

EXPANDED
A list of
30 KILLER TIPS
included

READY. SET.

ACTION!

How A Killer Speaking Demo Video
Can Get You Booked Events
Instead of Killing Your Opportunities Before They Develop



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A Quick Poll

1. Do you believe a killer video can do all of the following for you as a speaker (please check all that apply)?

- Set you above your peers.
- Increase the speaking fees you command.
- Position you as a category authority.
- Let event planners know that you don't settle for anything other than the very best.
- Make booking agents and event planners immediately sit up and pay attention.
- Increase your website conversions.
- Bring you an army of loyal followers.

2. Does a killer video have to cost thousands of dollars?

- Yes
- No

3. Do you have a killer video?

- Yes
- No

4. On a scale of 1-10 (1=not important / 10=extremely important), how important is it for a professional speaker to have a killer video? _____

Ready. Set.

Why are you calling this a “killer professional quality video”? Many speakers have heard the term, “professional quality video” for years and yet professional quality seems to get lost in the recording and production of their speaking presentation videos. So, we will be using the term, “killer video” to distinguish between what is needed in today’s video saturated market and what has been provided by speakers past and present. In today’s urban vernacular, *killer*, as an adjective means, “very good, excellent, impressive; "cool"; “awesome”. For our purposes, a killer video is one that makes event planners take notice, watch to the end, make an inquiry, or book the speaker.

Why does a speaker need a killer video? Over the past 10-15 years, the Christian speaking arena has changed. Church attendance is down, therefore giving is down. Churches have laid off staff to help offset these shortages. As a result, budget for women’s and men’s events have been cut.

This has impacted Christian speakers because event planners and ministry leaders are looking, often from a strictly financial viewpoint related to their budget, when making a decision to book a speaker. They will either look for speakers who are free or have extremely low fees. In the case where they do have a healthy budget, they look for speakers who are dynamic and have promotional materials, including a killer video, to show them what they will deliver on stage, as well as draw a crowd to help them sell tickets to cover the event’s expenses and speaker’s fee.

The speaker’s promotional video is essentially a commercial. The better the quality, the more it will be seen by event planners with budgets capable of covering the speaker’s fee and expenses.

In this industry, we have a speaker rating system of A, B, C. A level is speakers who have household name brand recognition. B level is speakers with some regional name brand recognition. C level is speaker with local/state name brand recognition. Their fees reflect their level of experience and their ability to draw a crowd based on their name brand recognition.

In today’s market A level speakers will continue being booked. Maybe at lower fees but they can often offset that with more bookings or increased product sales. C level speakers will also continue to be booked because they often will speaker for free or almost free. It’s the B level speaker, where so many speakers find themselves, that are most impacted by not having a killer video and other promotional materials and activities. If a B level speaker can’t provide proof of

their value and ability upfront in a video, the event planner will consciously or subconsciously watch the speaker's video and make a decision to not book them.

What I have seen through the years is the single most difficult thing a speaker has to create is a killer video.

They can hire a great website designer. They can hire a great photographer for head shots. They can hire a great graphic designer to create irresistible looking promotional materials. They can hire coaches to help develop their speaking skills. Yet when it comes to their promotional video, they often try to cut corners and do it on the cheap.

Making a killer video is not impossible. It just takes know what does and does not work. It takes a commitment to excellence and persistence to keep trying until they get great video footage, and then continuing to try to get better and better. It's not a one shot, "I got it!" moment. Truly professional speakers are always improving their speaking skills and their promotional materials to help them get inquiries and booked events. It is an ongoing process.

So, let's begin. **Ready. Set. Action!**

Does Video Production Quality Matter?

Since the advent of moving pictures, video has been huge. Hollywood stars, TV actors and celebrities have reached their fans and grown their empires through the big screen and the small screen. Speakers have transitioned from cassette tapes, CD, DVD's, and now almost exclusively reaching event planners for potential speaking engagements with online videos.

Let's look at what industry expert, Michael Port, has to say:

I don't need to tell you (but I will remind you) that video is just exploding ... and unfortunately it's not a pretty sight. For every excellent video put online, there are (literally) hundreds of thousands of dull, bland, confusing...or even plain horrific videos put online. YouTube has made video production more democratic. Anybody with a smartphone can make promotional videos...and that's precisely the problem. Because everybody can do it...everybody IS doing it. Maybe you're doing it, too.

And perhaps you've been told that "video quality doesn't matter" or "don't worry about production values, the important thing is to be yourself." It's not. Video production quality DOES MATTER.

Look at the people you admire most. Their videos rock. That's because they don't settle for "good enough" or "home-made." They put their best foot forward in everything they do and that's why they earn the big bucks.

Your video speaks volumes about your level as a speaker. Video done badly will have the EXACT REVERSE EFFECT that you want it to have.

A cheap-looking video is very bad news for you and your business. It screams "I'm not worth much." It says "I can't be bothered" and "I don't care."

A cheap video makes you look cheap.

If you look cheap, people won't take you seriously.

As a 40+ year veteran in the Christian communication industry with over a decade focused on coaching and booking speakers, I can tell you that a sub-standard video will actively and irreparably damage your brand...and your opportunities for getting inquiries and booked events.

**IF YOU THINK YOU'RE A PROFESSIONAL SPEAKER
AND YOU DO THINGS IN AN AMATEUR MANNER...
YOU'RE REALLY JUST AN AMATEUR.**

That quote is true with all things you do as a speaker, including your speaking demo video. When a prospective event planner looks at a video of yours that's not well made, not well lit, is shot from a weird angle, or doesn't have good and clear sound quality, they are more often making a subconscious decision to AVOID working with you.

We'll discuss various aspects of what makes a killer video focusing on how it can get you booked events instead of killing your opportunities before they start.

Types of Speaking Demo Videos

Let's start by looking briefly at the different types of promotional videos. For a speaker, all types have one element in common ... the speaker's presentation is given before a live audience. Without a live audience, it's like the oxygen has been sucked out the room, and the presentation.

KEY POINT: I'm often asked how long a video should be. That varies for a variety of reasons for each type of video, so there's no definitive answer; however, regardless of the length, if the first 10-30 seconds don't capture and hold the viewer's (often an event planner) and cause the to watch more, the length is a mute point.

1. **Speaking Presentation** - Usually about 10 minutes in length. It's the entire presentation, or a shorter clip, showing the speaker can actually deliver more than 10-30 seconds of a good content. Almost anyone can pull off a few good seconds.

It should start with the speaker talking. No event planners wants to watch through the announcements, prayer, and/or introduction. They'll lose interest before the speaker event starts.

Here's an example by Thelma Wells: <https://youtu.be/ifkdVIZVO8w>

2. **Demo Reel** - Used similarly to a photographer's or artist's portfolio. It's a video of short clips of presentations, interviews, book trailers, etc. to show the different things the speaker has done.

Here's an example by Vonda Skelton <https://youtu.be/SUeAjd8Btjk>

3. **Sales** -This leads the viewer through a process ending with asking for the sale or giving contact info to take next step. NOTE: I don't recommend doing #3 unless you or someone who has proven sales experience can advise you as you develop the script for this type of video.

See Michele Pillar's killer videos:

- The Clothesline Conference at <http://bit.ly/MichelePillar>
- CPC Director's Message at <http://www.christianspeakersservices.com/michelepillar-cpc.html>

Also, notice that Michele is describing the content of the event, The Clothesline Conference, which is what she is focused on delivering. It's not telling about her.

That's done in her bio. Her CPC video does tell a little more about her in the beginning and then focuses on what she delivers because that is important to why she has a connection with CPC groups and why she draws a crowd to the event.

Remember ... a well-made, well thought out video of high quality will increase your opportunity for getting bookings. The opposite will kill your chances in less than 30 seconds.

I recommend that every speaker has several videos of the speaking presentation type. These will be needed to create a demo reel and/or sales video later. But, for most speakers nailing and getting a killer #1 is the single most difficult thing they have to do. Most speakers wait for an event to video they are doing to provide a recording their presentation. Most speakers, as a result, don't have this much needed tool in their promotional toolbox. Their good quality, or the best they have quality, works against them in their promotional efforts.

QUESTION: Be thinking of how you can create the opportunity to video your presentations before a live audience. How can you make it happen?

**According to
Hubspot, killer
video increases
inquiries and
conversion rates
by 80%.**

What Makes a Killer Video?

Beyond the creativity factor, there are some common elements that can take a video from okay, to good, to killer quality.

Here's a short list:

1. Crystal clear video that is in focus. Speaker and set look great.
2. Sound quality is crystal clear with no distractions, speaker's microphone goes into sound system and from sound system into the camera, not ambient room sound.
3. Great camera blocking and angles. Multiple cameras. Never weird or awkward angles or people walking in front of the camera.
4. Content is focused on what the speaker will deliver at other events both in style and message.
5. If the speaker says they are funny or humorous, the audience should be heard laughing live not canned laughter.
6. Must capture the attention of and draw in the viewer, the event planner, within the first 10-30 seconds. They should want to continue watching.

Getting all of these elements at the same time is why making a killer video is one of the single most difficult things a speaker has to do, it's not the financial part.

Are You in the Killer Video Camp?

The most often asked questions of speakers I'm connected with is, "How do I get more booked events?", "Why am I not getting inquiries or bookings?", or "Is there so specific feedback you can share with me from the event planners?"

There are many factors why event planners do not choose a particular speakers. Often it's based on finances or location. When I have specific feedback for a specific speaker, I give to them. Sometimes as you'll see later, an event planner is experienced enough to know exactly what they want when looking for a speaker for their event. Many times, the event planner just knows what they are seeing isn't resonating with them and they are unable to verbalize the reason.

Let me say what I've said to speakers for years, "Just because you were able to get a recording of your speaking presentation, does not make it a professional, good quality, or killer video." Honesty, the level of just making it "good quality" doesn't cut it any more ... if it's not KILLER, if it's not going to rise above the thousands of average speaker videos on the Internet. If it's not KILLER, the speaker will get lost in the pack and not booked.

While there is a long list of factors that could contribute to a speaker not getting booked, let's focus on ones related to the speaker's promotional video:

1. Does the speaker a killer video?
2. Does it show what they will deliver? (eg. their core area of focus/core message, does it show who their audience is and what issue/pain point/problem they can solve)?
3. If the speaker says they are funny, can you hear the audience laughing? Not canned laughter.
4. Basically, is the speaker energetic and dynamic?
5. Within the first 10-30 seconds is the event planner's attention caught and are they drawn in, and want to watch more? Or, are they seeing reasons to turn the video off?
6. Does the video have a proven track record of drawing in event planners enough to inquire about booking the speaker?

I've sent out promotional emails for speakers using their video as the focus ... and then hear crickets. I've sent out promotions with a killer video and get inquiries.

The Sad Story of the Video that Killed

The following true story happened on September 26, 2017 in the Christian Speakers Services' office when talking with an event planner interested in finding a speaker for her upcoming event.

The event planner contacted me about a specific speaker, I'll call "Speaker A", to book for her event. As it turned out, Speaker A's fee was more than their budget could bear. So, I asked if she would like to consider other speakers on our roster.

"Maybe," she replied. "I have already looked at all the speakers and their videos on your website and from what I can see, no one is equal to or better than Speaker A, or as good as the speaker they had last year."

"*WOW, those are some pretty big shoes to fill.*" I thought.

I began suggesting some of the speakers on the roster of whom I considered to be top notch, dynamic speakers. She disagreed with each one I suggested. As a result, the call ended with no one getting a chance to show what they could do in person. The event planner couldn't see the quality she wanted except from Speaker A. I couldn't convince her otherwise by telling her.

As I've mentioned, there are a lot of other factors involved in whether or not a speaker gets booked. Upfront, right out of the shoot, the first thing an event planner sees has to grab the event planner enough to cause them to want more and want to book the speaker. That is the purpose of a killer video.

In the case of this event planner, she knew what quality was and how to spot it. Thankfully, she was honest enough and willing to express what was holding her back. I started looking the speakers' videos and unfortunately, what she shared had a measure of truth in it.

When an event planner tells me the speakers on the CSS roster are not dynamic, I take notice. When they specifically share that the videos they see don't show them the quality they need to be able to justify speaking sometimes thousands of dollars, I listen and pass that on the speakers.

A non-killer video does several things. It negatively impacts my ability as a booking agent to (1) generate interest to event planners, 2) do what my speakers and I think should be able to happen ... get them booked events, and (3) reduces the income we all can make.

A speaker's opportunities for getting booking is directly impacted, positively or negatively, by how well their promotional video sales what they do and who they are to an event planner...sometimes the impact is reduced by 100%.

The return on the investment of your finances to make a killer video happens when you're booked and booked more often.

Follow up to the story...Speaker A has killer videos. In her first 90 days with Christian Speakers Services she was booked five times. Many of the speakers on the same roster haven't been booked five times in their entire time with the speaker bureau. Having a killer video is worth the investment!

As church budgets continue being cut, event planners are getting less willing to pay for a speaker who doesn't show them what will be delivered at the event. If it doesn't catch them in the first 10-30 seconds, forget about it. There are other speakers who are willing to make the investment to show event planners what they can do and event planners are willing to spend the time trying to find them.

As the professional speaker, the ball is in your court. If you want speaking inquiries that ultimately lead to booked for events, then you have to step up, understand what makes a killer video, and then make the investment of time, energy, finances, and other resources to get one made.

You're probably realizing by now which camp you are in: **Killer Video Camp** or **I Have Some Work To Do Camp**.

Truly professional speakers are not satisfied with last year's video, or even their most recent one. They know they are always developing and raising the bar of their speaking skills and as a result always looking for the opportunity to get a better quality video. When they do one that is better, they replace the former version. I know for a fact because through the years the top speakers on my roster do this. The result...their calendars stay full with booked events.

QUESTION: Which camp are you in? What work do you need to do get to the Killer Video Camp level?

30 Killer Video Tips

From my many years of working with speakers, I've seen way too many so-called professional quality video that were anything but that. It can be the lighting, sound, staging, distractions, people walking in front of the camera, weird camera angles, or 5 minutes of good quality combined with 30 seconds of not good quality that takes a video out of the killer video ranks.

Based on my years of feedback from meeting planners, I realize that speakers need help in creating the best possible promotional video. Again, this is the single most difficult thing they have to create. Meeting planners and committees watch these videos to help them select the speaker who meets their needs. They often review dozens of videos before they make their decision. I have compiled the following list of 30 tips to assist you in recording a killer video.

These are based on actual speakers' promotional video footage that I've seen. These tips are in no particular order.

1. **KEY POINT!** Take control to get your killer video recorded and produced. If you are waiting for this to happen under the circumstances of a venue or event planner providing you with a video equipment or a video of your presentation, you may be waiting a long time. Take control! Select a venue, hire a videographer who has experience with video recording speakers. This may mean your husband/brother/son/best friend might not be the person to be your videographer/editor/producer. Let those people be part of the live audience and cheer you on to success rather than being part of the cause for the failed attempt.
2. Have multiple cameras. Use good quality cameras. **DO NOT** place a camera at the back of the room as the shot will be too long, you will appear small, and people will walk in front of the camera. Usually two or three cameras from different angles is best. Having multiple cameras allows you to be able to edit shots from each camera for the best footage. Never shoot an entire video from the side of the speaker. Awkward!
3. Do not put the camera on the main floor and shoot upward to the speaker on the stage.
4. Make sure to set up the camera prior to starting the event. Recheck that it is still set like you want it before the actual presentation begins. Be sure to check the camera angle. If the camera got bumped in between, it will make for an awkward opening shot.
5. Record your presentation before a live audience. Recording a presentation in a studio or at home is not effective. Without a like audience, it's like sucking

the air out of the room and the presentation. Meeting planners want to hear and see the audience react to you and your message. In addition, you will be at your best with audience reacting in the appropriate spots to your presentation.

6. Be sure the first 10-30 seconds catch the viewer's attention. If you don't create an interest in the topic within in the first few seconds, the event planner will probably not watch any further.
7. Keep your energy level up!
8. Keep your message clear and simple. One of the most common mistakes is too much content for one presentation. Many times a speaker will have enough points for a whole weekend retreat in a one-hour message.
9. Before recording a complete presentation, or even several minutes, do a test on-site. Record a minute and play it back, watch for any adjustments that need to be made, make them, and then move forward. Make sure your audience knows this session is being recorded. The emcee can make an announcement before introducing you, or a note can be put in the event's program/handout. Allow for those who do not want to be on-camera to move to a spot in the audience that won't be filmed.
10. Run a line from the speaker's microphone to the soundboard and then into the camera. Also mic the room to pick up audience laughter and clapping. This also removes that hollow/echo ambient room sound when the audio is picked up straight from the built-in microphone on the camera.
11. Avoid distracting noises such as cell phone ringing (be sure yours is turned off!), crying babies, clothes rubbing against the microphone, gaps of silence, jingle-bell earrings, jangling jewelry, buttons, jingling coins in pockets, pounding or tapping on lectern, rustling papers, sneezing or clearing your throat, or other offensive sounds.
12. Avoid walking back and forth, back and forth across the stage while presenting. A little movement is great if you have multiple cameras.
13. Do not fidget or play with your hair or clothing.
14. If you are using a PowerPoint presentation, don't worry about the shot including it. This video is about being able to clearly see the SPEAKER. If it is absolutely necessary to include the PowerPoint slide, it can be edited in later. (Note: Do not turn and read your notes from the PowerPoint screen. Know your material or have notes in front of you. This applies to any presentation, recorded or not.)
15. If you have any audience participation, have them speak into a microphone and on camera. Otherwise, repeat their comments or questions for the recording.

16. Take a picture of the stage as it will be set up when you're recording...prior to the video shooting date, if at all possible. You can objectively review it to see if it looks like you want and then make any needed changes. Maybe show it to your videographer for feedback.
17. Let's talk about the outfit you will be wearing. Avoid wearing solid black or dark colors as it will look like one dark blob on camera. Black is fine but mix it with another color (i.e. black skirt or slacks and a different color shirt). Avoid busy patterns.
18. Listen for filler words such as: you know, so, um, well, and, okay or now. The use of a few of them is okay; however, it becomes distracting if there are too many. If, when you listen, there are too many fillers, record again at your next opportunity.
19. LIGHTING! LIGHTING! LIGHTING! Remember "Lights! Camera! Action!"? There is a reason "Lights!" is first in that series of commands.
20. If it looks like a homemade or amateur video ... it is! As a professional, have a professional quality video. It may cost more money; however, this can make or break an event planner's decision to book you for an event. Remember, you only have one opportunity to make a first impression, so make it your best!
21. Get the very best quality possible. Can't say that enough!
22. Edit your video...by a professional, if possible.
23. Don't let unprofessional camera shots slide because it will cost more in the long term, not only when editing but in the overall quality of the video.
24. If you are paying someone to record or edit for you, REMEMBER: this is your video so make sure in your written agreement that you have final say. Get what you need and want. It's best to work with someone who is familiar with working with speakers and can show you their video portfolio. Inexpensive isn't always better.
25. Check the stage area before you start. If it looks cluttered or dull, it will look worse on camera. Consider using a backdrop, lighting as needed, plants, a banner, etc. to create a vibrant space that looks good on camera.
26. Watch DVD's of other high level speakers and conferences to see what works! It doesn't have to be complicated. Keep it simple.
27. Put the final edited version of your video on various websites, such as: YouTube, GodTube, Vimeo, Facebook, etc. Remember, once it's out on the Internet, you can never completely get it off ... so again ... only upload the best professional quality video possible.

28. If you're shooting your video in HD (high definition) quality, consider going to a local makeup store or spa to have your make up done with high definition make up too.
29. Layout the clothes you're going to wear prior your shooting date. Take pictures of yourself to ensure you look like what you think you do. Get a copy of **9 Tips for Looking Great on Stage** and review prior to your video shooting date.

Available at <http://www.karenpower.com/thebusinessofspeaking.html>.

30. If you are on the roster of a speaker bureau, do not include your contact or social media information on the video you send them. Instead, either leave it blank or ask the speaker bureau for their contact information they would like to have included.

Bonus Tip

If you still find that you need finances to make your killer video happen, create a budget for what it will take. Then set up crowdfunding on a site like GoFundMe, YouCaring, or one of the many others. I've used a couple of them for various things and they work well. Keep in mind that from the amount that's your goal, the crowdfunding company will take a percentage and a transaction fee, so allow for that to ensure your goal adequately covers your need. Simply go to one of the crowdfunding websites, start an account, and follow the prompts. Then share the link wherever and with whomever will be potential contributors.

Hold the Phone

When you're creating a killer video, filming from your smartphone is not always the best camera to use, however; with skill and editing, you can create a decent video. With expertise, you can create a killer video.

Here's a couple of things that help make your recording from a smartphone even better.

1. There's nothing worse than watching a video that shakes or moves unnecessarily. This is an easy and inexpensive fix. **USE A TRIPOD!** You can find various heights from tabletop to floor models in various price ranges, starting around \$10.
2. Have you seen a video that is tall and skinny with lots of extra space on each side? That's because the person recording held the camera in portrait rather than landscape orientation. Be sure to turn your recording to landscape before you hit start. Landscape will fill up the screen rather than having a tall and skinny video.



Let's Revisit This

1. Do you believe that a single killer video can do all of the following for you as a speaker? (please check all that apply)

- Set you above your peers.
- Increase the speaking fees you command.
- Position you as a category authority.
- Let event planners know that you don't settle for anything other than the very best.
- Make booking agents and event planners immediately sit up and pay attention.
- Increase your website conversions.
- Bring you an army of loyal followers.

2. Does a killer video have to cost thousands of dollars?

- Yes
- No

3. Do you have a killer video?

- Yes
- No

4. On a scale of 1-10 (1=not important / 10=extremely important), how important is it for a professional speak to have a killer video? _____

5. Did any of your responses change from the previous poll?

- Yes
- No

6. If your responses changed, please explain why.

That's a Wrap!

What I have hoped to accomplish with this discussion was to remove the stereotypical mindset that many speakers have shared with me:

- "Good enough is good enough"
- "If I captured my speaking presentation on video then I have a professional quality video"
- "If I paid someone to video my presentation, no matter the quality, that I have a professional quality video"
- "I know it's not great but it's all I have"
- "I can't afford to make a killer video".

If you believe any of these, then it's time to reset your thinking.

I came across this video as I was working on this topic and thought it might encourage you. Surprisingly, they made their video with a ZERO-dollar budget. Everyone involved in filming (both behind the camera and in front of it) were midshipmen from the US Naval Academy in Annapolis, MD. Watch "Naptown Funk" now at <https://youtu.be/HTt-XE0XYMM>.

In this day of increasing use of video, for speakers, it's a must-have. If you don't have a killer video your perceived level of professionalism as a speaker just dropped down proportionally with the quality the video you do have, or lack of one. It's honestly amazing to me the number of speakers who say they are professional speakers and don't have a video at all. Then wonder why they can't get booked beyond the local freebie events. To be taken seriously, stop and get this done as soon as possible. It's like saying you're a professional baseball player but you don't own a glove.

Hopefully by now, you're carefully considering your next steps to create the opportunity to shoot footage for a killer video. Here's why many speakers done have one:

1. **They don't know what it takes to get one.** Because you're reading this module, you know and no longer have this excuse.
2. **They think it has to cost thousands of dollars to get one.** Yes, there may be a financial investment to be made; however, that investment can be recouped quickly from more and better booked events. Buying a quality camera, renting one, or hiring a videographer does cost money. Finding a venue to use may cost a rental fee. Editing what you have recorded may cost

if you have to purchase software or hire someone to do it. Costs can be managed. Sometimes, you can find a way to barter an item or service. Get creative with ways to make it happen. Remember the video I posted previously that was done on ZERO BUDGET? If you can't accomplish it on a zero budget, then make the investment.

- 3. They wait for someone else (the event planner at the venue where they are speaking) to take the responsibility to provide a video for them. They don't make it happen.** This is YOUR business/ministry. As a "professional" speaker having a killer video is a critical must-have item. If you don't have one at all, or the one you have isn't the quality needed to best represent you and your message, then you're the person who is responsible for making that happen.

For more information on how-to and tips to make your killer video, please consider getting the Speak and Get Paid program (speakgetpaid.com). All five modules tie together for what you'll need to get a killer video because it's more than just what happens on the day of the shooting the video.

QUESTION: What do you need to make your killer video happen? Make a list of services you can barter for, need to rent, or hire. Decide upon a date, time and venue. Make it happen!

Questions & Comments

I originally shared this content with a group in The Communicator's Chat Facebook group. With each section, the participants were given the opportunity to ask questions and post comments. The following are some questions you may have or comments that you might have made while reading through this material.

(1) I know which camp I am in because I have no video, but I would love to change that. Are you going to give suggestions for making a killer video when one is not currently engaged in much speaking? It seems like a cycle--need video for bookings, but need bookings for video.

RESPONSE: I already have ... **you may have to make it happen yourself.** Get a venue, gather an audience, hire a videographer, or those resources could be free or inexpensive depending on what's available to you.

It's not the event's responsibility to video you. As the professional speaker, you may have to create that opportunity. It's a tool of your business. It's your investment in your promotion to get you booked. It's not the venue's, sponsor's or booking agent's responsibility to provide this opportunity for the speaker. Sometimes needed elements align, but more often, they don't so the speaker has to take the responsibility to get what is needed.

I also cover in detail tips and how to's in the module, How to Create Irresistible Promotional Materials. It's in the Speak & Get Paid program. I'm not going to re-teach that module here.

(2) I do not have a promo video, so I obviously need to create one. When doing so, can I integrate the not-so-well-produced segments along with the higher quality segments?

RESPONSE: Why would you want to do that? Knowing they are not-so-well produced segments, why would you include them? Knowing from what we've discussed so far, including anything less than *killer* decreases your chances.

The exception might be if the audio isn't good but the video is great. You could use the video portion as B roll and do a voice over for it describing an aspect of what you bring to the table for events.

(3) I was just thinking of how to do a demo reel of various venues to create the video. As I read this material, I suppose that's not really necessary at this point in my speaking career. The only good quality video I have is five years old, so I don't think it's in my best interest to use that. Sounds like I need to hire a pro and get moving.

RESPONSE: I would suggest that you focus on getting really great quality video(s). Without that, if you were to make a demo reel type, it wouldn't be killer and would not help your cause. For the time being, if you don't have a killer video, but you do have really a great audio recorded, you could put an audio demo up on your website. Sounds like you need to make it happen for a killer video instead of relying on the events you speak at to do it for you.

What's Next?



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About the Author

“Karen Power is a gifted coach and speaker advocate. Her services have led to a significant increase in the number of speaking engagements I secure yearly. Her speaker training has covered everything from platform building to building better talks, audience engagement, and how to make meeting planners love you. I highly recommend her services to anyone serious about expanding their ministry reach.” ~ Dr. Sandra Dalton-Smith, Physician, Speaker, and Author

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Karen's passion and purpose are to help Christ-centered communicators and business owners share their messages and products of hope and healing to change the world by creating innovative solutions. She has helped them connect with their audience, grow their platform base, find new speaking opportunities, raise the bar, and increase their customers, paid enrollees, products and book sales by using various delivery methods and strategies.



Karen started booking speakers for Classservices, Inc., Albuquerque, NM, in November 2004. Then started her own agency, Christian Speakers Services, in January 2007.

Karen has 40+ years experience in the Christian communication industry. She started at the age of 11 as a drummer and later served as a bass guitar player for Christian music bands and church praise teams. She has been on virtually every side of events and the stage as a musician, songwriter, speaker, author, event planner, concert promoter, coach, book tour manager, speaker bureau owner, and booking agent. Her marketing, technology, and curriculum development experience has helped her develop and launch a national support group, develop and produce hundreds on live webinars, develop websites, and design promotional and other support materials for internationally-known Christian speakers, authors, and teachers.

While Karen has been focused on helping speakers and authors take their messages to the world, she has also written several stories that appear in the

following books: ***Your Spiritual Personality*** by Marita Littauer, ***Making the Blue Plate Special*** by Florence Littauer, Marita Littauer, and Lauren Littauer Briggs, and ***The Authentic You*** by Anita C. Lee. She has also managed virtual book promotion tours for New York Times best-selling authors such as Francine Rivers and Cecil Murphey and for other top authors in the CBA market such as Carol Kent, Thelma Wells, Kathi Macias and more.

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