

Episode 90: Title: How To Create Your Summit Home Video

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Speaker: Dr. Mark T. Wade

Oh no big deal just the difference between complete and total victory success and utterly demoralizing failure. That's what hinders on you knowing this information about how to create your Summit Home Video. So get ready because you are in for a treat!

Ok summit crew what we are talking about today is going to be arguably the most important episode I have released to date. We are going to be doing a deep dive into the infamous Summit Home Video. The summit home video is quite possibly the most important, yet most overlooked aspect of your summit.

I mean think about it. Your summit hinges on the hopes that people opt in to attend it. What determines if they attend or opt in? The Summit Registration Page, which to be quite honest most of us are doing a pretty poor job with those as well.

You should check out the free training in the resource area at virtualsummits.com on how to create a high converting summit page.

Now focusing on the topic at hand, out of that summit registration page what is arguably the most important aspect of the page?

Yeah the summit home video. Except no one is taking any time to ensure they are done well. Don't get me wrong, I'm not pointing fingers, I have my hand raised as a participant in this horrendous action.

Most of us are not a level copy writers, or movie & film producers or even qualified video editors. However, more than half of summit host's script, produce, perform, and edit their own summit home videos.

Well that's ambitious to say the least, but I totally get it. It comes down to funds; resources and if you have anyone on the team that can help you with that.

So I decided to dig down into this super important topic and figure out how we can create epic summit home videos.

I will say we have been and are continuing to perfect this process. We have gotten pretty good at it, but we are never going to quit trying.

Also if you are like me and prefer to see a visual example you can head over to the show notes and we'll put a link to an entire workshop I did on this topic along with an example of one of our summit home videos so you can see what a finished product looks like. That will be over at Podcast.VirtualSummits.com/090

Let's get down in dirty with the summit home video.

First off it's one of the first 3 things your audience will and should see. The other two being the title and subtitle in most summit pages.

This video is soooo important. Why? Because it's the best opportunity you have at creating a relationship with your audience. Remember the whole point of a summit is to solve a problem and build a relationship.

Although text and images are good, videos are better for creating that know, like and trust. It is what is going to really introduce the topic and let the audience get a feel for you and what you are trying to help them with.

This is also your best opportunity to create some emotion and motivate the audience to sign up for your summit.

Now typically on most summits there are 4 types of people coming to your summit home page.

The Excited ones, these are your crew, your tribe, the yang to your ying, visitors, who already know they want to sign up. They are your warm audience and you don't even need to convince them. They would sign up whether you had a video or really anything on the page.

The next is the Curious ones. They are interested but need more information before they are ready to commit. These types need the home video. This is that extra push that is going to get them into the summit.

Next are your skeptics. They are the ones who either don't believe the topic, or think they already know the information and most likely think they know more or better than you do. It's ok, skeptics are the ones who turn into the biggest raving fans.

But they need a well-produced summit home video. They need to see that you do know what you are talking about and oh look at that they actually agree with the information you are presenting to them.

And batta bing batta boom they are emailing you 17 times to tell you how great you are, sending you gift packages confessing their life, and before you know it drawing heart signs on your bedroom window while you are sleeping....

Ok sorry maybe that was a unique experience, but you get the point. Skeptics are great, but they need a good video.

The last type of home page visitor is the Never Gonna Get It, (never gonna get, never gonna get, never gonna get it... doot doot doot) types.

Meaning it doesn't matter if you found the cure to hunger they aren't hitting the register button. Most likely they accidentally ended up on the page clicked a wrong link or were looking for something else.

No worries, that is what it is. But out of everyone those are typically less than 10% of summit visitors, your excited ones make up typically 20 – 30% of the summit visitors, which leaves you with a whopping 60-70% up for grabs.

Yeah that is a huge percentage. So we need to make sure that our Summit Home Video ROCKS so we can convert those undecideds and turn them into our attendees.

Another reason the summit home video is so important is because it caters to multiple different learning types. We have both audio and visual. Plus it's the best way to communicate complex, or lengthy ideas.

If you tried to explain all of that in big blocks of text your summit is not going to convert. Don't do that. Don't put large chunks of text. Not good.

Also when creating it which we will get into you need to create emotion. Joy, excitement, sadness, fear, anger, etc. You have to elicit emotion.

So how do we prepare to create a summit home video?

First it starts off by knowing your audience. You have to know their top problem and it needs to be clear. Common mistake is making the summit information about you or what you think they want.

It needs to be about what their problem and pain point is and it needs to be clear. Should be one solid pain point with potentially a 2-4 supporting factors.

Next you need to create a mission. Even if there really isn't a mission your summit is about you need to make it sound like it. Mission-ify your summit. How are you going to change the world and rally the troops? Create a mission.

Now you need to create a story with a story line. Needs to be clear, start with where they are. What their pain point is, then the epiphany or how you found out how to solve the problem, then future pacing on how the world can be once they have this same information.

You need to have a strong call to action. It needs to be compelling and only one. Don't have 2 or 3 different things you are asking. On the summit home video you want them to register. That's it. Don't ask them to share, or comment, or email, or

call their uncle. One thing and one thing only. That is to register, and you want to mention it multiple times. We'll talk about that in a minute.

Lastly you need to map it out. Outline it. Start with just bullet points and get an idea of each of these items. Don't just wing this and don't try to throw it together in a few minutes.

This is one of the most important things you will do for your summit. More important than your interviews, more important than your summit offer because if they don't register for your summit then none of those other items matter.

Now let's dig into how to map it out.

With those bullets start to write out some rough drafts under each bullet point. It's ok at this point to just write. Don't worry about keeping it short, or concise or whether it fits or not.

This is the brainstorming stage and you want to let your creativity flow. Just get it all out on paper.

Don't worry about the order either you can always rearrange later. That is why I like bullet points and to just write under those, and then I can move them around if they fit better somewhere else.

After you get everything out of your brain and on the paper then go away. Yes. Leave.

Leave the idea and information alone for at least a day or longer. You need to let it sit. Because what seems like magic today may look like a frog dressed up in a prince's suit tomorrow.

Then come back to it and re-read it from a critical perspective. I know this is your baby. This is the greatest thing you've ever written and it will feel like Washington felt after he wrote the constitution, but it's not.

It's actually a third grade-spelling exam and you just flunked it. So go at it with a critical eye. Try to hate it, and try to destroy it and tear it apart. The harder you can be now the better it will be later.

Now after you have edited it with a critical eye, it's time to let someone else take a gander at it.

Not your mom or your friend who tells you everything you do is perfect. Someone you trust that will give you honest and transparent feedback. Preferably someone in

your industry that knows what you are talking about so they can give specific feedback.

Then actually listen. Don't just dismiss their feedback. Listen to it and update your draft accordingly.

Edit it and update it again.

Now go through it but at this point start thinking of it visually. What images or videos or ideas would bring this text to life? Start to write out on the side of the paper any visuals or pictures that pop into your head. You can write down more than one and the more the better.

Now go back at it again and start to highlight chunks of text or words that are important, that need to stand out. Things that really emphasize what you are trying to communicate. Words that need to pop out and be heard.

These will be the text that gets put in the video along side you to reemphasize what you are saying.

Now do one last walk away and then a final edit. I like to even give myself another few days after the edit and give it one last final read through. I like to read it out loud too. I will even have my partner read it out loud to me so I can sit and imagine what it will look like.

Seeing the images and visuals in my head.

Then if you are now still in love with the final version it's time to start production.

Now we are in Pre-Production. This means you need to get ready to record it. You need to plan it out. Where are you going to record the video? Are you going to a film studio, are you doing it in your living room, are you going to a specific location to film.

Write these all down and make your plans to film. Always plan to film at least twice if not more. The second recording is always better than your first. It just is.

Make sure your environment is set up ok. Noise control, secure, everything in its correct place. Then test it.

I can't tell you how many times I have set out to record something and then after I literally produce the most beautiful, perfect, immaculate recording the world has ever seen, that is exactly when we realize that the lens cap was still on. Or we forgot to turn the microphone on, or some other crazy thing.

I have literally dropped to my knees before hands stretched upwards with a harking shriek pleading with the universe as to why they would punish me like this.

I wouldn't wish that feeling upon anyone. Just test your environment before you get started.

Now you are ready to record. This is the easy part. Success is in the prep, and now it's time to shine. Let your inner J-Lo flow.

Perform like Justin Timberlake and Janet Jackson at the Super bowlerrrrkkkk ok maybe not like that, but you get the picture.

You are a star, let it shine you fabulous sexy beast you!

Now we move into postproduction. This is where we will edit out any mistakes; add background images, rollovers, any special effects or images and b-roll.

I want to make a note here that in the weekly workshop I did on this topic I went through and showed all the different equipment we use when filming our Summit Home Videos.

I'm not going to do that here, but if you are interested you can get access to that video via the show notes at podcast.virtualsummits.com/090. It was pretty informative.

So how should your summit home video feel? First and foremost it should be an extension of you. Remember we are building a relationship and we want our audience to know us. So let your personality shine through and play into it.

If you are a funny person then be funny. If you are full of love and joy then show it.

But more than anything it needs to be entertaining. Entertaining means that it elicits emotion. It doesn't have to be funny, but it has to make us feel something.

Additionally it needs to be educational. But not overly. We are focused on the main problem; don't go through every single aspect of the summit here. Focus on highlighting the problem, teasing the solution and eliciting emotion.

Lastly it needs to motivate us to take action. We need to be compelled to register for that summit. So strong call to action is needed.

As we start to wrap this episode up I have a few more items to cover here. I think this is probably the thing you want to know the most.

We have created a framework for our summit home videos, one that seems to work

well. Again I have an example video over on the show notes you can check out to see a finished version of this.

But how we like to layout our home videos are as follows.

The different Home Video components.

First is the hook. Just like in our interview with impact program and we talk about how to improve your summit sessions, same is true for your home video. You have to immediately hook your audience or they are gone. Something strong and compelling that creates curiosity or intrigue to learn more.

Then you state the problem. This is their problem and it needs to be clear and in their words. Any supporting facts or contributing factors can be briefly addressed here. 2 - 4 not everything.

Next is a call to action. Remember one specific and strong call to action.

Then we go into credibility. Now this is not your bio and not all about you. I would even say you could never mention your name or who you are here and it would still be fine.

However if you are going to say who you are this is where you do it, but more importantly the credibility is about the topic at hand. Why it is important, and any quick zinger that adds credibility to your summit. But primarily focused on the topic.

Next is the story. Tell a story. Create emotion and elicit feelings. Nothing does this better than telling a story.

You can add at this point the benefits (not features) the benefits of attending the summit. What they will get out of it. Don't go on and on about how there are 50 amazing speakers and they all wear glass slippers and have super powers, etc.

No this is what your attendee will get out of registering for the summit.

Add another direct call to action here.

Then any social proof. This could be a testimony, this could be short speaker clips, this could be anything that adds proof to the value of this summit and topic.

Lastly create urgency. Really push hard here to motivate them to sign up and attend. Incorporated in the urgency is the final call to action.

That is the summit home video components. Now with that being said shorter is always better. No longer than 7 minutes. Over 7 minutes and you will lose your audience. Ideally you will keep it to 5 minutes or less.

A few final take aways and things NOT to do.

Always think about this from the eyes of your audience. You are creating this for them; it needs to be 100% about them and not you!

You should change something in the video every 3-7 seconds to keep their attention. This is a tactic in the film industry. They change the scene every 3- 7 seconds to keep the attention of their audience. You need to do the same on your home video.

You need to bring the energy here. This can't be low energy or boring.

Visuals are super important. Also the thumbnail is important. It needs to entice your audience to click on the image.

Quality both video and audio are very important here. I'm not saying you need to spend \$10,000 bucks on a professional video shoot, but whatever you can do to make it more professional the better.

Get help. Don't try to do this all on your own. As we have said this is one of the most important aspects of your summit. Don't wing it. You are not a professional film producer, an audio technician or a video editor. Don't try to be. Get help to make sure your summit home video is excellent.

Also plan to use this as a promotional video as well. After you film the video, do a few more clips that can be interchanged with the call to action so that you can use it on social or for speakers.

Don't just be a talking head. No one wants to watch that. You need to add some special effects in there. Whatever you do don't be long and don't be boring.

This is not about you; always make it about the audience. Don't use big chunks of text and don't just wing this. I don't care how good you think you are. Map it out.

Again I highly recommend you check out both the example summit home video I have put on the show notes so you can see what a finished example looks like. Keep in mind even ours is not perfect.

I've found a few little tweaks we could do to make it even better, but still this will help you see and understand what it should look like.

Example of A Summit Home Video

- Dr. Krista – American Posture Institute
- Digital Dementia Summit

- <https://player.vimeo.com/video/325728654>

I think that about does it for the summit home video. Man doesn't that feel good now.

I feel like we can just go out there and conquer the world with that information. I am so stoked to see your summit home video.

Matter of fact I would love for you to share those with us. Go over to our Facebook group I'll link to it in the show notes, and you can post your summit home video there, and I'll review it for you and give you some feedback.

I truly believe with this information now you will have the ability to absolutely rock out the most important part of your Summit Registration Page, and with that you will dramatically increase your conversions for your summit and that will let you get your message out to the world.

That will wrap us up here. Just remember, your message matters. Now go out and make impact in the world and we'll see you on the next episode.