



ONE-MINUTE VIDEO GUIDE



Dennis Yu
Host of the
CoachYu Show

coachyu_1_min_video_course_v5.8_2022_1005

GUIDE VERSION

Program Materials in this Guide

Program Checklist	4
Goals of the One-Minute Video Program	5
Click to Join Facebook Group	6
3 Components to a WHY Video	8
The Structure of the One-Minute WHY Video	9
24 Types of Emotion	10
Here's the foolproof framework to make a 1-minute video about your story	11
How to Shoot Video Interviews in a Hotel When All You Have is an iPhone and No Equipment	13
Creating Videos Using iPhones	15
Pro Tips When Filming	17
Working With Those Who Are Camera Shy	18
More Filming Tips	19
Four Components of The One-Minute Video	20
Content Planning	21
Production vs Post-production	21
Editing Video	23
WHY Video Checklist	24
Standards of Excellence	26
Amplifying Video	27
Dollar a day layering technique	28
Facebook Mobile Studio	29
19 Types of One-Minute Videos	30
6 Types of Figureheads	31
One-Minute Video Guide One Pager	32

Congratulations!	34
Program Review	35
One-Minute Video Guide One Pager	32
Congratulations!	34
One-Minute Video Guide One Pager	32
Congratulations!	34



DENNIS YU

CEO and Founder | CoachYu

I amplify exposure and sales of successful entrepreneurs via systems, analytics, and young adults certified in our digital marketing training.

We partner with universities, the military, DigitalMarketer, and GoDaddy to create jobs.

Anyone can join our program at Office Hours.



Program Checklist

COURSE CHECKLIST



1. Become a member of our Facebook Group

- A safe place for members of this program to create and publish their videos, in a supportive setting with other members.
- Assignment**-Join the Facebook group and post a 1-minute video so the other members can get to know you better.

2. Making a One Minute Video

- 4 components of a one minute video.
- Video on making one minute videos.
- Why one-minute video?
- Assignment** - Make a one-minute video.

3. Production vs. Post-production

- Camera, lighting, tripod, and microphone.
- Learn how to screen capture for free – Wistia Soapbox.
- Free editing software – HitFilm Express.
- Learn to use Facebook auto captioning for free.
- Assignment** - Record a video and upload it without editing to Facebook Page.

4. Content Planning

- Know your audience.
- Know your brand - www.blitzmetrics.com/PBC
- Assignment** - Identify the three most important items to your brand.

5. Editing Video

- Save time on editing by not recording more footage than you need.
- Use free editing software until you are proficient to ready to move to a premier

software, like Camtasia, Adobe AfterEffects, etc.

- Assignment** - Clip the head and tail of your video so there is no waste of time.

Goals of the One-Minute Video Program

If you want people to engage your business or your brand, you have to start investing in the currency of digital platforms, attention. People are trading hours of their day scrolling through Facebook and you have to fight for every bit of attention you can get.

The easiest way to get people's attention is through video. Especially one minute videos. No one is going to watch a 3 minute video if they don't know who you are. Attention spans on social channels are brief. The average watch time for a video on Facebook is only 6 seconds. You must learn to grab their attention quickly and pull them into the story you are trying to tell.

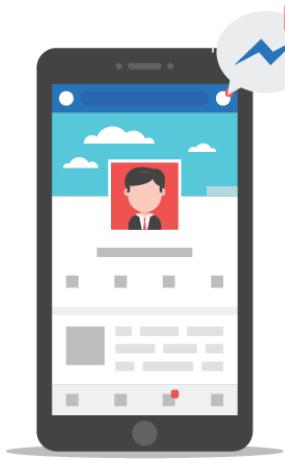
This isn't as hard as it seems, you just have to start. So, pick up your phone, point it at yourself and tell us why you're doing the work that you're doing. Start with, "**when I was...**" then tell us, "**I Believe that...**" and finally, "**I am...**" and how that led you to the work you do now. This program teaches you how to make engaging one minute videos so you can generate the attention you desire for your brand or business. No one made a good one minute video on their first try, so start now, make a lot of them.

You can test them and compare them against our **Standards of Excellence**, put money behind the winners, and capitalize on your most engaged videos. Before you know it, you'll have hours of content generating interest for your business or brand.



Click to Join Facebook Group

JOIN NOW

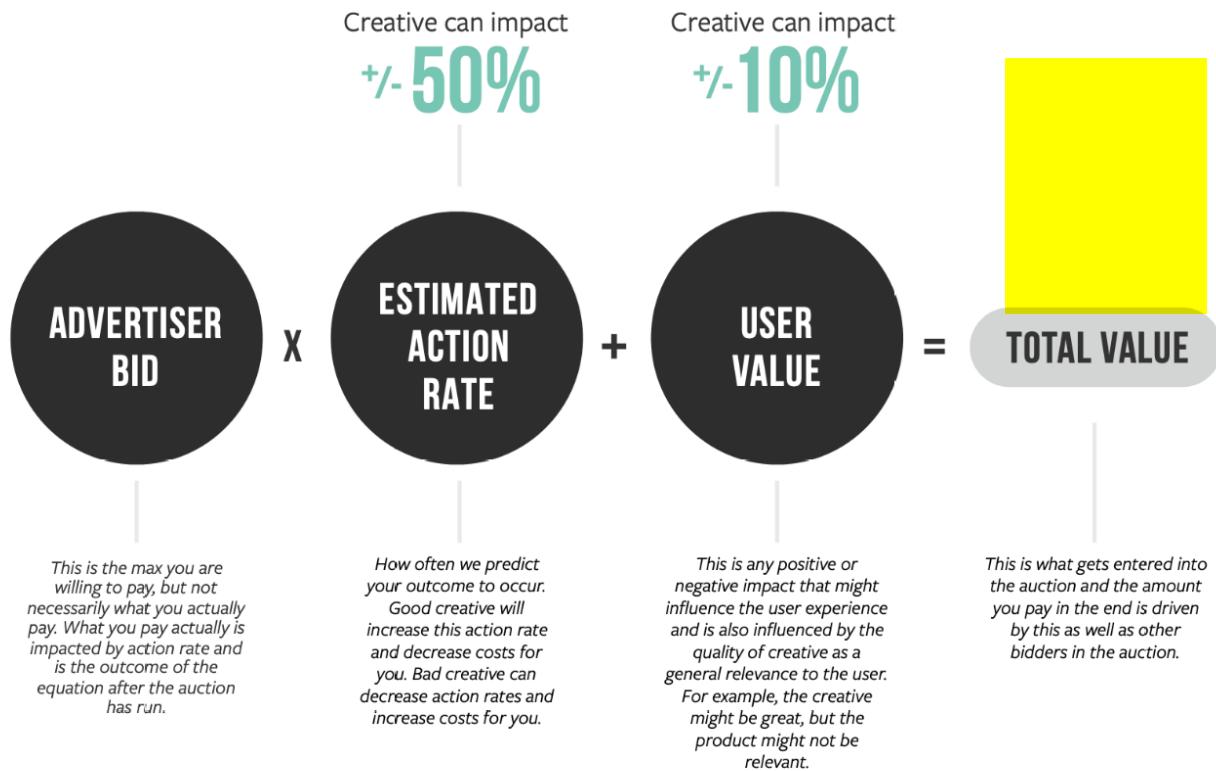


We have created a private group on Facebook where members can post videos to get feedback from CoachYu along with the other students. This group is a place where you can post videos to ask for help, critiques, and test against an audience that will provide constructive criticism. You can post into the group to get feedback before you release a video publicly.

Assignment:

- Post a one minute video in the group to introduce yourself to other members and the CoachYu team. You must mention you got the One Minute Video program, since no response to the required **eld** is automatic rejection.





Facebook's Creative Shop, 2019

3 Components to a WHY Video



1. WHEN I WAS ____.

Waste no time, get right to the story. This is where the "WHY" comes in.



2. I BELIEVE THAT ____.

Now go from the emotion of the story you just told to the overarching lesson of what you stand for.



3. I STARTED ____.

Give a brief explanation of what you do. Make sure to be specific and concise.

3 COMPONENTS TO A WHY VIDEO



ON ONE MINUTE VIDEOS

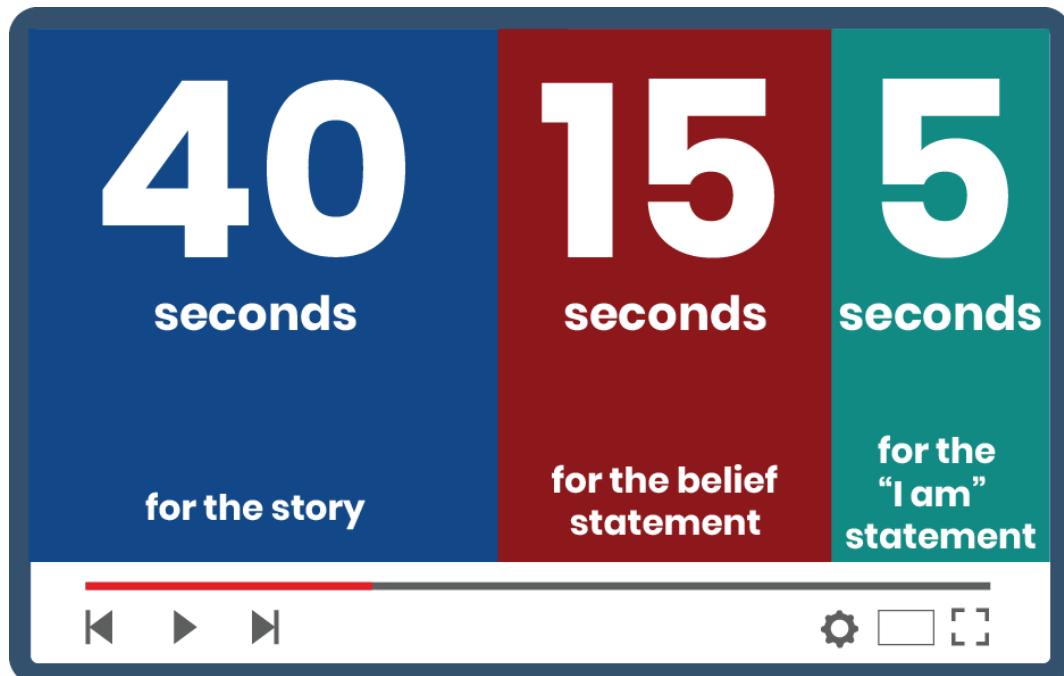


WHY THE ONE MINUTE VIDEO

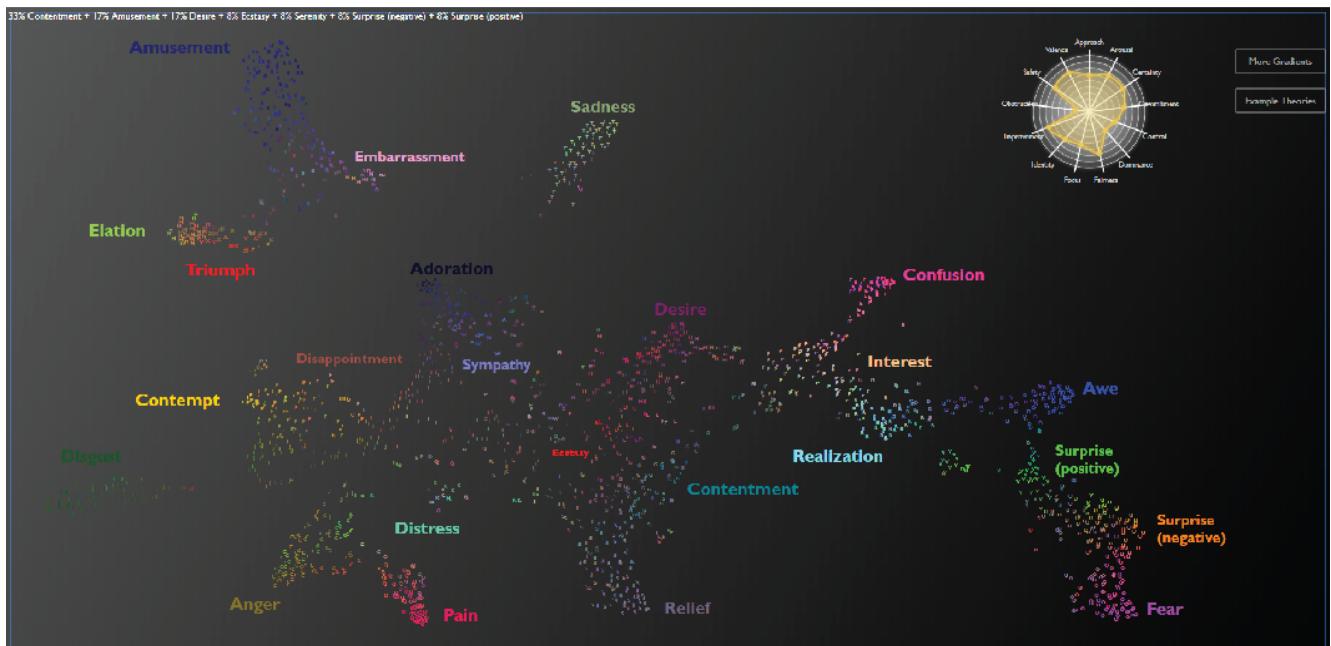


HOW TO COME UP WITH A GOOD HOOK

The Structure of the One-Minute WHY Video



24 Types of Emotion



Here's the foolproof framework to make a 1-minute video about your story



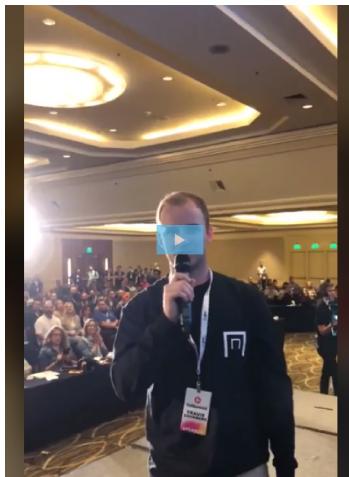
Travis Chambers

Chief Media Hacker, Founder

Last week the famous Dennis Yu had me up on stage at VidSummit to demonstrate this style of a personal branding video. You need to tell a story with the following prompts:

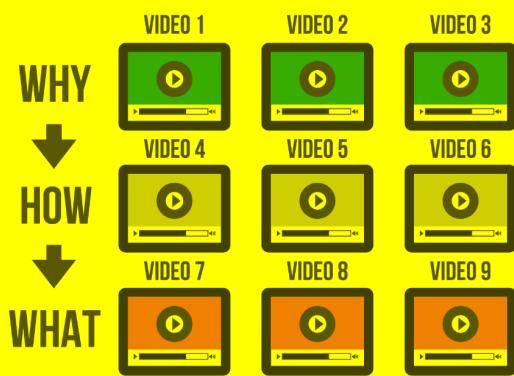
- 1: When I was...
- 2: I believe...
- 3: I started...

This format has worked well for me in the past in helping me figure out the best way to tell my story. If you've been holding back, maybe this is a quick step you can follow to get a video out there and start getting some motivation and momentum around your story.

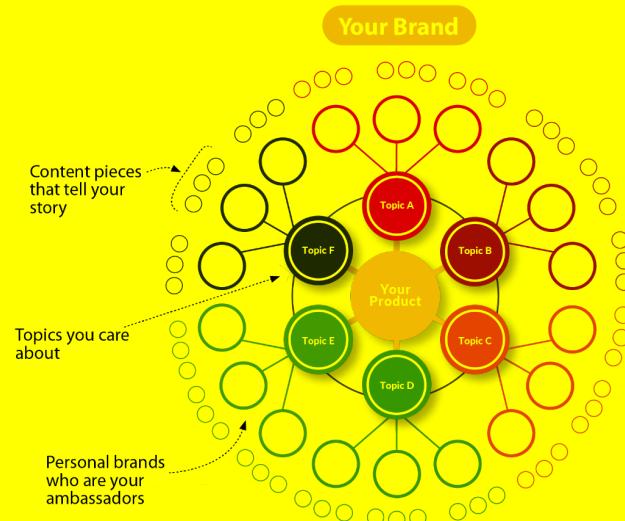


Types of videos

3X3 VIDEO GRID

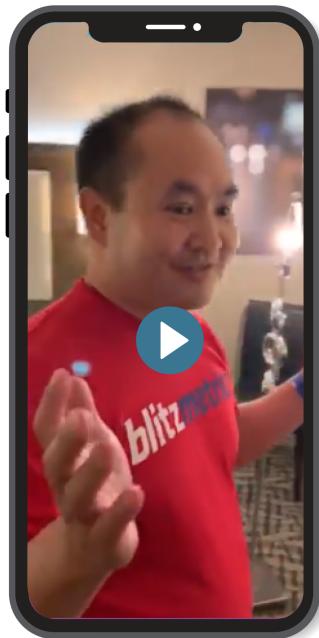


TOPIC WHEEL



How to Shoot Video Interviews in a Hotel When All You Have is an iPhone and No Equipment

- Use lamp shades and put lights on both sides while you hold your phone doing the interview.
- Have as much open space behind the subject you are interviewing.
- Ideally, the subject should be facing in the corner.
- If you're tired, to help make you look fresh, put some ice under your eyes. It reduces the puffiness making you look vibrant and reenergized.





Creating Videos Using iPhones

It's the little details that matter, which show through if you put in enough time to notice. For example, on creating iPhone videos to market your business:

- You cannot switch from front to rear camera while filming with the camera. So you either have to use another app or manually flip the phone in your hand.
- You can reply with a video in Gmail by hitting the attachment icon and then photos icon. Way more powerful than text replies.
- Sound quality is WAY more important than video quality to keep people watching your videos. If you have an iPhone and a regular lavalier mic, you need a TRS to TRRS adapter (2 lines to 3 lines on the plug) and a TRRS to lighting adapter. I use the Rode Wireless Go and have to buy these two gadgets, which don't come in the box.
- You can comment on a Facebook post with a video, but you can't do this on LinkedIn-- only a picture.
- You have 15 seconds to reply in Facebook Messenger, so learn how to keep it short-- or make multiple 15-second replies.
- You can share your phone screen if you're a presenter in a Zoom call. And everything works great (just like if you're projecting to Apple TV), except when you're recording video-- since the two interfere with each other. So pre-record your videos (stored in your favorite app) or switch to a desktop webcam to show you using your phone.
- Google Photos app is super slow in uploading your videos from your photos library on your phone. So also pay for iCloud, Dropbox, and Amazon Photos (another \$10 each per month) to have your videos automatically backed-up). You will have to keep these apps open every week to let it catch up, since uploads are faster when the app is open.
- Film vertically (portrait mode) most of the time if you're reaching mobile users, but horizontal if an interview or in a webinar app.
- Zoom records participant videos, but GoToWebinar does not. We had GoToMeeting/ GoToWebinar for 10 years but switched because of this.
- Amazon Photos has the smartest facial recognition and easiest way to share groups of pictures (instead of having to select each picture/video, one-by-one) with your external people (like freelancers and partners).

- The way to tell whether someone is an expert in something is not how much they've spent on gear or how many years they say they've been doing it, but if they are deep in the nuances of their craft.

Would you agree?



Pro Tips When Filming



- Once you've built your Topic Wheel with at least 3 topics and 3 people each for you to interview, it's time to seed your Content Library with videos that you create.
- Start by listing out questions that you can answer in one minute. 60 seconds isn't long, so choose topics you can properly cover in that time-frame.
- Avoid being too ambitious -- break bigger topics into smaller chunks. Your audience prefers to consume many small tidbits versus sitting through a full hour of you talking, especially with 80% of these being consumed on their phones.
- If you have an iPhone, use the notes app to keep track of these topics and continue to add, as thoughts pop up. You can use a daily planner or whatever it is with your way of organizing your time.
- When you're ready to film, make sure you have a well-lit location. You don't need fancy equipment, but having a pro set up doesn't hurt. Just don't let an apparent need for pro equipment stop you from making videos.
- Avoid using profanity if you're planning on uploading to Facebook since the usage of profanity is against [Facebook's guidelines](#).

Working With Those Who Are Camera Shy

REDUCE THE SUBJECT'S ANXIETY

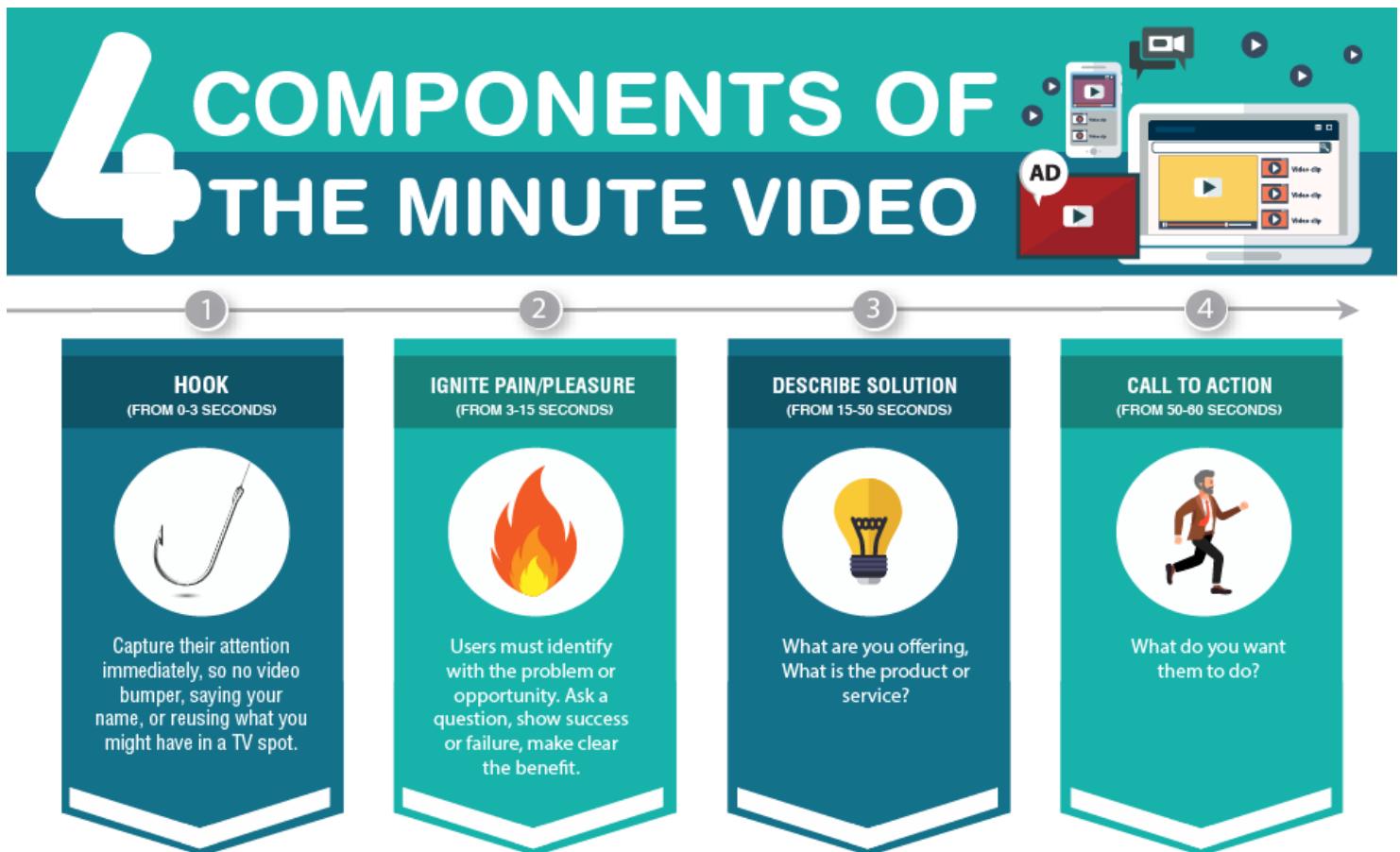
- Most people, even pros, are camera shy. Standing in front of a camera with the lights glaring at you and mic clipped to you is intimidating.
- If your subject is tense, their videos won't be as good. You'll be there much longer doing multiple takes, and nobody will be happy with the result.
- Get around this by shooting your one-minute videos as an interview. The subject can sit comfortably in a chair facing the interviewer, who can be on or off camera (depending on whether you're doing a two camera shoot).
- They can naturally answer the questions while facing the interviewer, while pretending the camera isn't even there.

More Filming Tips

While Filming

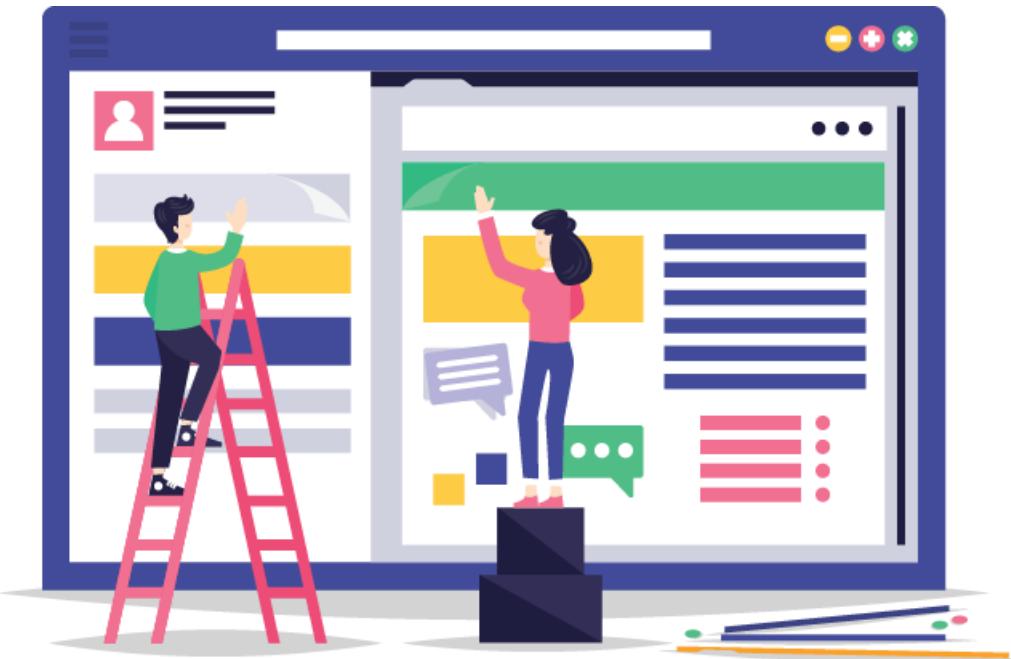
- Only keep the footage you plan on using in order to save time when editing.
- If the subject is really shy or psyched out by the camera, you can run the camera continuously, instead of starting and stopping.
 - This requires more effort on the editing side since you can't clap or motion to unmark sequence starting and end points. But the subject can comfortably know they can restart any botched sentence with no pressure of being "perfect".
 - If they do restart a phrase, let them know to wait 2 seconds before restarting, so we can splice cleanly.
 - Another trick to reduce tension for subjects that aren't experienced pros in front of the camera (which is 99% of us), is to use a boom mic instead of a lapel mic. Snaking a lapel mic down someone's shirt can be invasive, adding to the tension. Plus, when viewers see that lapel mic on the subject, they don't have a natural look.
 - A boom mic gives a fuller sound, so long as you're shooting in a quiet environment -- don't do this at a conference with people milling about.
 - If you have two cameras, use both whenever you are shooting your video. Especially if someone is helping you shoot the video, the extra camera set up and file upload takes another 10 minutes at most for a huge payoff.
 - If your equipment allows, ensure that you are doing so in 4k and upload the footage in 4k as well.
 - Choose or set up the background of your videos to enhance visual aesthetics to help create a far better composition of what you shoot, which will lead to more people engaging in the content.
 - When uploading in 4k, use [Wondershare Converter](#) to easily optimize 4k footage for faster upload. Uploading the footage at this resolution allows you to do punch-ins and much higher quality color correction on the files.
 - If you have 2 cameras shooting in 4k, you effectively create 4 camera angles because when you crop for punch-ins, the footage will still be at a 1080p resolution.

Four Components of The One-Minute Video



Content Planning

Planning out one minute videos



- Know your audience - <https://blitzmetrics.com/IGC>
- Know your brand - <https://blitzmetrics.com/PBG>
- Know your content - <https://blitzmetrics.com/CMC>

Assignment: Identify the three items above for your business/brand and upload a word document.

Production vs Post-production

Filming vs Editing

- Get your camera ready (This can be as easy as holding up your smartphone).
- If available, set up your tripod, lighting equipment, or hook up your microphone.
- Watch how to screen capture - [Soapbox](#).
- Download free editing software - [HitFilm Express](#).
- Watch how to use FB Auto-captioning - [How To Use Facebook Auto-Caption](#).

Assignment: Record a video and upload it without editing to your Facebook page.

Editing Video

- Use free editing software until you are proficient to move to Adobe Premiere.
- Read this article from Wistia
<https://wistia.com/learn/production/shootingvideo-With-an-iphone>
- Having bumpers at the start of your videos is a good way to get people to STOP watching your videos instantly.



WHY Video Checklist



General

- Make sure the spelling of your name is correct.
- Use square format - 1080 x 1080.
- Add matching music.
- Do not start a sentence with "so".

What Not to Do

- Do not include an intro bumper.
- Do not use copyrighted music or images.
- Do not use images found by using Google or a general search engine.

Intro

- Add a lower third with your name that lasts 5 seconds at the beginning of your video.
- Make sure the lower third is placed in either the left or right lower third of the frame.

Captions

- Must be centered.
- Make sure the font is readable (we suggest white)
- Caption lines must not exceed three.
- Must not contain:
 - Uh.
 - Um.
 - Hm.
 - Words that have been repeated due to stuttering.
- Do not include curse words.
- Must be placed at the bottom of the video.
- Must not take up more than 20% of the frame.

Main Content

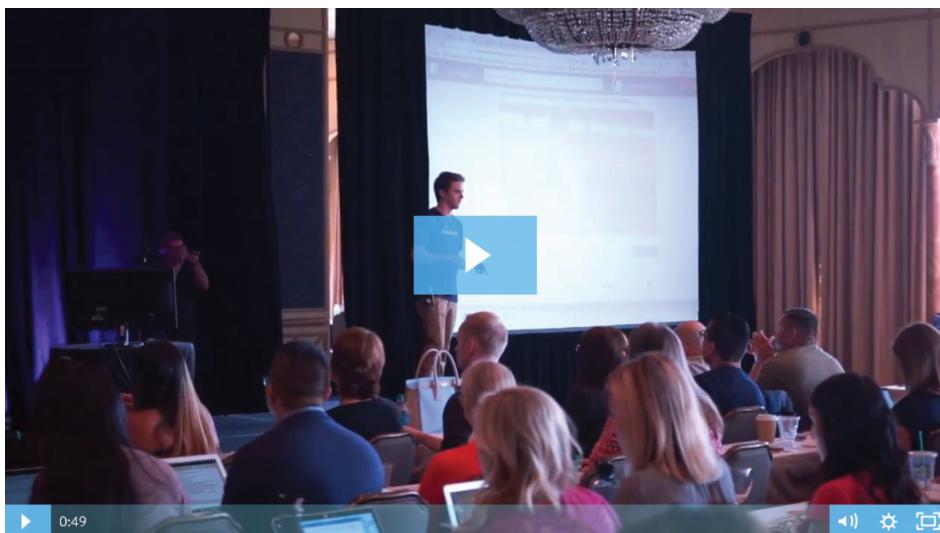
- Remove clips where you say "uh's", "um's", and "hm's".

- Mute audio clips where you curse. Or place a "beep" noise over it.
- Remove low authority moments such as when you stutter or there is dead air. Also if you use filler terms, and items that take away from the story.
- Cut moments that do not belong such as when people say,
 - "This is my first time speaking..."
 - "I'm nervous..."
 - "I'm scared..."
 - "I haven't talked into a microphone before..."
- Trim intros and outros as needed.
- If you have two clips of the same video, transition between the two camera angles.
- Don't cut off your head when filming your one minute video and be careful not to cut off too much of your body on the side of the video frame.
- Make sure that the audio is synced with the video.

Outro

- Add another lower third with your name on it. that lasts for 5 seconds.
- If applicable, show shots of the audience clapping.

Standards of Excellence

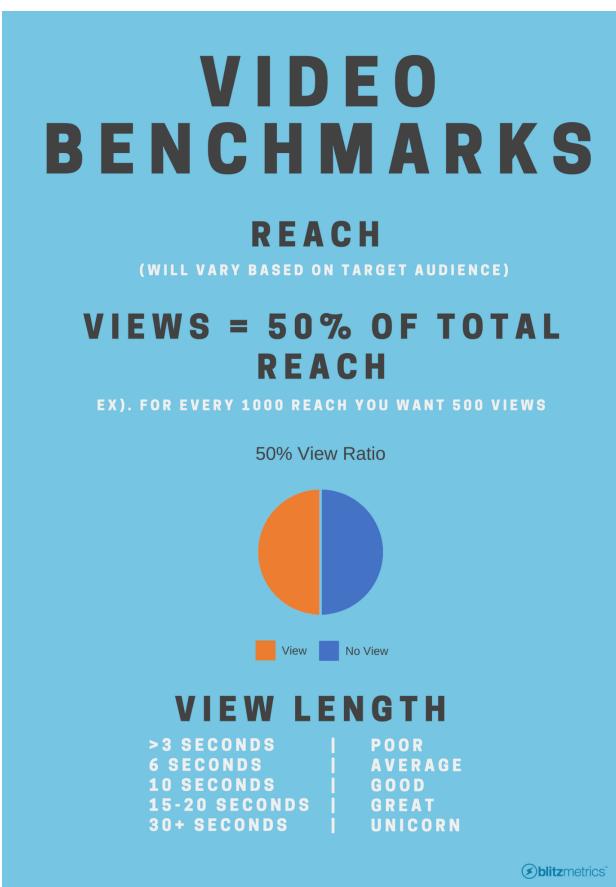


The Standard of Excellence (0:49)

How to know if your video is performing...

- Read the chart and watch the video above about the Standards of Excellence

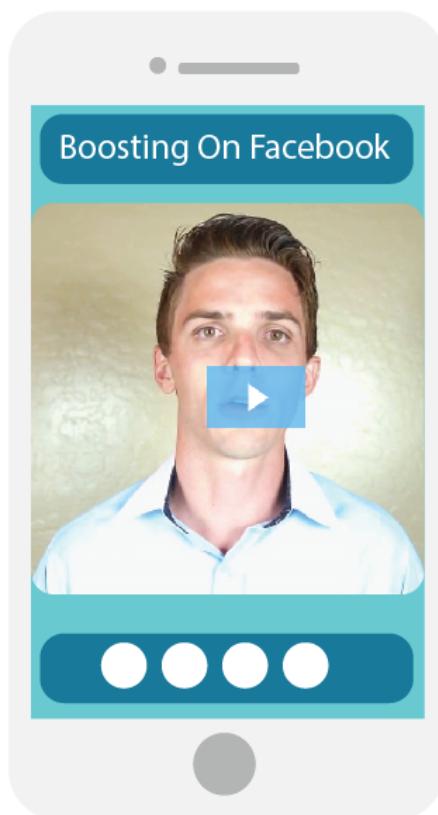
Assignment: Compare three of your videos against the Standards of Excellence.



Amplifying Video

- Use \$1/day on Facebook to make sure your video is seen by the people who will engage with it.
- Micro-target selected audiences to match the content.
- Learn how to boost posts effectively on Facebook. Check out our Facebook Dollar a Day program. <https://blitzmetrics.com/fdd/>

Assignment: Boost a video for \$1 a day for 5 days.



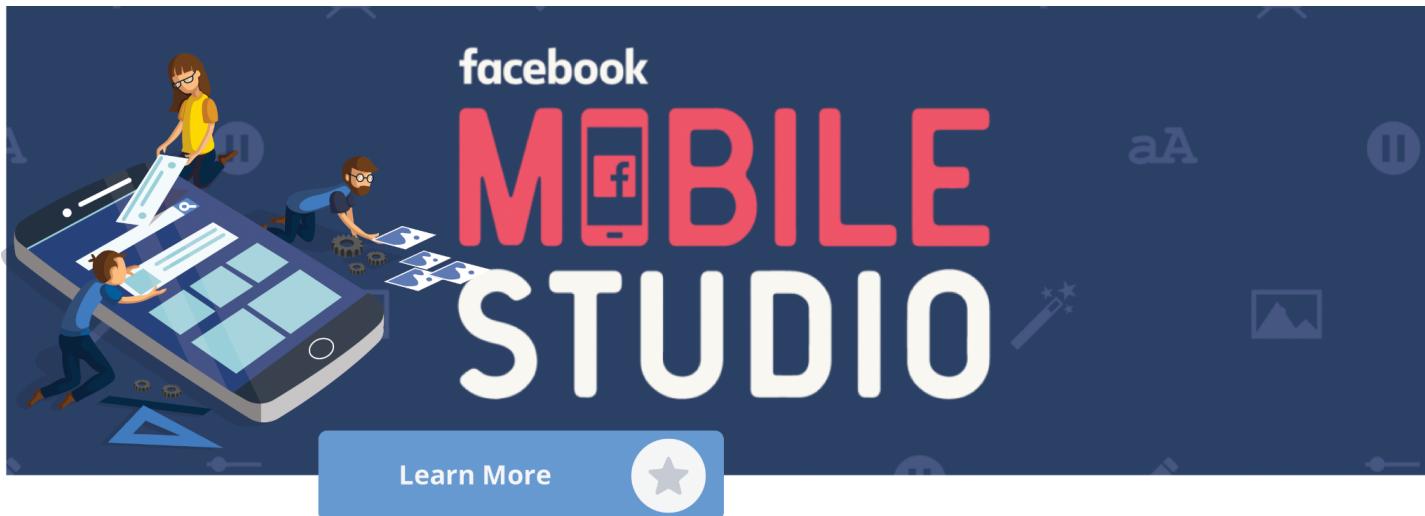
Dollar a day layering technique



You may boost multiple posts that stack up, spending a dollar a day each. Over time, you might spend \$50 a day across 50 posts, or a budget that makes sense, as you accumulate more evergreen posts for different users at different stages in the funnel.

For example, you may boost a post each day that runs for a week to promote the next webinar you're hosting and end up boosting 5-10 posts over the program of a week that are running together at a dollar a day.

Facebook Mobile Studio



Check out Facebook Mobile Studio to learn tips and best practices on how to film videos with just your phone. FB Mobile Studio teaches you how to "Remix" your videos, how to shoot from scratch, and shares multiple free apps you can use to film and edit video. You don't need fancy software or equipment to film and edit videos. All you need is your phone!

19 Types of One-Minute Videos

WHY VIDEOS



STAGE

STORY

GRATITUDE

SELFIE

INTERVIEW

SIZZLE REEL

HOW VIDEOS



PERSON INTERVIEW
SELFIE

PERSON INTERVIEW
SELFIE

FORMAL INTERVIEW

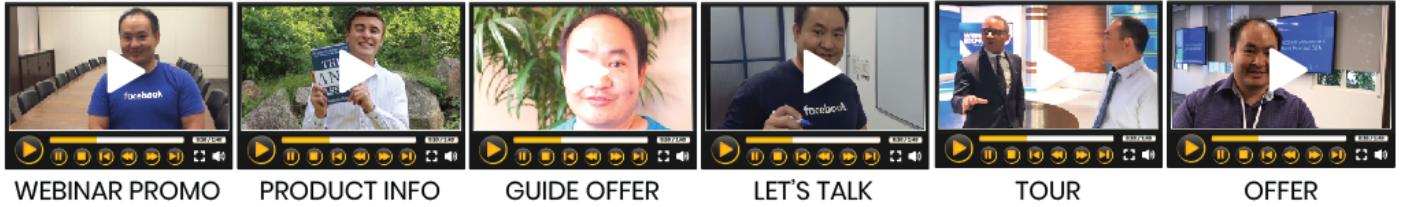
HERO

FORMAL COURSE

SELFIE

ASSISTED HOW TO

WHAT VIDEOS



WEBINAR PROMO

PRODUCT INFO

GUIDE OFFER

LET'S TALK

TOUR

OFFER

6 Types of Figureheads

Not sure who to include in your Topic Wheel?

Try some of these:

Founder/CEO/Owner: stories reflecting their values.

LIGHTHOUSE Customer: high authority expertise sharing.

Employee: why they work there, what they do.

Partner: aligned mission and projects.

Subject Matter Expert: how-to videos, matched with your Topic Wheel.

Media/government: discuss issues, act like a journalist.

Create public figure pages for founders and employees. Everyone else, you can share their stories via your public figure pages and company page.

One-Minute Video Guide One Pager

ONE PAGER



COACH YU

The COACH YU logo features the word "COACH" in a dark grey sans-serif font and "YU" in a larger, bold, light blue font. A small blue lightbulb icon is positioned between the two words.

One-Minute Video
Guide

A teal diamond-shaped graphic containing the text "One-Minute Video Guide".

1. Become a Member of our Facebook Group

<https://www.facebook.com/groups/BlitzAcademy/>

- BlitzMetricsAcademy Group: a safe place for members of this program to create and publish their videos, in a supportive setting with other members.
- Assignment – Join the Facebook group and post a 1-minute video so the other members can get to know you better.

2. Making a One Minute Video

- Study the [4 components of a one-minute video](#).
- Watch Alex Langmesser - Video on making one- minute videos.
- Watch Logan Young - [Why one minute video?](#)
- Assignment - Make a one-minute video.

3. Production vs. Post-production

- Set up camera, lighting, tripod and microphone.
- Learn how to screen capture for free – Wistia Soapbox.
- Use free editing software – HitFilm Express.
- Learn how to use [Facebook auto captioning](#) for free.
- Assignment - Record a video and upload it without editing to Facebook Page.

4. Content Planning

- Understand and research your Audience/Targeting.
- Know your brand. - www.blitzmetrics.com/PBG
- Assignment - Identify the three most important items to your brand.

5. Editing Video

- Save time on editing by not recording more footage than you need.
- Use free editing software until you are proficient enough to move to a premier software, like Camtasia, Adobe After Effects, etc.
- Assignment - Clip the head and tail of your video so there is no waste of time.

Congratulations!

Now...post another video in our private FB group.

By now you should have:

- A Facebook Page.
- Free video editing software.
- At least three 1-minute videos.
- Three key elements of your brand.
- Access to the private Facebook group.

Assignment

Post in the Facebook group.

- Are you ready for more advanced topics of what you can do with your videos and how you can get them seen online by the people you want?

Program Review

1. Become a Member

- Social Video Insiders Group: a place for members of this program to create and publish their videos in a supportive setting with other members.

Assignment: Join the Facebook group and post a 1- minute video so the other members can get to know you better.

2. Making a one-minute video

- 4 Components of a one-minute video.
- Alex Langmesser - Video on making 1-minute videos.
- Logan Young - Why 1-Minute video?

Assignment: Make a one-minute video.

3. Production vs. Post-production

- Camera, lighting, tripod, and microphone.
- Learn how to screen capture - Soapbox.
- Free editing software - HitFilm Express
- Learn to use FB Auto-captioning.

Assignment: Record a video and upload it without editing to Facebook Page.

4. Content Planning

Know your audience - Blitzmetrics.com/CMG

Know your brand - Blitzmetrics.com/PBG

Assignment: Identify the three most important items to your brand.

5. Editing Video

- Save time on editing by not recording more footage than you need.
- Use free editing software until you are proficient to move to Premiere.

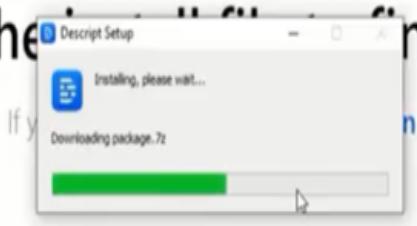
Assignment: Clip the head and tail of your video so there is no waste of time.

Descript

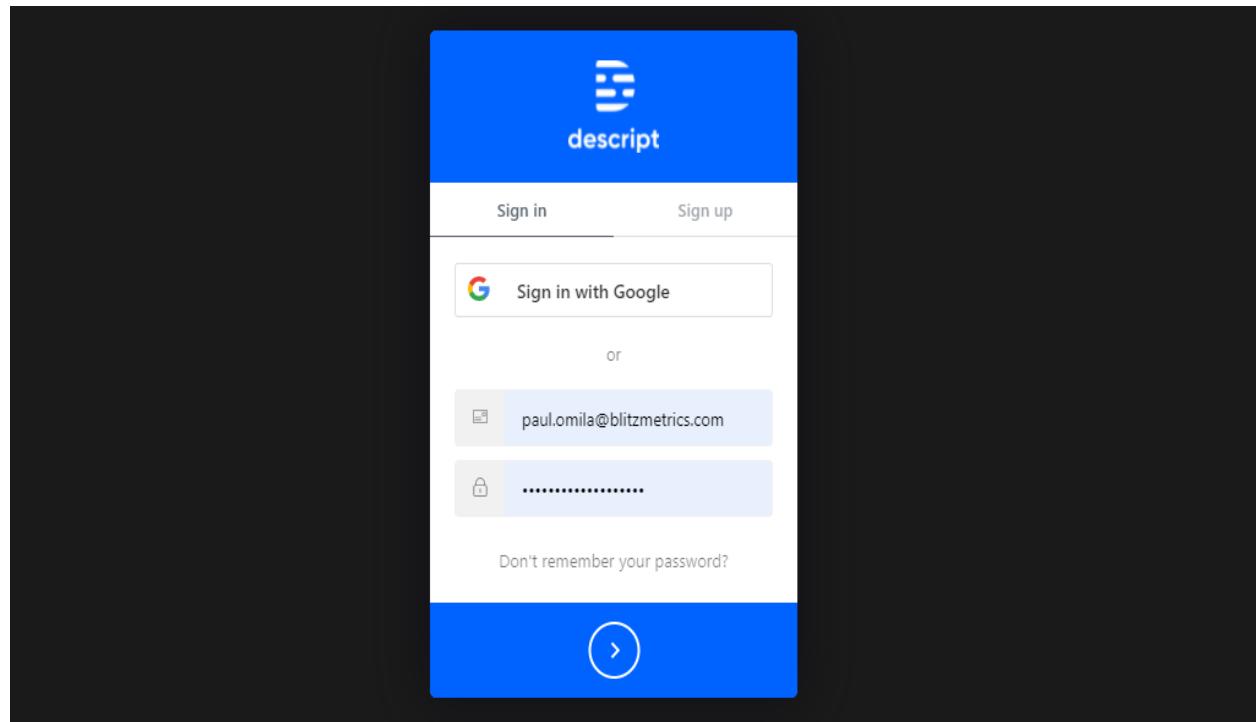
1. Install Descript.

[descript](#)

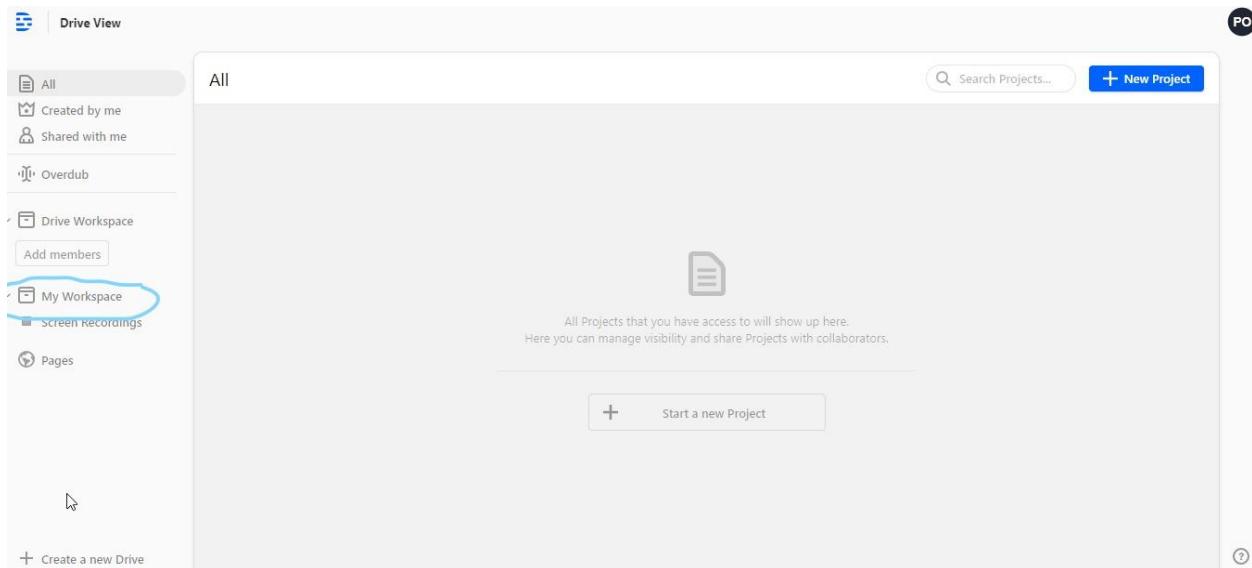
Click the install button to finish up.



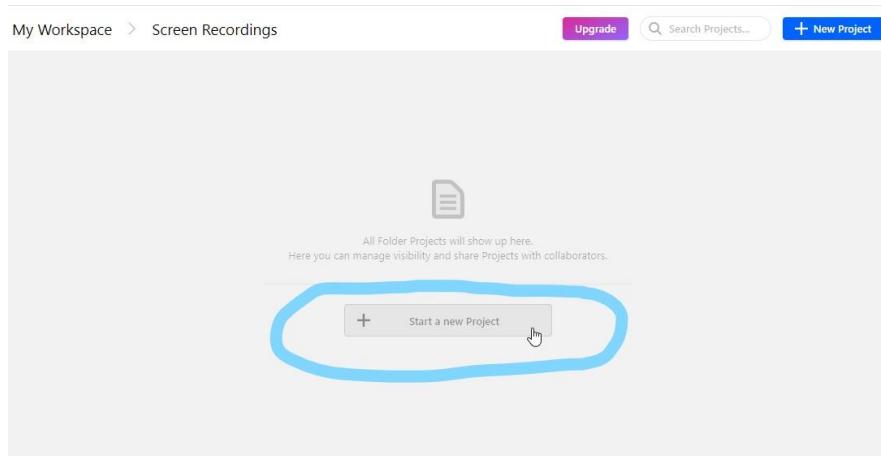
2. Sign-in using your Blitzmetrics email.



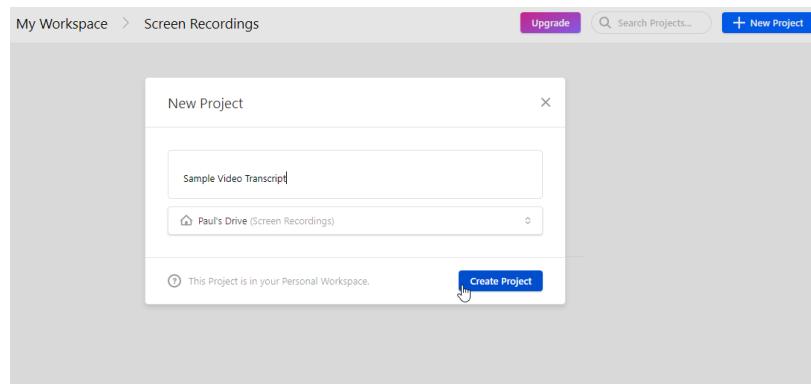
3. Go to My Workspace and click Screen Recordings.



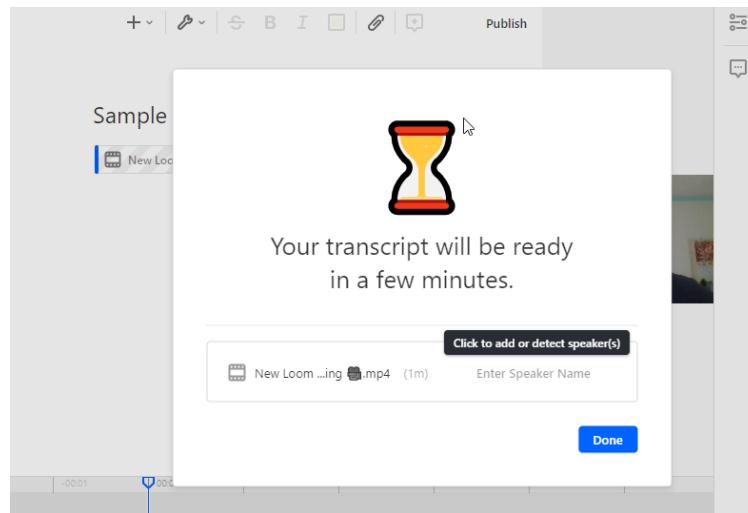
4. Start a New Project.



5. Name your Project and click Create Project.



6. To get started, drag an audio or video file into a blank Composition. Once your file has been added to the Composition, it will automatically begin transcribing.



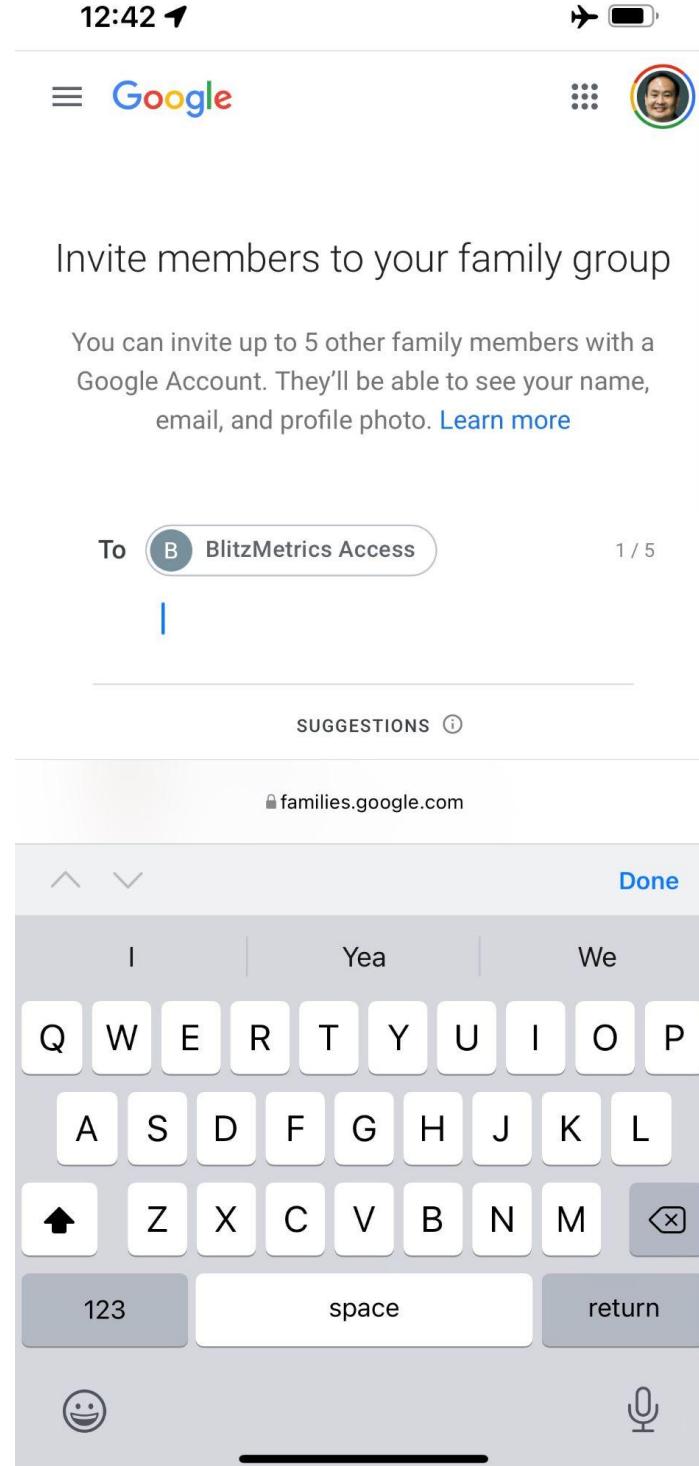
7. Correcting transcription

- Highlight text and press Correct Button**
- When you are happy with the final result, copy the text and paste it into the Basecamp Task beneath the Transcription section.**

Sample Video Transcript

When we talk about knowledge and passion, it is mu
beneficial. How can we be passionate about somethi
when we c 00:19 **Correct** E Overdub D ext st
metrics|Western course built a course is a step-by-st

How to share media from my phone with VAs and other team members.



Storage Limit Google

12:40 ↗
◀ Google Photos



≡ Google One

Current plan

2 TB \$9.99 / month

[Change to yearly plan](#)

Upgrade options

5 TB \$24.99 / month

\$249.99 / year

10 TB \$49.99 / month

20 TB \$99.99 / month

30 TB \$149.99 / month

Downgrade options

100 GB \$1.99 / month

AA

one.google.com



—

Storage Limit Amazon



Search for the people in your photos...



Dennis S Yu ▾

Best value**1 TB**

Store about 140 hours of 1080p HD video

\$6.99 / month**\$59.99 / year**

(Pay annually and save 28%)

3 TB

Store about 420 hours of 1080p HD video

\$179.97 / year**4 TB**

Store about 560 hours of 1080p HD video

\$239.96 / year**5 TB**

Store about 700 hours of 1080p HD video

\$299.95 / year**6 TB**

Store about 840 hours of 1080p HD video

\$359.94 / year

Testimonials

11:36 ↗

••• LTE ⚡

← Lisa Nalven

•••

WEDNESDAY



Lisa Nalven (She/Her) • 12:32 pm

Reply with video! I suppose I can quote you on that!

Thanks so much. I can feel your generosity. I guess when you're successful, comfortable in your own skin...already having proved yourself, you can give it away. Although I've heard you speak once before, and knew you were great, I'm now one of your devoted fans.

I'm sending a photo, no, it's not a video, but next time!

My Lens and Me, See As We See.

Capturing Love On Life's Terms.

THANK YOU THANK YOU THANK YOU

LISA



Write a message...



How to Collect Testimonials



Michael Tasner Testimonial (1:02)

Office Hours

1 Module Office Hours: How to Leverage a Quick Au...  Dennis	1 Module Office Hours: How to Use Interactive Video...  Dennis	1 Module Office Hours: How to Leverage Cameo to...  Dennis	1 Module Office Hours: How to Leverage the Power o...  Dennis \$7.00
1 Module Office Hours: An Inside Look at Conquering...  Dennis	1 Module Office Hours: How to Leverage Twitter as a...  Dennis	1 Module Office Hours: How to Leverage LinkedIn as ...  Dennis	1 Module Office Hours: Importance of Creati...  Dennis
1 Module Office Hours: Quick Audit Strategies  Dennis	1 Module Office Hours: Financial Strategies for...  Dennis	1 Module Office Hours: Building Authority Through...  Dennis	1 Module Office Hours: How to Create Interactive...  Dennis
1 Module Office Hours: How to Make \$60,000 in a 9...  Dennis	1 Module Office Hours: How to Land Big Deals  Dennis	1 Module Office Hours: How to Write Your First Book  Dennis	1 Module Office Hours: What to Do When There Are...  Dennis
1 Module Office Hours: How to Become Famous on...  Dennis	1 Module Case Study: Quick Audit  Dennis	1 Module Office Hours: Campaign Audit –...  Dennis	1 Module Office Hours: Optimization Call and...  Dennis
1 Module Office Hours: How to Dominate in Google  Dennis	1 Module Office Hours: Search Engine Optimization  Dennis	1 Module Office Hours: Strategies for Busine...  Dennis	1 Module Office Hours: Roleplay – Techniques on How...  Dennis
1 Module Office Hours: Roleplay – How to Close Deals...  Dennis	1 Module Office Hours: Roleplay- How to Introduce...  Dennis	1 Module Office Hours: How TEAM System Works  Dennis	1 Module Office Hours: How AI Can Help you Genera...  Dennis
1 Module Office Hours: Why Books Build Authority...  Dennis			

Thank You!

