



**SPI Podcast Session #95 -
The DOs and DON'Ts of Online Video
with Caleb Wojcik**

show notes at: <http://www.smartpassiveincome.com/session95>

Pat: This is The Smart Passive Income Podcast with Pat Flynn Session #95. What's up, Caleb?

Caleb: What's up?

Pat: How are you doing?

Caleb: I'm doing so swell.

Intro: Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, his two favorite cars are an Audi R8 and a DeLorean, Pat Flynn!

Pat: Hey, what's up everyone? Welcome to session 95 of the Smart Passive Income Podcast. I'm so stoked you're here. This is a sort of different episode I guess you could say. It's the very first episode that I've not recorded in my home office. Actually, I will never ever again record in the same office that I recorded all other 94 episodes in because I actually just moved. But the thing is, I'm actually even not at my new place right now.

I've tried recording in my new office and it's very echoey. There's no furniture in there, nothing, just a computer on the floor. And I don't want to record on the floor or on the closet or anything so I'm actually at my buddy, Caleb's house. You heard his voice a little bit in the beginning, Caleb Wojcik from Fizzle.co and also, DIYvideoguide.com. We hang out all the time even not just for business stuff but we actually just got back from Disneyland, right?

Caleb: Yeah, like few days ago, Disneyland. April ran a half marathon. Way to go to April. Woohoo!

Pat: Yeah. I'm glad you mentioned that because it's not like, I was like, "Hey Caleb, let's go to Disneyland together."

Caleb: Yeah, and more like 17 days Pat and I just walking round.



Pat: Yeah, hand in hand. No. Anyway, I'm just really happy to be here at Caleb's place where he records his podcast. But we're recording ...

Caleb: Your podcast.

Pat: Yeah, it's kind of weird.

Caleb: It's very strange.

Pat: But the reason I wanted to bring Caleb on to the podcast today was not just because I needed to borrow his equipment and get in his space here to record the episode so it wasn't very echoey like it would be in my own office but because I wanted him to come on to talk about video. That's actually how sort of we got introduced to each other was through video. I hired him to do some video for me and then he did the [trailer for *Let Go*](#) which was amazing. He did the videos inside my book, *Let Go*, as well. And he has done all the videos for Breakthrough Blogging and we continue to work together.

You've just been fantastic. I mean your videos are so well done. So I'm really excited about your sort of upcoming project, [DIYvideoguide.com](#) which we'll talk about in a second. But why don't you just really quick, before we get into dos and don'ts of shooting video and even talk about why video is important in the first place, kind of talk about your story? How did you get to where you're at today?

Caleb: So after college, I went to work at Boeing. I was a financial analyst. I worked there for three and a half years. Got my MBA and it was – the economy was tanking. I mean you lost your job during that same point. And I was trying to figure out what I want to do. Stumbled upon entrepreneurship type stuff, personal finance stuff so, I started blogging about money. I started blogging about personal finance, ran a site called PocketChange.com that no longer exists anymore.

And then I got connected with Corbett Barr who was running [Think Traffic](#). Time went on. I work with him for a couple of years now. We started Fizzle.co with Chase Reeves. And through that whole process, I got really into doing video stuff. My wife started doing photography. I had all this camera gear around and I was like, "Hey, I should learn about video." And I knew I could freelance with it. I like doing it myself. I always love movies and TV and stuff. So I got really into video stuff.



And now, that's what I blog about in my own site and like my main role within Fizzle is making a bunch of videos and we do some podcasting and writing and stuff too but a lot of it is making video content for courses. And last year, I helped you a lot with *Let Go* and with [Breakthrough Blogging](#) and it's a lot of video-based content. It takes a lot of time and effort. And capacity wise, you couldn't have just spend all this time doing it yourself because you used to do it all by yourself.

Pat: Yeah, I used to. And the thing is I enjoy doing it too.

Caleb: Yeah, yeah.

Pat: But I didn't know all the ins and outs of it. And when I hired you for the first time, and you just did it for me, I was like, "Wow! This is awesome. We got to continue to work together." And that's when we did the trailer for *Let Go* and then also all the other videos we've done together. And I just love working with you. So that's why I'm happy to have you on the show.

So even before we get into tips because I really want to dive into all those, and again, we're going to go into the dos and don'ts, things you should be doing and thinking about when you're doing video and also things you should definitely not be doing. But even before that, why video? Why should everybody out there who's an entrepreneur or a blogger or even a podcaster, why should we even be thinking video in the first place?

Caleb: Yeah. So content creation wise, there are kind of three ways you can go. You can write, you can record audio, and you can record video. And they're all very different. Writing, there are short things you can write. You can't really stand out very well. People can't really tell it's you unless you write a lot or you write in a very specific way. Audio is long form, half hour, hour long podcast episodes like this one is going to be and then video somewhere there in the middle. And why video? It's because with video, you have whole personality of the person that you're watching or learning from fully injected into the video.

Podcasting is a close second with that because just by someone's voice, you can get to know them, feel like you're friends with them and stuff like that. When you go to meet them at conferences or something, you're like, "Oh, I know this person. I basically listen to them for hundreds and hundreds of hours." But with video, you can't fake it at all. There's all the personality in there. And actually, there is an MIT study done about the way that people learn the best, 10% retention of what you learned when you read it,



20% when you hear it, 50% when you see it so if you're in a classroom or you watch a video, and 90% when you do it.

So out of the three content things, written, audio, or video, until the person takes whatever you do and they do it themselves to get to 90% retention rate of whatever you're trying to teach, video is right there at 50%. That's the best you can do to teach someone how to do something. That's why you watch how-to videos on YouTube of how to do a proper comb over or some random ...

Pat: What? You don't even have any hair.

Caleb: ... hair styling. I know. I'm trying to think of something that someone who had hair would have to learn about on YouTube because I don't search for that stuff.

Pat: That's hilarious. No, it's so true. I mean most of the videos that I create are instructional videos, [ScreenCast](#), and we'll talk about ScreenCast specifically in a moment but I love using my YouTube channel as a way to teach people how to do something because they just see it. It's, "Do this thing, follow the exact thing that I'm doing on the screen right now and you can achieve the same results," which I love.

And podcasting, I can't teach somebody how-to. I mean I could walk through the process of signing up for whatever service or using a specific tool. But just showing people how to do it, I mean it's a) just a lot faster and quicker and easier to produce and b) people learn faster. Like you said, they can see what's going on and then take action from there and that's when you start to actually change people's lives and they become raving fans.

Caleb: And like with audio, you can teach certain kinds of things but the step-by-step especially things that you do on a computer or you do with your hands or something like that, very visual-type things, video is just so much better for those things.

Pat: Right. Funny, we're not creating a video for this content here.

Caleb: It is kind of funny.

Pat: But it's not funny because a lot of times I get questions from people who are like, "Pat, I have a very visually-oriented niche. Should I consider a podcast?" And I think absolutely. I mean I'm sort of going off tangent here. But just like in this episode, we're talking about the dos and don'ts or stories or things you should consider when doing



video. If you're a graphic designer, if you're a web designer or a photographer even, you can use podcasting as a medium to still provide value for your audience. So anyway ...

Caleb: But we're not telling you what settings to put your camera at or how to use a software program. We're not like teaching that kind of stuff just in audio form.

Pat: Right. And that's why I love sort of mixing all the different audio, video, and blogging together, sort of my Be Everywhere philosophy because you can use these mediums in the way that's just best to use them for the certain things that you're teaching in your niche.

So again, going a little bit off tangent there but there is a little bit of barrier of entry. That's the thing I think is holding a lot of people back. With blogging, it's really easy to set up a blog, super easy. With podcasting now, it's more easier than ever, PodcastingTutorial.com, my little free tutorial for you, no opt-ins or sign-ups required.

Caleb: I have so many people that are like, "Oh yeah, I just followed [Pat's tutorial](#) and set up my podcast." It's cool to see that. Even in Fizzle, I have a podcasting course and people are like, "Oh, I just watched Pat's." It's kind of funny though.

Pat: But you know what? That tutorial is six videos which walked people through that process. And I'm so happy that I finally took the plunge and started creating videos like that to help people because now, everybody is talking about it and everybody is using this and they have their own podcast now as a result of my instructions through a video, stuff that I wasn't or I wouldn't be able to teach through just audio or may be teach through blogging or writing but it's just so much easier to see.

So anyway, there's that barrier of entry. And so, we're going to talk a lot about what's holding people back from starting. I mean really, one of the first don'ts, if we want to go for the dos and don'ts, we're going to go back and forth between but the first one that I want to talk about, Caleb, is just don't make excuses. What do you see is holding a lot of people back from just getting started with video?

Caleb: So I actually did a survey this week for the guide that I'm writing just to get some feedback and see what things are the biggest pain points for people. And the biggest one was definitely, "I don't have time to make video." And I always say like audio takes like four to five times as long as written to put out the same content because you have to record it, you have to edit it, you have to export it, you have to



upload it, you have to do show notes, like all that stuff takes time. Video takes like ten times as much because you have to write it, you have to set up the camera and lights and the audio and then you have to record it. And editing it takes longer than audio.

So it's true that it does take more time to do videos but that's why more people don't do them and that's why it's easier for you to stand out if you do make videos.

Pat: So that's why you should do them because not very many people will actually make the effort then take that extra step to actually do the videos.

Caleb: Yeah. And a few things to quickly cut down on that time and one of them is a tip we're going to talk about later, saving time during editing. But there are things you can do while you're shooting to save times in the edit so that once you shoot it, you can put it on your computer, quickly edit it and get it out the door. Another thing ...

Pat: Let's talk about that.

Caleb: Oh yeah, go for it.

Pat: I love that because any time we can save time, I mean that's really what it's all about. We want to work hard now of course so we can reap the benefits later. But we want to work smart. So we want to do things that we can do now that save us time for later. So what are some of those tips we can do to save us time specifically? So taking that excuse and say, "No, you can do this. You do have the time. Here are some things to help you gain more time."

Caleb: Yeah. So one of them would be every video you shoot have a very similar setup. You don't have to think about like, "Oh, where am I going to put the lights if I shoot in this part of my house or what if I try out this new microphone this time?" Just set something up once and use that same setup every single time. And then on top of that, don't sit down to just shoot one video. Shoot a bunch of them and this is something that it's in our list. We're like jumping around.

Pat: Yeah, we're totally going off. We have an outline here of like five dos and five don'ts.

Caleb: And we're just like thrown them all in at you.

Pat: Whatever. Let's just keep going.



Caleb: Yeah. But batch them all. Shoot a bunch of them in a row. And you can edit them later. It can take you two months to edit these eight videos or whatever but if you prepare your scripts in time and write all of them out and shoot them all at the same time, you don't have to waste time setting up and tearing down and telling everyone you house should be quiet while you shoot this video and stuff. I'm sure you have to do that. I do it too.

Pat: Yeah.

Caleb: But make sure the air conditioning is not going to kick on or like ...

Pat: Oh, that's a good one.

Caleb: Stuff like that. I've actually – shooting like out in a place and you like actually turn the fridge all the way down so the fridge doesn't kick on for sound and then forget the fridge is all the way down.

Pat: So there's a lot of funny – milk spoils ...

Caleb: Yeah, and then everyone is out.

Pat: Another tip that I love and I think I heard this from you is when you're actually recording, you need to – sometimes when you record, you don't always get it right the first time. I mean a lot of times, you're going to have to resay something that you just said or just do another take for example. In between takes, I like to go or I like to make this sound right here [clicking sound]. And I know you have a different one. You do.

Caleb: Yeah, I snap three times. So I go [snapping sound].

Pat: That way, when you plug that or when you put that audio file into – or when you put that video file which of course comes with the audio as well, into your editor, you can see where those different takes are. Just sort of like in the movies when they have that clasper thing, that black and white thing, whatever they call it. That's how ...

Caleb: Clapper.

Pat: Yeah. Is that what they call it?



Caleb: I think so.

Pat: Well, that's simple. But that's how you know when the next take is. And so when you do that, typically the last take is the best. So you can just find the last chunk in between those little snaps or whatever and just delete the rest. And you can move on. You don't have to go search for that best take. It's just right there.

What's another tip that you can do while you're recording to save time later?

Caleb: I mean you can talk to yourself. You can say, "Oh, I really didn't like that take. Use the one right before that." Because how many times have you shot a video and then you don't edit it for a week and it goes another week and then it goes another week, and you have to watch every frame of that video to figure out what the best takes are. Instead, after you read a little section or say what you're going to say, just talk to yourself. Give yourself some notes for editing just like someone else was going to edit it. Just be like, "Hey, I really like the second take. But maybe look at the third take." And that's all you have to do. It's like a couple of seconds but then you don't have to watch take one or four or five. And you can save a bunch of time that way too.

Pat: Yeah, I love that. So like I said, we're jumping around. So don't waste time editing, is another one. How can we edit faster? I mean we talked about a few things already. What software is a good, quick way to start editing your videos?

Caleb: I mean use whatever you have first but if you're on a Mac, Screenflow is only like \$99. I know you edit all of your videos in there. It's fairly simple to learn and you could do more complex things than you can do in something like iMovie. I use Final Cut Pro 10. I also use Adobe Premier. Those are – Final Cut Pro is like \$300. Adobe Premier is with Adobe Creative Cloud which is like \$50 or \$70 a month unless you can find it standalone.

But use whatever you have. Use the built-in free software with Windows like Windows Movie Maker to just get started. And then you can always get something like Screenflow or [Camtasia](#) as a next step or jump up to Premier Final Cut. You're going to get more bells and whistles but if you're just doing like talking head stuff and a little bit of transition and some text on screen, you don't really need Final Cut Pro 10 or Adobe Premier or something. Unless you're like stabilizing footage and like color-correcting and doing all these crazy effects and multiple angles and stuff, you don't really need to get a high-end stuff.



Pat: I love using Screenflow to edit even if it's a video that doesn't record what's on my computer screen, which is what that software is meant to do.

Caleb: Yeah.

Pat: It's such a great tool for just editing anything whether it's a video that I recorded on my DSLR that I import into it, I can really easily just drop it in there, slide it around, cut it up and see where it is relative to other videos and just make a nice clean video. What I also love about it is that I can just quickly export to YouTube directly from Screenflow. I think Camtasia can also do that too. But that's just makes it really easy. It cuts down on those steps. Again, we're talking about saving time here because that is the number one excuse you're saying that people have for not doing videos.

Another tip is – I mean you talked about batch processing, right? I mean I think I need to reiterate that because that's something I've been exploring a lot lately. I batch process a lot of things. I batch process answering my emails. I batch process replying to tweets. I batch process now my podcast. And I also do it with video as well. When you're in the mindset of doing something, doing many of those things or doing multiple takes of those things, this is going to save you so much time in the long run. So you can do it. There is time. You just got to really, really know that it is something you want to do and make time for it.

Caleb: Yeah. And so, if you want to talk briefly about how we batch them for – *Let Go*, we didn't really batch them because we shot each one at a different location. But for Breakthrough Blogging, we did batch them a lot because you would write the scripts of 10 to 12 to 15 different lessons or courses for Breakthrough Blogging and I would show up in the morning, set up the camera, set up the lights and the teleprompter, get it all set, and then we'd get some lunch and then we just sit down and shoot like whole afternoon.

Pat: Bam bam bam, knock them out.

Caleb: Yeah, and get a ton of them out. And it would take me a while to edit. It would take me a week or two to edit all of those. But you shot them all in one day. You didn't have to inconvenience your family for multiple days. I didn't have to drive to your house for multiple days. We could just sit down, shoot them all, and edit them all later. And you wrote them in chunks too. You write a couple, write a couple, write a couple, shoot all of them, and then I'd edit a couple, edit a couple, edit a couple, and that's just how



it works best because of how long it takes to set up all equipment and then they all look the same. They all look exactly the same.

Pat: Yeah. Breakthrough Blogging for those who don't know is my course. It's still closed. I'm still working with people in there to improve it and make the experience better before I open it up. But there are videos in there are – how many videos are in there now? 30 to 50 something?

Caleb: Probably, yeah.

Pat: Quite a bit. And we batch processed a lot of them, shooting between 10 and 20 a day at one point.

Caleb: Yeah.

Pat: I mean we put this thing together really quickly but it was really awesome because I had written scripts beforehand. And you might not know this especially for those of you who are in it, but I actually used a teleprompter to record those videos.

I mean there are basically two ways to shoot those types of videos especially if you're talking about videos inside of membership site for example. You can use a teleprompter where you would only have to do one or two takes because everything you've just written out beforehand or you could take either the way of doing an outline or even writing it beforehand but just recording it in chunks.

Caleb: Yeah.

Pat: And then editing it later. The teleprompter was so helpful for us because we could literally do like a 20 to 30-minute video in one or two takes.

Caleb: Yeah.

Pat: Sometimes there was a pause in the middle or a break or something happened or there was a noise and we have to edit and just start from where we left off. But having that teleprompter there is so convenient for us. I used a teleprompter from a company called [Ikan](#).

Caleb: It's I-K-A-N.



Pat: Yeah, Ikan.

Caleb: Yeah.

Pat: I can't tell. That's so dumb. Sorry. It's such a Pat Flynn joke.

Caleb: It's funny. It's good. I like it.

Pat: Nice. Anyway, I'm not even going to what it's like to be a dad now and those types of jokes. But anyway, [I-K-A-N](#) is the company and it's really cool because they have an iPad teleprompter. So you actually lay your iPad flat on their little holder thing and they have an angled glass where you can see what's on your screen and the camera sits behind that angled glass. And because it's glass, you're just seeing your face. So you can read and look right at the camera at the same time. And it's really cool. But it was a little hard to get used to at first. I had to practice a lot. And if you're going to go that route with the teleprompter, you got to be careful. You don't want to look like you're reading.

Caleb: Yeah, to be overly scripted. One thing is to – and this was just something like when we shot the first couple on the teleprompter. If your eyes move back and forth, like that alone is just this little giveaway. So you've heard that from me and you're like, "OK." So you just leave your eyes in the middle and you let your peripheral vision see the words on the sides. And like that alone is like enough to give it away.

Pat: Yeah. I mean that took a good 20 minutes to figure out how to do or just learn to do.

Caleb: Yeah.

Pat: But that's very true especially if the camera is sort of up close to you. The closer the camera is to you, the more your eyes are going to move back and forth.

Caleb: Right, that's another thing.

Pat: I mean you think about newscasters on television. They do a really good job. So it is something you can learn. It does save you time in the long run. But you do have to write out your scripts. And there are some tips for making the scripts sound less robotic or less monotone. When I write these scripts, I write them as if I was talking. It's just sort of stream of consciousness, whatever is on my mind, I write that down. I don't try



to write it formally like I would a blog post and it just comes out more natural when I read it.

Caleb: And you're adding in little words and little jokes and if something is funny that you didn't even think of before you like say it really quickly. And logistically, you're actually holding the play/pause button. You have a little remote for this thing.

Pat: Right.

Caleb: That's connected to the iPad where if you know you're going to like elaborate a little bit before you move down to the next thing, you'll pause it and you'll say a little bit more and then you'll play it and you'll keep going. And like that's a little bit more pro than just having it like scroll. And then you have to start talking faster and then you have to keep up to catch up where you're going. So, being able to play and pause, it was another nice feature too.

Pat: Yeah, and a remote that comes from the same company for that particular teleprompter. Now, the other way that I talked about was you write either an outline or you can still script it out. But you sort of memorize a small chunk of it. You record it and then you look down again and you memorize that next part and then you record it again. And then you just sort of slice it up when you're editing.

Caleb: Yeah, and that's actually what all three of us do inside of Fizzle is we script it out, 90% all the way there and we look down two or three sentences, nail it to the camera. It may take three or four or five takes. And so, it does take longer but it's a little more natural because you're not reading word for word. So there are pros and cons to each. You can save time with a teleprompter but if you're not able to deliver very well with one then you should probably just read off the thing and then look at the camera and try to deliver it and that would be a more natural that way.

Pat: Yeah, absolutely. So there are a lot of dos and don'ts in that alone anyway. But what's another excuse people have that they mentioned when they say, "I'm not really into video"?

Caleb: They can't afford it, is another good one. So I honestly think that whatever you have nowadays can shoot a pretty good video. I mean we just did a live call for Breakthrough Blogging about this topic and we were showing people like the simple things you can do with your iPhone or your Android or whatever to shoot high-quality



video just on those. Get a [RODE SmartLav](#). It plugs right into a phone and it's Lavalier microphone. It sounds great. Plugs right into your phone.

Pat: It plugs into the headphone and it becomes a microphone for your iPhone or android or whatever.

Caleb: Yeah. And so if you have that and you have some sort of tripod like a [GLIF](#) which is a phone tripod adapter and then put that into a Gorilla Pod. Get a Gorilla Pod for like 20 bucks or something.

Pat: Get them with any tripod.

Caleb: Yeah. So for a 100, a 120 bucks or whatever, you have a pretty good camera, a 10-EDP camera on your phone most likely, you have a Lavalier microphone and you have a tripod that it's sitting somewhere steady. That alone right there is a great place to get started.

Pat: Yeah.

Caleb: It's a step up from webcam. Your sound is going to be pretty good. And that's not that much money. I mean if you're really going to make some videos, what's a \$100 at the end of the day. So take what you have and then if you like doing video, if you start getting some traction, then maybe go buy a DSLR or then go buy better microphone and an audio recorder and spend a couple of hundred dollars on some lights. But just start making videos with whatever you have. Don't let your gear keep you from making more videos.

Pat: Yeah. I really like that tip. I mean just get started and even if you're not going to publish those videos, just practicing by recording yourself then watching it. I know it's ...

Caleb: How many did you record and not publish would you say?

Pat: At least a hundred.

Caleb: Wow! That's a lot.

Pat: A lot because that was one of my biggest fears at first was putting myself on camera and I was never happy with it at first. There are a lot of videos that are there in



my computer that a lot of people have not seen. This was when I was first starting out doing videos. I mean I was – I mean a lot of you know for this podcast, I recorded my first episode three times. Well, it was even worse with video. I recorded like at least 50 videos back then that nobody has even seen. But it was good practice.

But that's one of the number one things that I hear from people is just, "I don't want to put – I'm scared to put my face on camera. I'm scared to do videos." And sort of what helped me get over that fear was doing screen recordings instead as a sort of step between doing nothing and putting my face on camera. And I don't remember who it was who told me about that. But that was a life-changing moment when I knew that I could record what was happening on my computer and then export that to YouTube and share with people how I do things. I mean a lot of those videos have hundreds of thousands of views. My face isn't on them at all.

Caleb: Yeah.

Pat: My 4-minute video about how to start a blog going through Bluehost that has been seen about 70,000 times. That has probably led to well over six figures of income from that video alone.

Caleb: Right. And your face is not on it.

Pat: My face is not it and my voice was – I wasn't used to the microphone but I just said, "Hey, whatever. I'll just do it. What's the worst that can happen?" Nobody said anything negative about my videos ever.

Caleb: Yeah.

Pat: Probably the most negative thing someone has ever said about my videos was – I did this video one time where I was sampling or was testing a new wireless microphone. So I was filming outside and I just was like showing people how far I could go away but the audio would still be the same.

Caleb: Yeah.

Pat: And I had like ten comments on that video, it was on YouTube that were like, "Dude Pat, why didn't you cut your grass?"

Caleb: Don't you make enough money to cut your grass?



Pat: Yeah, because the grass just happened to be very tall that day. And I had another video where I didn't blink.

Caleb: You're just staring into the camera.

Pat: I just didn't blink. And then I was like, "What? You're crazy." And I watched it and I was like, "Oh my gosh, I don't blink."

Caleb: So you just have to make videos and learn what weird things you have like whether it's your grass or your blinking. You just have to figure out what those are and then you don't do that again.

Pat: Yeah. So another don't is don't forget to blink. But no seriously, just get started. Try it out even if you don't publish these videos, practice, practice, practice, practice. I've just – now, video is the fastest way I can create content. I mean a podcast I mean obviously, we're recording for several minutes now.

A blog post might take a couple of days even or even if it's half a day, I mean a video, if I come up with something and I write a little script for it really quick, I can create a 3-minute video which is a good amount of time in 20 minutes. Crank it out and have it on YouTube in 20 minutes. And it's the highest form of quality – I mean it's sort of the highest valued, I guess you could say, kind of content.

Caleb: Yeah. I kind of want to talk about a story because we were in San Francisco and your website got hacked basically.

Pat: Yeah, this was March of last year.

Caleb: And so, we were like, "How do we tell everyone?" We just went and shot a [video](#). We shot like a minute long video. We ran off the streets of San Francisco. There was this street cart and we shot this video and you said you're going to go fix your website. And then you just took off running. And then you redirected Smart Passive Income to that video on YouTube and we literally walked two steps into a coffee shop.

I plugged in the card into my computer and we didn't edit the video at all. We just uploaded it to YouTube straight away. And that was like communication to your audience, "My website is down. It has been hacked. This is what's happening." And that



was the quickest way instead of coding an HTML page or putting out a podcast. You just redirected it to YouTube.

Pat: Yeah. I mean I did send an email out about that too. The email is probably the quickest way. But I mean just – it was really cool to see the reaction from people like, “Dude, awesome video. So cool that you let us know. Thank you. Hope your website gets back up.” I mean it’s something see. It’s visual. They remembered it. It just makes me smile that story because we were like, “What are we going to do? Look at this trolley. It’s so cool. Let’s shoot a video here.” Yeah, I’ll try to – I think I have that video up on YouTube. I’ll link it up in the show notes.

Caleb: It’s still up on YouTube, yeah.

Pat: SmartPassiveIncome.com/session95 for the show notes and all the links, all the equipment, and everything we’re talking about. We’re talking about video here today. What’s another – actually, I got a “do” for you.

Caleb: OK.

Pat: Or “don’t” depending on how you phrase it.

Caleb: Yeah.

Pat: Don’t let audio quality sort of escape your mind. Do focus on audio quality.

Caleb: Yeah.

Pat: You could have the highest quality of video in the world as far as what it looks like. If the audio is terrible it’s just going to be a bomb video.

Caleb: Yeah. And this is also really relevant because a lot of people open up videos and then go to another tab and start doing whatever or continuing work or reading something else. And so, the audio sometimes is the only thing that people are consuming. So the biggest thing with audio is to just make sure it’s clean. Make sure there’s not noise which comes from plugging in microphones into other things and just noise and static that happens.



If you're outside, the wind causes noise on microphones. You also want to think about, is the volume really high at one point and then really low at another point? I know for a while you used Levelator for your podcast.

Pat: Yeah. That was a great tool. And there's another one that I use now that it's – actually Levelator, people stopped supporting it.

Caleb: OK.

Pat: So I wouldn't go to Levelator anymore. I would use Auphonic which is A-U-P-H-O-N-I-C Auphonic.com. And basically what you do is you upload any file and this is extremely helpful especially if you do podcast interview. So whether you're a podcaster or you do videos, I mean you can even do this with videos. You can upload your video file to Auphonic as well.

And no matter what the levels they're at, after you go through the process that Auphonic does with your file, you get back a file where all the audio is at the exact level it should be. It's not red lining. They're all the same. If you have multiple tracks or multiple people on your show, they're all going to be at the same level. It's a great tool and it's free, right?

Caleb: Yeah. And the biggest thing with audio is people spend thousands of dollars on a camera and think that that's enough and then they won't spend a few hundred dollars on some good sound or a few hundred dollars on some good lights. So you kind of have to balance your budget a little bit. So people come to me and they're like, "I have a thousand dollars. Which camera should I buy?" And I say, "Spend \$500 on a camera, \$250 on lights and \$250 on audio because you have to balance it out because even if your video looks good and the audio is really crappy, people are going to go away."

So what I recommend is if you're doing the talking head kind of videos, get a Lavalier Microphone and get a digital audio recorder to plug it into. You can plug it directly into your camera but you're going to get some of that noise unless you have a higher end camera. If you're doing like Screencast and stuff, just get a good podcasting microphone, something like we're recording on right now. It's going to sound really great because you can put it right in front of your face instead of like further away from you and having the sound pass away.



Pat: Yeah, a great podcasting mic and also one for just shooting Screencast is the AudioTechnica ATR-2100. It runs at about 37 to 47 bucks on Amazon and it's a great quality. It will sound almost just like this one. And we're on our Heil PR-40.

Caleb: Yeah.

Pat: You mentioned lighting. Let's talk about lighting really quick. That's also another important element of video that a lot of people forget. Where do we start with lighting?

Caleb: So more light is almost always better with any kind of video. So the main thing is to put the main light source in front of you. If you're ever watching like a video recording of someone on a webcam or something, typically, their desk is against the wall and there's a bright light behind them and they're just like this shadowy dark figure like looming over their laptop. So move the laptop out in the middle of the room. If you have big windows in wherever you are, use natural light and just position yourself with your face facing it basically. That's the first thing.

If you're going to buy lights, you can get a 3-point lighting setup. That's what we use. You put one about 45 degrees one way at full power and one 45 degrees the other way at about 50-60% power and then one behind you lighting like at the top of your head, in the back of your shoulders. You can get some of those for \$150, \$200 on Amazon. They're fairly cheap and flimsy. The blubs could break. The stand is not very strong. But I've been using those for a long time. And if you know where to position them and you know the levels to have the lights at, they get the job done.

But if you just want one light, the basic thing to follow is make sure your white balances out correctly. If you watch a video and it's super yellow, it's because whoever was using the camera didn't set their white balance correctly. So there are settings in almost every camera unless it's a smartphone or something like that. Just set the white balance properly. So you can set it to tungsten lights if you just have like little lamps around your house that you're using, fluorescent if you're in the kitchen and then like everything in between. There are sunny settings, cloudy settings if you're outside.

So just be aware of the white balance. If you're using like daylight, natural light, or even the lights that you buy, that alone will make your video look correct. It will make it look like the colors are all proper instead of like you look like this weird yellowish glow or something.



Pat: Right, right. I think the biggest tip here is you've got to try it out. You've got to record some videos and listen to them, see how they sound, and look at them with a focus of, "OK. How does it look? Does it look good? Does it look good? Does it sound good?"

Caleb: Right.

Pat: The worst thing you could do is just record a video and be like, "OK. Go." And publish it and not even care.

Caleb: Yeah.

Pat: But once you get those settings right, once you do it a few times and you have your setup and knowing that you're going to keep coming back to this exact same setup, you won't have to worry anymore.

Caleb: And another thing is like shooting a test and then taking the cards up, putting it in your computer, "Does it look OK? Does it sound OK?" before you shoot for like four hours or whatever. It's going to look way different on the back of the camera, in the little LCD, than it does on your actual screen when you can see it much bigger and cleaner and everything.

Pat: Awesome. Now, we're running out of time here. We could talk for days about videos.

Caleb: Yes, we could.

Pat: I know. But the last thing I want to talk about is hosting because there is a lot of different places you can host video. Obviously, there's YouTube. And YouTube is great if you want to get more exposure, get traffic to your website, more exposure for your brand, and that sort of thing. It has worked wonders for me. But what if you have like a membership site for example? Do you host those on YouTube or do you have or recommend other hosting platforms to sort of create privacy settings for your videos so that only your members can access them? And which one – what are the pros and cons?

Caleb: OK. So the cons of using something like YouTube for a hosting site are that YouTube can pretty much do whatever they want with your videos. They could completely shut down your channel if you have some sort of copyright infringement or



someone just puts a request to say, "This channel is infringing or copied my video." or what have you. And your YouTube channel could be shut down immediately.

And so, if your private videos, for private membership sites are all sitting up on YouTube and your whole channel get shut down, there are going to be a lot of angry people that are supposed to access all the videos that they paid to see.

Pat: Right.

Caleb: So that's why we don't use YouTube ...

Pat: At Fizzle?

Caleb: ... at Fizzle for our private videos. But for building your audience and getting subscribers and having like an ongoing show or tutorials and how-tos, those are perfect to put on YouTube, and that's the best place I think for that kind of thing.

The two main options that I see for video hosting for private stuff and even public stuff if you just want more control over the player are [Wistia](#), which is W-I-S-T-I-A. And we use this for Breakthrough Blogging. We use this inside of Fizzle and you just get some incredible stats. So do you want to say like why you like using Wistia?

Pat: Yeah. I mean when Breakthrough Blogging started and obviously, I knew that there was going to be video and I had to make a decision of where these videos are going to be hosted? Obviously, you don't want to host your videos on your own server because it's just going to eat up the bandwidth. They're going to be paying a lot of money for that and it slows everything else down. So of course, you need somewhere to host the videos. YouTube wasn't an option just because of the privacy settings and what you just mentioned before. They could at any moment for any one of my public videos take the entire thing down without warning.

Caleb: Yeah.

Pat: I mean they've taken – I mean YouTube is owned by Google. We all know what Google has done to a lot of people's AdSense accounts without warning.

Caleb: Yeah.



Pat: So that's definitely a major concern there. But we choose Wistia because for one, I asked you what you used at Fizzle and you said Wistia. But then when you explained why you liked it, I was definitely all for it. And I like Wistia because of course, as far as stats and analytics are concerned, yes, of course it shows you how many views you get on your videos. But beyond that, you could see exactly how people are watching those videos, how many people actually go all the way through or where do they drop off?

Caleb: Or where they rewatch?

Pat: Yeah. I mean that's ...

Caleb: Like it will show, "OK. This part has been rewatched." So someone is like, "Oh, that was really interesting or that was really funny or oh, I need to write that down." And then it will show you, "Oh, this person rewatches this segment of the video or all the people rewatched this part of the video more."

Pat: Yeah. I mean – so you couldn't really get deep into the analytics there. And if you have a membership course with videos that you want people to see, you need to make sure that your videos are being watched and they're being watched all the way through. And if there are certain parts of your videos where you know based on the analytics where people are dropping off then you can make changes that are necessary to better help your audience.

Caleb: Yeah. And another really cool thing about Wistia is like the privacy settings of blocking these videos from being embedded on other domains so someone is just not like throwing them up on their website or trying to charge for them. I mean what are some of the other features you talked about? Like marked as watched like if someone watches a video through a certain percentage, you can have that with your membership account and be like, "OK. This person has watched these 12 videos." And on their account, they can see they already watched them.

Pat: Yeah. That's another cool thing.

Caleb: Like that takes some custom coding. I mean I didn't code that inside of Fizzle and you didn't code that inside Breakthrough Blogging. They're there but someone with more technical know-how than us knew how to do that that.

Pat: Absolutely. I mean to sort of rephrase what Caleb said, in my course, Breakthrough Blogging, when you watch a video and when you watch it 70% of the



way through, it is marked as viewed. Any video that you have not watched yet or did not get to 70% is marked as unviewed. It's actually marked in the library so you can see which videos you've seen and which ones you didn't. And it sounds like a small thing.

Caleb: Yeah.

Pat: But people enjoy knowing which videos they've seen and which ones they didn't.

Caleb: Right. It's just like a Netflix queue where you're like, "Oh, I'm watching Breaking Bad. I'm on season 3 and I'm on episode 12." Like you know where you are and you just pick up where you left off as opposed to, "Where was I again? Oh, I'm just going to do something."

Pat: Right. And of course, when you add new videos, they'll be able to see even more value-added. Hopefully, they'll retain as a member for much longer. And also, going back to what you said earlier, the privacy settings are nice. I can only have those videos play off the root domain BreakthroughBlogging.com and nowhere else, which is super cool. I mean it's really cool to see how these video companies are getting really deep into the analytics and also the individual viewer experience.

Caleb: Yeah.

Pat: It's so cool.

Caleb: Yeah. And so, I see YouTube as a great platform for public stuff, for music videos, cats riding on Roombas and stuff and then Wistia is really great for companies. And the other option that I would consider is [Vimeo](#). It's like 200 bucks a year to get into their pro-business platform with plenty of bandwidth and stuff too. I just like being able to do what I can do in Wistia for organizing all my videos, getting the really nice stats. Vimeo is just more of a filmmaking art craft that kind of website for profiling like really nice films and shorts and stuff whereas Wistia is built for people that are charging and putting out a lot of videos all the time.

Pat: Awesome. Caleb, let's figure out a call-to-action for everybody out there. What can we have the listeners do to help take their videos to the next level? Obviously, if you're not doing video, I really think you should at least start experimenting with it. But say someone has done a few videos and they know they should do more, what's one thing



they could do from this point forward? What's one call-to-action we want to leave for the listeners out there when it comes to video? Anything you can think of?

Caleb: So if you're just making like Screencast, try to get yourself on camera. It's going to be hard. You're going to throw away footage. You're going to hate what you look like on camera. That's completely normal. Everyone I've talked to was afraid of it. I don't know one single person that was like, "I love being on video the first time. I love watching myself and how I sounded."

Pat: I love hearing my voice.

Caleb: Yeah, exactly. I don't know anyone that's like that.

Pat: I don't want to know anyone that's like that.

Caleb: Yeah, exactly. It's just weird to be honest. So if you haven't put yourself in front of the camera, do that. If you have been putting yourself in the camera and you've been making videos, send your videos to someone that makes really good videos or comment on this podcast episode and get feedback, get some critiques, try to up your lighting and make it look really nice.

Try to fix the framing of how you're sitting on the camera. Do some transitions and shorter cuts to make it a little more engaging. Think of different ways you can do video content instead of the same stuff you're doing. Maybe you can do some how-tos or tutorials. Maybe you could just do little one 1 or 2-minute trailers for podcast or blog post that you've had come out. Think of new ways to do video instead of just the same old ways you've been doing it.

Pat: You said one thing in there and those are all great to do obviously. But I would love for everybody out there listening when you shoot a video or even if you have videos already, what's cool as with the new design of Smart Passive Income, you can actually embed videos in the comment section.

Caleb: Cool.

Pat: So embed a video of yours in the comments, SmartPassiveIncome.com/session95 and everybody out there who is on there, let's all help each other out. Watch some of those videos. Leave honest critiques. I mean obviously, you want to be nice and respectful but being nice and respectful also means being honest in a way where you



know you want to help that person too. So leave that constructive criticism for everybody. I'll be in there every once in a while as well watching a lot of your videos, leaving comments, and Caleb, if you wouldn't mind coming by every once in a while and leaving some helpful comments for some people.

Caleb: Yeah, of course.

Pat: That would be awesome.

Caleb: Yeah. I mean even Hollywood movies could be critiqued so your videos obviously can be critiqued. Mine can be critiqued even more than by myself. I want to hear what everyone says. I actually have a group of like three or four guys who do video and we put something out we're proud of, we'll email it to everyone and we say like, "Be harsh. I want critiques. I want to get better at this thing. Tell me what's wrong. You don't have to like try to be nice or like butter me up and say, 'Oh, I really love this one shot.' I don't want to hear that. I want to hear, 'This shot looks awful. It was not straight. You need to fix it.' Like that kind of thing."

Pat: Your camera mistilted.

Caleb: Exactly.

Pat: Like a comic book.

Caleb: Yeah.

Pat: Awesome. So I really hope I will see you guys and your videos in the comment section. Again, SmartPassiveIncome.com/session95. Use this as an opportunity to improve. Thank you so much for coming on the show, Caleb. Where can people or where should people go to find out more about video from you?

Caleb: So, you can find out more video stuff from me at CalebW.com or you can check out the guide that's coming out called DIY Video Guide, coming out in a couple of weeks. If you guys are interested in checking out Fizzle which is where we do our video training, Pat has affiliate marketing course in there and a founder story with him as well. The link for that is SmartPassiveIncome.com/Fizzle.

Pat: Right. And that is an affiliate link if people join up and it's a great course, great community. I'm more than happy to send people your way.



Caleb: Perfect.

Pat: Awesome. Thanks Caleb. I appreciate you so much and we'll see you in the comments section.

Caleb: Yeah. And thanks for having me on the podcast and thanks for coming and shooting this in my office.

Pat: Absolutely. All right man. Peace.

Caleb: Yup.

Pat: All right everybody. Hope you enjoyed that – I don't even know what to call that, an interview/workshop/I-was-in-Caleb's-office-session thing. Anyway, thank you so much for being a listener and I will tell you that today, a brand new podcast is just launched by myself and it is – now, a lot of you may have heard at the end of some of my previous episodes if you've been listening for a long time, I used to include voicemail questions from the audience at the end of my shows and they were awesome. I loved recording answers for all of you and I would actually share the MP3 voicemail from those of you who have questions but it would lengthen the show more than it needed to. It would change the topic of the episode.

And so, I stopped doing that and I hated stopping because I loved doing it so much. But I had the idea to put voicemail questions and answers on to its own show. So starting today, if you go to AskPat.com, you'll see a daily show that I'm hosting where I answer your questions about anything related to online business, blogging, entrepreneurship, personal development, lifestyle design, what have you, whatever your questions may be, I will be there to answer. I'll answer daily. And if your question gets featured on the show, I actually will send you, for free, an [Ask Pat](#) t-shirt which is pretty cool and I'm really excited about.

So anyway, check out AskPat.com. The first five episodes are up as of today and it's going to go five days a week. It perhaps might move up to seven days a week but I'm trying out this five-day a week thing. Thank you so much to John Lee Dumas over at Entrepreneur on Fire for the inspiration to do this and I think it will be really awesome so I hope to see you there. Again, AskPat.com, and the show notes for this episode and hopefully your videos will be posted at SmartPassiveIncome.com/session95.



Thank you so much. I appreciate you. Talk to you later.

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