

Giving Thanks... The Power of Video



We live in a time when most of us carry a high-quality video camera with us in our pocket, purse or belt clip which gives us the ability/power to capture the moment and share it with others for their enjoyment and education.

YouTube and other video websites make it easy to share your video with family, friends and the world. Given that fact, the video could be and should be a part of your business's Training, Sales and Marketing efforts. If it isn't, why not?

Today producing good quality videos from your smartphone is both easy and practical.

As I write this, I am on a plane heading back from a Strategies Conference. Where Bradley Hartman, the author of the book "Behind Your Back," gave insights to what purchasing managers are saying to themselves and other once you've left the room about you, your products, your presentation and negotiating skills. He urged all sales professionals to use video to see what others see.

He also urged companies to videotape their senior staff to be able to capture the knowledge and expertise they earned and learned through years of experience.

He suggested ways to acquire valuable video and audio customer testimonials, which your satisfied customers should be more than willing to provide if you'll only ask.

I know all this stuff, so why am I not doing it. I could shower you with excuses, but none would be valid because shooting video now is as simple as pushing a button. Here're the three steps to getting started.

1. Aim your smartphone at the subject you are trying to capture (holding in landscape position).
2. Push the button to start.
3. Push the button to stop.

You could stop there and have a share-able/email-able/youtube-able video. Or you could use the built-in software in iMovie to add text, graphics, music, and voiceover and it's not hard. **To see a videos on how easy it is, click the links to Paul Akers', the author of "2 Second Lean," videos on how to make a video.** Paul is amazing in his ease of making videos, but years ago he suffered from the same analysis paralysis that I have. But he just powered through.

YouTube FastCap Links: [Making a Lean Video](#) and [Lean Video Editing](#).

Lumber Buddy™



EASY AS 1, 2, 3...

1. Keep your "Buddy" close.
2. Leave the work area like you would want your "Buddy" to leave it for you.
3. Think Before you Start.



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