



**5 VIDEO
SECRETS
EVERY BUSINESS
MUST KNOW**

By: Bonnie Keith

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ABOUT BONNIE KEITH- The VIDEO MAGICIAN

Bonnie has over 35 years experience working in the Video Industry.



Her background is in theatre and films as a professional actress. She attended the famed High School of Performing Arts in NYC. She has also taught acting and directed.

Bonnie's first video production company which started in 1979 was called RBK Color Video, Inc. Today, RBK has ressurected itself into the digital era and is now known as: YourVideoPro.com.

At first, Bonnie worked mostly with people in the entertainment industry. She would go on location to film their auditions and performances. Today, Bonnie has widened her clientele to the business world, helping business owners tell their story and get their message across.

As an actress, Bonnie sees everything through the eyes of a “camera lens” and the end result as a “movie”. She is totally self-taught, and learned strictly through experience and on the job training.

Bonnie learned all aspects of working with video including lighting, audio, and of course, editing.

Bonnie is passionate about the power of video for both business and personal purposes.

In 2003, Bonnie’s husband, Rob, passed away suddenly at 53 years of age. While her children were growing up, Bonnie always had a video camera in her hands and basically had documented her family on video for over 20 years. Her adult children are constantly thanking her for providing real life moving and sound images of their father, and not just still images. They can relive precious moments with their dad hearing his laughter, his voice, his singing, his humor, feeling his hugs and his love.

Bonnie’s work has earned her awards as # 1 Videographer in Santa Clarita, CA and Ultimate Wedding Videographer as well as a Yelp Award recipient.

Bonnie is professional, caring, and patient while working with her clients. She can help you relax in front of the camera. She is tedious in her goal of perfection when it comes to your final video product..

The Reality of Video

Business Videos are the Highest Converting Medium in Today's Market

Leveraging these trends will make ALL the difference in your profits. Invest in professional business videos and you'll see the benefits for YEARS to come!

By 2019, global consumer Internet video traffic will account for 80% of all consumer Internet traffic

Facebook generates 8 billion video views on average per day

YouTube reports mobile video consumption rises 100% every year

90% of users say that product videos are helpful in the decision Process

Including a video on a landing page can increase conversion rates by 80%

Social video generates 1200% more shares than text and images combined

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The Power of Story



Storytelling through video makes the video come to life. And you and your business will become meaningful to the viewer.

You want to share YOUR story. Your audience does NOT want to be sold to; instead they want to be informed, educated, inspired, and motivated.

You accomplish this by sharing, not selling.

So Share your personal, heartfelt story. Viewers will be attracted to your honesty and will relate to what you are sharing. People love stories because they create an emotional, memorable attachment.

Again, this is what will make you appear both professional, yet approachable.

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People want to do business with someone they know, like and trust. Viewers will be drawn to you when you share your story with warmth, humor and honesty.

If you want your business to outshine your competition, be sure to tell your story.

Your history, your passion, your vision, and your dreams are all part of your story.

Always tell a story and be sure to leave your audience with an emotional reaction and an emotional attachment.

You will be unforgettable.

Goal of the Video



Every video is different, unique, and tells its own story

You need to be specific with your video's intent.

Do you want the viewer to buy your product or service;

is it a training video for employees; a speaker reel to get more speaking engagements;

a "tip" video series which can help you gain a following and build your mailing list; an introductory web video for your website???

There are limitless other possible reasons for creating your video

. Be specific and concise in your message. Share your story. Your video will appear on Youtube, or your website, or Facebook, or your landing page, or it will be sent directly to prospective customers...or all of the above.

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You want to create a loyal following.

To establish yourself as the expert in your field.

You want your audience to eagerly be anticipating your videos as a source of expert information.

To create a powerful online presence.

To create a powerful Brand!

Youtube is the 2nd largest search engine after Google (and Google owns Youtube). Therefore, you can understand that Google likes video. Google will rank a video faster than just text or photo alone to rank you higher in the search engines.

Boost your SEO ranking.

Increase traffic to your website or landing page.

Close More Sales.

Beyond the Talking Head



To make a video more interesting, the use of multiple cameras and multiple angles are essential. If done correctly, the end result looks more like a short movie than a video promo.

Multiple angles helps to keep the viewer's attention and is more stimulating and pleasing to the eye.

You only have a few seconds to capture your audience and hold their attention. Using multiple cameras is one way to accomplish this.

How to Choose the Right Videographer for You

Today, everyone considers themselves a photographer/videographer because they can point a phone or camera and click “record”.

Anyone with a hi-res DSLR can consider themselves a videographer.

But what is the difference between a good and a great videographer?

1: How long have they been a videographer?

2: What is their background?

3: Be careful about choosing a videographer just because they have school credentials. Being a successful videographer requires years of experience both out in the field and in the studio.

4: Ask to see samples of their work. And Testimonials from clients.

5: A videographer who uses multi cameras is a rare commodity. It takes expertise to know how to position the cameras for the proper “shots” as well as how to edit a multi camera shoot.

6: The videographer should be able to clearly understand Your vision and re-create it using video. This is Your video and the videographer needs to fulfill your vision, not his own..



7: What editing experience does the videographer have?

8: Does the videographer also do the editing, or is this “farmed” out to an outside source?

9: Will the videographer allow you to collaborate on final editing decisions? Can you make any edits after video is created?

10: The Intangibles: Does the videographer have a creative approach to video creation?

Does the videographer have the ability to help people relax in front of the camera?

Does the videographer have the ability to bring out people’s true personalities? Can the videographer fulfill your vision of the story that you want to tell?

Bonnie Keith #Yourvideopro.com IS the Right Videographer for You

I have the experience, strategy, vision and skill to successfully create and produce your videos. *“Bonnie definitely has a gift. Everyone Loved their videos”.*

Book your Free Consultation Now!!!!

I have won multiple awards, such as #1 Videographer in Santa Clarita (Threebestrated.com) and Ultimate Wedding Videographer.



[Click here](#) and tell me your video needs. I can help.

I have been dubbed **“The Video Magician”** and **“The Video Surgeon”**- and would love to do **VideoMagic** for you.