LNP 321
Hot Tips for Planning Your LNC Videos

In Legal Nurse Podcast 320, Lou Bortone and I talked about the power of video marketing. I hope our love of video encouraged you to start or expand this type of marketing. Be sure to listen to Legal Nurse Podcast 168 and 169 also, for tips on other aspects of video marketing. You will find them on podcast.legalnursebusiness.com.

What Should I Record?
Once you decide on how you are going to record, it's time to set out a plan.

Are you going to record an advice type column? Are you going to take questions on your website, then create a recording that will answer popular questions? Are you going to simply do a diary type recording, or provide a video-based informational column for potential clients to check out your expertise?

All these are valid questions, and you have to decide what you're going to record before you start recording.

The best way to determine what you should talk about is to gain an understanding of your potential clients’ pain. There is a reason that clients come to you, whether you are a lawyer taking on cases or giving out legal advice. If you are a legal nurse consultant who assists lawyers and makes a connection with the medical profession when required, it's extremely important for you to know who your clients are and determine the best way to talk to them.

The best information to give potential clients is going to be information that shows that you know what you're talking about, and that what you have to offer is going to alleviate your clients’ pain. In order to alleviate that pain, you have to identify what types of services your clients are looking for. Ask yourself what tools you need to effectively stack up against your competitor, and how can you create a video detailing that you have mastery of those tools.

Any time you're able to answer questions like this, you will put yourself in the position of being an expert in your field. Your video should give valuable information, just as LinkedIn shows the world that you know what you're talking about, and you are an expert in your profession. The materials that you put out on the Internet should reflect your service value and professionalism.
Be sure to listen to Legal Nurse Podcast 318 and 319 for the current state of thinking about how to get the most from your LinkedIn account.

If you need materials to make your videos such as documentation about cases, digital research information or any other information, make sure to have that at your disposal when you create the videos. It's important to have an understanding of exactly what you're going to say, so that you don't have to shoot your video several times. The most time-consuming process of creating a video is shooting the video and doing retakes, so getting yourself ready with a text outline is a good idea.

In fact, if you don't have any experience sitting down and recording your own marketing videos, it may be a good idea to write out a storyboard. This is an outline of the content and images you plan to incorporate into your video.

Prepare an outline that features the titles of the different videos you want to make, as well as some brief points about what you're going to discuss in these videos.

Consider practicing. Your video needs to give the impression that you are comfortable speaking, and that you have a relatively good grasp of your subject matter and the valuable information you offer your potential client. In creating this video, you're demonstrating your expertise and giving credibility to the value proposition you want to provide to your clients. If you are nervous, stuttering, or stumbling over words, it could give the impression that you operate your practice in this way.

Because video is re-recordable and erasable, it may seem like a waste of time to practice, but you will find your words actually flow a little better and you have more mastery in shooting your video when you practice. Avoid reading a script. This is boring to your viewers. You may place bullet points on an iPad or piece of paper.

There is no end to the types of videos you can create and upload for your fans to enjoy, and for your potential clients to understand what types of services you provide.

Are you interested in getting started with video marketing without spending a lot of time or wasting a lot of money?
With so much content now being delivered by video, you must embrace this method of sharing your knowledge. Attorneys are attracted to you based on what you know, and how better to show it than doing brief videos?

Are you intimidated by the idea of doing a video? I was too, but I overcame my fears and embraced this media. You can too.

This video online training is called **Smart Video Strategies**. It covers the critical area of using video marketing in your business. In this 90-minute online training you will discover:

1. The #1 mistake video marketers make and how you can avoid it
2. The 5 Myths of YouTube Success
3. How to create a video without a camera

Order this online training at the show notes for this program. You’ll find them on podcast.legalnursebusiness.com. By using the code Listened you will save 25% when you insert the word in the coupon box as you check out. You’ll also see the show notes on our new mobile app on your smart phone. Request the app at legalnursebusiness.com/bizedu and follow the directions for easy installation on your iPhone or Android phone.
Now we return to the show.

**Video and Your Branding Message**

Because video is just another way to develop and broadcast your personal brand, it's important that any video you create is a reflection of your personality, the way you operate your business, and the service value you provide to customers.

It's important to make branding materials consistent when you record your video. This could mean using video manipulation software to put your logo on your video. It could mean introducing yourself and your business with a catchphrase that you use on your business cards or other marketing materials, or it could mean giving a message consistent with the content postings you send out on Twitter and Facebook.

However you decide to do it, it's important to make your video marketing materials consistent with other branding materials in your repertoire. You want your customers to have the same experience when they view your marketing materials. Don't make videos that contain a different message, or a different look from your website, business cards, or other marketing materials you use with your clients.

Remember, consistency is key when it comes to video marketing. In order to create the best video marketing materials possible and to remain consistent throughout all your marketing, consider creating a video series around topics you are discussing and other areas of your marketing.

For instance, if you are discussing a certain type of case or practice in your LinkedIn stream, you can make a video blog or offer comments on your YouTube channel. You can unify your social media networks in your marketing materials in a way that will allow you to use one to discuss the other, and then cross post. If you see something important happening on Twitter or Facebook, it's acceptable to get online, create a video about it, and then promote a video on Facebook so your followers can hear your thoughts about a certain topic or situation.

Don't hesitate to use one social media resource to complement another. Social media is there for you to share information and make connections with clients. If you have great videos, there's absolutely no reason not to put those up on your Facebook or LinkedIn account and share them with potential clients.
Many people get into social media thinking they are going to stick to Twitter or Facebook, and then realize they’re really interested in other forms of social media such as video marketing. If you find that you love shooting videos and uploading them, it makes perfect sense for you to do most of your social media marketing through video. There is room for you to do whatever pleases you when it comes to social media marketing, as long as you are using the various social media networks to establish your branding materials. You can use them however you want once you're set up.

Be sure to get our 90-minute online training called **Smart Video Strategies**, just for legal nurse consultants. You’ll be able to access it by going to the show notes for this podcast on podcast.legalnursebusiness.com. You’ll also see the show notes on our new mobile app on your smart phone. Request the app at legalnursebusiness.com/bizedu and follow the directions for easy installation on your iPhone or Android phone.

I’ve got a phenomenal resource for you just waiting on LegalNurseBusiness.com. My online training and books are designed to help LNCs discover ways to strengthen their skills and businesses. Check them out at legalnursebusiness.com.

Many of us are lifelong learners who enjoy the chance to keep expanding our knowledge. Just like the book of the month clubs, LNCEU.com gives you two online trainings every month. We have a yearly payment plan that saves you over $50 compared to paying monthly, and each program is hugely discounted. Look at the options at LNCEU.com.

The LNCAcademy.com is the coaching program I offer to a select number of LNCs. You get my personal attention and mentorship so that you can excel and build a solid foundation for your LNC practice. Get all the details at LNCAcademy.com.