

How to Shoot Simple and Effective Videos for Your Practice

These 90-second spots are powerful marketing tools.

BY REM JACKSON

Practice Management Pearls is a regular feature that focuses on practice management issues presented by successful DPMs who are members of the American Academy of Podiatric Practice Management.

There are very few tools in your marketing and patient communication toolbox that are as powerful and effective as short informative videos you shoot yourself. Yet most podiatrists rarely produce and use videos like this to promote their practice and inform their patients. The reason is that very few like seeing themselves through the camera lens, and have little to no experience in front of the camera. Luckily for all of us, it is easier than ever to produce the kind of videos that your patients or prospective patients will view. You just need to know what kind of videos to produce and how to do it.

For the most part, you no longer need professionally produced videos. While these still have their place on your website, the majority of the videos you will be producing should be short, informative videos with little production value. We have all become accustomed to subject matter experts just holding a camera and speaking into it, often posting live on social media. This kind of ongoing conversation has become familiar and acceptable online. So relax and enjoy the process. These tips should help you get start-

ed and enjoy the enhanced benefits and relationships that video can bring to your practice.

Before you begin, make a list of videos you plan to shoot. If you want to see more patients with heel pain, shoot videos about heel pain. You should make a list of five or more short topics per condition, such as "What is heel pain?" and then create bullet points—no more than three to

simple search on Amazon will produce many wireless lavaliers.

b. A tripod stand that is designed for smartphones and includes a ring-shaped light around the phone for enhanced lighting. Search Amazon for: Neewer Ring Light Kit: 18"/48cm Outer 55W 5500K Dimmable LED Ring Light, Light Stand, Carrying Bag for Camera, Smartphone, YouTube, and Self-Portrait Shooting.

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five per video—that remind you of what you want to say in the video.

How to Record Your Videos Easily and Effectively

1) You will most likely be using a smartphone to record these videos. Smartphones have excellent cameras and are simple to operate. There are only two additional pieces of equipment you need to significantly improve your smartphone videos:

a. A wired or wireless lavalier microphone which clips onto your clothing. This significantly enhances the audio quality and greatly improves the viewing experience. It is essential for making good videos. A

This is a good system and an excellent example. It is not essential that you have this tripod and lighting if you have an assistant who can hold the phone for you and very good lighting, but it makes the process much easier, which is what you are going for if you want to do these on a regular basis.

2) Don't overthink this. Your videos should not be longer than 90 seconds. This increases viewership. 90 seconds is the sweet spot for viewing. Shooting a 90-second video is rather easy to do—for anyone. So again, don't overthink this. It takes only one session

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(plan about 90 minutes) to shoot 5 to 10 short videos. Many doctors argue that they don't have the time to do this, but everyone has 90 minutes every two or three months for such an important activity for your practice's health. Make sure your equipment is set up and ready to go prior to beginning your 90-minute session.

3) Have a helper run the camera as you record the various videos. It's a smartphone, so no special skills are needed. Be sure the phone is held horizontally so that the videos are in landscape, not vertical mode.

4) Get your jitters out. It's fine, everyone flubs words and gets confused—it's normal and don't let it bother you. Stay positive and focused and just get them completed while having a little fun with it. This is a skill that will serve you extraordinarily well from this point on. It will help you promote and get your message out. Being able to knock off videos

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is a skill you will develop more and more over time and with practice, just like everything else in your life.

5) In these videos, use your bullet points to help you keep your thoughts easily organized. Familiarize yourself with them before recording time. Practice in the mirror so it will be simpler for you. Write the bullets on cardstock and have them held right by the camera so you can see them. Try to "see" them with your peripheral vision—this is easy to do if you know them really well before recording.

6) Always start by smiling and waiting for a second or two—it really helps the editor get a good start for the video. Do the same thing at the end—conclude and then smile for a count of 1, 2, 3. Always end with a

smile as well, and hold the smile for two seconds to give your editor some space to end the video.

7) Remember you do not have to get the take entirely right. If you flub, just stop, smile, and say it over. The editor can easily edit out the flub and make it look just fine if you stop, pause, smile, and start from where you got lost or misspoke. No biggie.

8) Finish recording and then send the raw takes to your editor to "clean up" and add your practice logo information along with your name and practice info at the start and the finish. You might even have the editor add bullet points beside you in the video as you speak. Video editors are easy to find. You can post this job on online sites like www.Upwork.com or [## Your Checklist for Video Success](http://www.</p></div><div data-bbox=)

- Check the battery life of camera/phone
- Use an empty SD card, or make sure you have enough storage on your phone/device
- Check the external mic
- Check the sound quality
- Test video quality and view on larger screen
- Check room for distracting visuals (i.e. cords, papers, clutter, etc.)
- Check hair for distractions
- Check make-up on camera (not just mirror)
- Make sure tripod is secure and ready
- Notes/bullet points prepared
- Phones & devices silenced and on "do not disturb"
- Listen for distracting noises like air conditioners or traffic, and try to resolve them
- Have water to drink nearby
- Check the lights
- Start with a "hold smile" and end with a "hold smile" •

Fiverr.com and find an editor there who you can use again and again.

9) Then start doing this on a regular basis and watch your reception room fill up with patients you want to see.

10) Remember to have fun doing this. It's a lot better than the alternative, which is: no videos and fewer patients than you would like to see. **PM**



Rem Jackson is the President and CEO of Top Practices, LLC, and the leader of the Top Practices Master Mind Group. Top Practices is a company dedicated to helping podiatrists thrive in private practice through its marketing

and management programs. Rem is a Fellow of the AAPP and the recipient of the AAPP President's Award for 2012. He was inducted into Podiatry Management's Podiatric Hall of Fame in 2019. He is the author of "Podiatry Prosperity: How to Market Manage and Love Your Practice." Rem can be reached at rem@TopPractices.com. You can find out more about Top Practices at www.TopPractices.com