many people fall off and swipe away after the first three seconds? So the retention matters. If you can get people staying to the end of your video, you're going to make a lot of money in this business.

Janice Hostager: 23:42

I love that. That's really interesting. Yeah, I would agree with that, and it really is surprising to me. I used to work with somebody who was great on video. I mean, he would just go off the cuff and he made it interesting and really engaging. But looking at where people dropped off was really sobering. I mean you could tell that maybe it wasn't titled correctly, Maybe it was an SEO issue that people found it in the first place, and



maybe it was maybe a little misleading in terms of the title. So those are all things to think about too, because you want to make sure yes, you want your search engines to send you the right people, right so that they're interested in it. But that really makes a big impact. I'm glad you brought that up.

Knives Monroe: 24:39

For a youtube long form video. If you're promising something in the title, you need to deliver on that promise in the first second but simultaneously open a curiosity gap that will make people stay later, towards the middle half of your video and towards the end of your video. So you can't say I spent a hundred dollars on a milkshake and then start the video and we're not talking about the milkshake. You need to show me the receipt and show me the transaction and you're drinking that milkshake within the first minute and within the first second and then you can tell me how we got there and where we're going. But I think there's a lot of just those little simple tweaks can really make the difference between 100 views or tens of thousands of views.

Janice Hostager: 25:31

Yeah, in fact, I just talked about this in my newsletter this week. It was just making sure that that headline really keeps people going too. So instead of saying, here's why your dog should not eat grapes, a better headline maybe, Here's the food that you're the one food that your dog should never eat, or something like that. You know, so it. So you talked about that curiosity gap. Um, that's really starts right away when you're thinking about the video and how you're planning it out. Right, because you said you've got to get to it absolutely right away and then, but you want to leave the, the punch line to the end, because if you tell them it's grapes, you know halfway through they've got nothing to stick around for, unless you introduce another hook in there. So I love that advice very, very strong. Um. So let's say, I am shooting my own videos. Do you have some tools? Now, you mentioned cap cut. Is that your favorite editing tool? I, it's. It's kind of it's. So let's say I am shooting my own videos. Do you have some tools? Now, you mentioned CapCut. Is that your favorite editing tool? It's kind of limited right, or can you do quite a bit on it? I've used a little bit.

Knives Monroe: 26:36

I cannot believe what you're able to do on this app that's essentially for free. If you live in the States, I cannot believe what they give away for free. I mean it's robust. Also Notion is where I do my project management system. So everything my second brain lives on Notion, also free. Cabcut also free. Chatgpt, also free. These are incredible tools. I would also like to highlight Spark spark camera, which is really underrated. It's this bottom one, right here with the red circle. Why I think it's tremendous is because you

can stitch recording in the app and then export it and then put watermark free it's free, by the way and then you can export your stitched, edited footage and upload it directly to TikTok, linkedin, facebook, what have you. So why is that important? If I'm shooting and editing a video on TikTok and I export it, it's going to have a TikTok watermark. If I edit a video in Instagram, I can't take that video and put it on TikTok. So Spark Camera is free and it's really tremendous because you can essentially edit in camera, which is just. I can't believe we can do all this in our device. I hope those listening if they're listening to a podcast something tells me that they're semi-tech savvy. So these apps are available for free. There are paid versions to unlock more premium sort of features, but those are tremendous. But I'm old-fashioned. Give me a pen and a notebook and I can do some damage.

Janice Hostager: 28:18

Interesting. So you don't feel like it's necessary to maybe get Adobe what is Adobe's Premiere Pro or anything like that? Those can be very complicated. Adobe can get really complex pretty fast. So I was just curious whether or not you feel like, because honestly I do a lot of video editing with iMovie. Which is pretty rudimentary, but it does the job, which is typically edit out a chunk here, put in a title screen. That's pretty much all I do for video editing. Otherwise I send it to a someone more professional. But, um, yeah, so, which I think is also free for apple.

Knives Monroe: 29:04

That's right, it is right, it is free it comes with, uh, with your phone and with your macbooks, if you have one. As a tremendous piece of software iMovie. I never got on it. I went straight and I bought in 2011 final cut pro never paid for it. Again bought it one time. Adobe premiere, which I also use for work um, you have to pay every month and that's kind of a bummer.

Janice Hostager: 29:29

Yeah, it is. And I mean I have the whole creative suite which I use anyway, with Illustrator and Photoshop and some of the others. So for me it's just it's a bonus because I'm already paying for the other things. But I love what you said, that it's not necessary. You can do an adequate job of editing without spending a lot of money on the software.

Knives Monroe: 29:52

I want to highlight here and I wanted to start with this actually is we live in an age where authenticity really matters, and so the less polished the better for these up and coming buyers, depending on your business. Gen Z's my son's, 18 years old. He's out in the marketplace, he's buying stuff, and he's more likely to respond to someone on their

phone, putting their makeup on or putting down the barbells and talking to the camera and just being themselves, than he is the highly polished, super produced video that just looks like it's selling something to you right out the gate. It's not even trying to be human with you, um, or authentic the better, and so something like a cap cut with your phone out the gate. There's auto captions you don't even have. You don't even have. I used to write captions by hand just a few years ago, and now it's automated Platforms, and tech like this just really turns us into superheroes. I feel there's more computational power in the phone than there was that took us to the moon in the 60s. It's just nuts what we have. And with great power comes great responsibility. So, yes, I'm always trying to find um the most cutting edge technology that saves me time, gives me my time back and just makes my products even better. My finished products.

Janice Hostager: 31:26

So do you feel like it's necessary, like to add music which you can do in instagram?

Knives Monroe: 31:31

this is all matter of taste, it's not binary, it's not music makes it better. That's objective. It's subjective to answer that question. I did not mean to cut you off, but no, no these little differences, um, are just aesthetics. They're not going to transform your business overnight, if you use music or not. I'm not trying to be glib, it's just some people really hang on these minute details and truthfully post three to 10 times a day and then tomorrow, not everyone that is going to see that content that you uploaded the next day. So you have to, oh, but for the next crop of people, and it's, it's. It's just about consistency and volume and value. If you think of a Venn diagram between consistency, volume and value, and if you can just master that, I mean you can grow any business with that.

Janice Hostager: 32:36

I will add one more event or circle to that venn diagram, though, and that would be emotion. I just know that on social media speaking strictly about social media that adding some emotional appeal, the, the people that seem to do viral videos have either humor or it just hits you in a certain way, and that's kind of why I asked about music too, because that really has an emotional element to it and people buy an emotion too. So, um, so I probably put another circle in that. But you're absolutely right about those three, because if you're not consistent, if you're not, um, you know, doing all the other things correctly, that just having emotion isn't gonna move the needle for you. It's got to be everything kind of working together. So where can people find out more about you?

Knives Monroe: 33:26

They can find me at [knives monroecom](http://knivesmonroecom.com). Um, I have a little freebie I'd like to promote. It's called the content effort scale. It's a free, downloadable pdf and it's my framework for producing and maximizing and optimizing content. So, if I may, this podcast is perfect for the content effort scale. What we're going to be able to do is it's essentially a checklist. We have a podcast. That's great. Can we make a short form video out of it? Yes, we can. Can we make a tweet or a thread from the copy? Absolutely. Can we create a LinkedIn arm from the copy, from the transcription? Absolutely. Can we make a blog or an email newsletter out of the podcast? Absolutely. There needs to be an Instagram story, a pre-call to action, a post-call to action. Can we create a thumbnail from this podcast as well? The description copy that goes for SEO on YouTube. Can we take that from the transcription? So it's really about how do we take one piece of content and transform it into 30 just from one and really maximizing the effort of one piece of content? So that's the content effort scale. It's simply a downloadable PDF checklist and it's a way to hold yourself accountable of creating and maximizing your effort when it comes to creating content and it's a simple framework and roadmap for those that don't know what to make. Make a pillar piece of content like a podcast or a newsletter which you have both and really chop those up and distribute them and post them across multiple platforms and it really just came from one pillar. So maximize your effort, that's what I would say, and you can find me on [knivesmonero.com](http://knivesmonero.com).

Janice Hostager: 35:26

Oh, I love that. I, because I do, I don't do enough of that. I mean, I know for sure that it's so easy to jump into a production mindset that you're not utilizing the effort that you already put into something and you can certainly reuse it in different, in different ways. So, yes, I love that, Is there? Yes, I'll put a note to that. I'll put a link to that in my show notes. So anyway, thank you so much Knives. I appreciate you taking the time to be with us this evening and I look forward to getting my download.

So what'd you think? Some good tips right? To learn more about anything we talked about today. Visit our show notes page at [myweeklymarketing.com/70](http://myweeklymarketing.com/70). That's seven zero, as always. If you liked what you heard, I would so appreciate a review on Apple Podcasts. Thanks so much for joining us today. Hope to see you next time. Bye for now.