



11 Videos Your Business Needs



How is an explainer video different from a case study, and how can you up your video marketing game? Discover the types of videos your business needs.

SOCIAL
WAVE



Kan Huang

James: James Schramko here. Welcome back to SuperFastBusiness. This is Episode 860. Today we're talking about the 11 essential videos your business needs, and for that I've brought along Kan. Welcome, Kan.

Kan: Thanks for having me, James.

James: Now, Kan Huang, you run a business called [Social Wave](#). And you're a video expert. We're going to be doing lots of episodes on this topic. So I'll just say, right at the start, if you've got questions about videos, if you are using videos in your business, this one's for you. If you're not using videos in your business, this one's for you. You need to be using videos in your business. That's the punchline. Kan, where can we go and find out all about your stuff?

Kan: Yeah, I think most people can head over to our website, which is [SocialWave.com.au](#). Or if anyone has any questions, they can also email me, which is kan@socialwave.com.au.

James: Alright. So I brought you on because you're doing some really great work with some really great clients. I know some of them you can't mention. But they're big names, products we all use. And you've done this in a very short space.

So one thing that always interests me when I'm speaking to people is, I've got this sort of spidey sense for, woah, this person's got something special, they're doing something. And I know, because you're a member of SuperFastBusiness and of [SilverCircle](#), I've seen what you've done in just a few years.

And I'd have to say, firstly, congratulations. Secondly, I hope you're going to share some of that spark with us today. And I know a lot of what you're doing has revolved around your enthusiasm for bringing these different types of videos into the businesses that you're working with. And so we're going to go through a couple of examples.

But first off, I just have to get sort of a statement from you about, what is it about videos that make it so worth knowing about right now?

Kan: Yeah, I mean, videos are just kind of one of those mediums. I mean, in terms of consumption and the way that people are consuming things, video is probably one of those ones that are growing one of the fastest, along with podcasts. You know, statistically speaking, mobile video consumption is doubling almost every year for the last five or six years.

So what we're seeing on our side, even for the short time that the agency has been around, is that people are using videos and also consuming videos as a great way to build relationships, great way to generate leads, and also use it as a really exceptional conversion tool. So it's one of the rare forms of content where you can actually build a direct relationship with your target audience and feel they can connect with you and your brand.

James: Right, so we're going to outline 11 essential videos that your business could use. We'll be looking at some examples, some case studies. Whilst we may not be able to direct people to the actual video, just because of privacy with the client, you've got intimate knowledge of these videos, you've seen them perform. So we're going to talk about the types of videos, at least as an example. And we might have to obfuscate the actual brand, but where you can mention it, by all means, mention it, or we can even put in our show notes any videos that you want to share.

Let's talk about the kinds of videos that you think, if we started with a blank sheet, a whiteboard... And it's funny, I'm actually in a different place to where I record today, so apologies if it sounds or looks different, but I'm in transition with the studio. What's the first video that you think really needs to be on a business website?

The story of how it all started

Kan: I actually think it's the origin story. Most industries, unless you're carving out your own category, most industries and most businesses will definitely have competitors. And what we find is that storytelling always resonates the best.

So having an origin story or place where it all started, and kind of sharing that sort of story as you would with a friend who asked you, why did you start your business? What came about, what triggered you to launch this service or this product? We find that that tends to work really well as a starting point for videos.

And what it does is it actually, like I said, it connects with your audience and builds a relationship with them. And it feels like people can resonate, as opposed to just being just another, let's say, mortgage broker or an accountant or an online coach or something like that. So we find, as a differentiation tool, it's fantastic.

James: As you were saying that, I was thinking about, should Apple.com have this, we started in a garage story on their site? I think everyone knows that story, which is interesting in itself, right? We all know Apple started in a garage, and that he called up the guy from Hewlett Packard and got some help.

We do know the origin story of lots of the big brands that we buy from. And where we do, like, I saw something on TV the other day, and they mentioned Longreach. I think I was watching an episode of The Voice. Okay, I'm not ashamed to admit it. I quite like people putting themselves up there for a Blind Audition. And someone was from Longreach. And I know that's where Qantas started.

So we do know the origin stories of the big brands. We know the origin story of McDonald's, you know, and Ray Kroc's intervention. We know the origin story of Nike, and that it came from a waffle machine. So this is really fascinating. I wasn't going to pick the origin story, but I'm glad you mentioned it.

And it makes me think about, on my about page, I've got a timeline. And I probably should do a video. In fact, I used to have a video on my YouTube channel, which I've deleted now, because it was so old, it was at least 10 years old. But it did take people through my origin story. But I should update it with better production values. And we may touch on that later.

All right, what's number two essential video?

Why go with our brand?

Kan: Number two is, why choose us? So, somewhat similar to the origin story. But again, you know, that differentiation, what makes us different? Why are we unique? A lot of the time, what people do is they pit themselves against their competitors, you know, it's kind of us against them. So we found that that resonates really well, for a lot of cases.

You know, if you're an ecommerce and you've got a product, again, that's a great one. Because, you know, a lot of things become very homogenized over time. And you've got to be able to showcase these videos to show maybe your features, or your benefits of your product or your service, that could really help with making a buying decision for a lot of your consumers.

James: So, I'm thinking again, on my site, I've got a [comparison chart](#), and I've even got a which product to choose. And I suppose it's probably a different type of video. And I don't know if that's one of the 11, if I'm jumping ahead. Helping people choose is definitely a great piece of content. How do you do that? I know that you've had quite a lot of depth with explainer videos. Is that the style of video you might use for this?

Kan: Yes, and no. I mean, you do take certain parts of it. You know, in our explainer videos, or in our agency, we do a lot of animations and motion graphics. And so we use that to really help with making that sort of decision. You know, we work primarily with professional service businesses, or infopreneurs. So if you've got a membership, or you've got a training course, for example, you know, these are really handy.

And so you know, things like displaying charts, like you do with your memberships, or your products and services, those are really great ways. For example, we work with a buyer's agent who really just, you know, can put together a video and says, here's the difference between commercial property and residential property and showcase it. I mean, he's a commercial buyer's agent. So he would be able to, you know, lean more towards the commercial side of things and really rattle off the benefits there. So we found that that works really well, just like explainer videos.

James: Yeah. And again, we see big brands, often talking about where they sit compared to others. And the technique that's happening here is we're allowing people to have enough context to be able to make a choice. And I think it's good to put yourself in the position of a buyer and think about, what are they exposed to? What are they seeing in their research phase?

And lately, I've been selling a lot of stuff on the classifieds here, we've got a classifieds called Gumtree, which is like Craigslist for our American friends. And when I'm listing something, I actually go and search for the thing. I'm listing by model number, and I see, what will they see when they're searching? What choices do they have? And then in my listing, I will take that into account.

For example, if I'm listing a near new surfboard, I might say this surfboard brand new to replace would cost such and such. But you'll save X or whatever, and you get it. And I could even put a link to the competitors, and I'll say, you know, here's, here's we can see the specs and the models of this thing new, but you won't have to pay that.

And that could be a great video, too, if you had a product or service and you know who your competitors are or what your customers are choosing from, and make a video to defend or insulate against the competitors. I love it. What's video number three?

Get it all explained to you

Kan: Video number three is explainer videos. So we touched on that really briefly before, but that's where a lot of the stuff that we do, we spend a lot of time doing explainer videos for our clients. So we look at things like, you know, your pain points that your customers are experiencing. Where, along the buyer's journey, just like you said, where are they researching and finding this sort of information?

So it creates really great content, because explainer videos are really fantastic for creating transformation. So the idea, with a lot of these videos, is to deliver value. It's to help people learn something new or abstract something that they need to be able to help them make a decision.

And what we ultimately find is, if you do this enough and you do it consistently, these can actually really help build a relationship with your audience. You know, Gary Vee talks about his book, Jab, Jab, Jab, Right Hook, which is the jab being, giving a lot of value, and that's what these explainer videos do. So that when you do the right hook, which is when you come to ask for something in return, you know, buy my service, buy my product, that people feel like they're inclined to do it, because you've built that relationship, you've build that trust. So we've seen great traction through explainer videos.

James: Right. And I'm guessing these can be used at different places. You're talking about a sales explainer video specifically here. I don't want to step on any of the later videos, but I imagine after people buy things, that an explainer video will be very handy. Like, I get a brand new coffee machine turn up, it'd be nice to go to their website and see how to set it up, as a video.

Kan: That's right. I mean, if you're selling a software, having a explainer of how to use your software, if you've got a product, just like you said, you know, an explainer video that explains and shows you how to do that. We do a lot, like I said, with professional services. So they do explain a lot of things around some of the pain points, as I mentioned, that a lot of the audience have.

So take, for example, an accountant. They may need to help their clients decide between a, you know, sole trader, which is kind of a very simple structure and tax structure here in Australia, versus a limited liability company or, you know, LLC in the US. So, those sort of explainer videos help with, you know, the nurturing process. So by the time that the client or the prospect comes to you, they're much more educated and they're much more nurtured, you know, the conversation becomes much easier to convert them into a buying customer or client.

James: Yes, like really strong presale game, educating the client, getting them to know what to expect. Okay.

Essential video number four.

The proof is in the videos

Kan: Number four is case studies or customer testimonials. You know, if you're beating your chest a little too loudly about yourself, sometimes it has a negative effect. So we find that if you can encourage, say, customers or clients to share their stories and share the results they've gotten, some of the best marketers are fantastic at this. Guys like Peng Joon and Russell Brunson, where, you know, you go to their websites, or their landing pages, and they've got tons and tons of video case studies and testimonials. That really helps with driving social proof and, again, improving conversions across the board.

James: Yeah, I've used a lot of video case studies before. I mean, I turn entire podcasts into case studies, there's literally hundreds of case study podcasts on this show. And many of them have video these days. Because you can take little snippets or grabs and use them as testimonials as well.

And I think that I agree with you, it's great if your customer's saying they got great results. And it's a demonstration. It's the closest we can get to a test drive now. If you can see that someone else already used the thing and got a result, that's very compelling.

Let's talk about essential video number five.

Here's how to warm up your prospect

Kan: Number five is, we touched on this a little bit, which is your nurturing sequence videos, to help warm up your prospect. So let's say for example, you've got a funnel, or if you've got somewhere where you've captured someone's details onto your database, and you know, they're either considering buying your product or maybe they've got a consultation with you coming up, these sort of nurturing videos help a lot. So emails about things you should think about, before you jump on a call with us. Here are some things to go read and to check out, to obviously learn a little bit more about what we do. So again, it's very much so used as a conversion tool, just in a different application a lot of the time in combination with emails.

James: Nice, yes, I like it.

Essential video number six.

Populate your podcast with these videos

Kan: Number six is podcast videos. So if you're someone like James who runs their own podcast, and you're going to record anyway, you'd be crazy not to consider videos. So this is obviously a little bit different to some of the other ones that we've just touched on. But, I guess, the repurposing power of videos.

So, you know, if you were to write a blog post, you wouldn't necessarily be able to easily repurpose that into a video or a podcast, and therefore, we find that as a pillar content, so a long form piece of content, videos around podcasts are really great for you to turn that into shorter videos. And I'm sure you do that as well, James, on your YouTube channel and across social media, because it just makes life a lot easier instead of having to create original content for every single platform.

James: Well, there's not much to be said on that. We are literally doing that right now, we're recording video. And I wonder which piece of this recording is going to end up as the show intro, and the little social snippet from the show. So the pressure's on Kan. Kan, can we do it? Yes, we can. I bet no one's ever said that to you.

So, essential video number seven.

Where to send people for answers

Kan: Number seven is frequently asked questions. So I'm sure if anyone is running a business, they've been asked the same questions over and over again. And a lot of people don't realize that videos can be super useful when it comes to not just lead generation, conversion, but also with efficiency and productivity.

Now, if you're having to spend 10, 15, 20 minutes, even half an hour per prospect, answering the same questions over and over again, you would be better off creating a video and just addressing this and saying, Look here, go check this out, watch the video that I've created. And I know, James, you're fantastic at this, because you'll record training, and then on the forums and that sort of stuff in SuperFastBusiness, you can just send people a link and go, Go watch that, instead of having to re-explain it every single time.

James: I'm a massive fan of that leverage. I remember my friend Joe Polish talks about canning and cloning. I was at a conference in Los Angeles, it was Underground Four, it would have been 2008, the beginning of 2008. I still had a job.

And Joe Polish was waving around, back then there was this little handy camera. It wasn't a Kodak Zi8, it was the other one, a flip cam. He had this flip cam, it would record, and you'd have a USB stick and you could jam it into your computer and download the video. It was revolutionary in 2008. And he goes, record, record everything so that you can leverage it. And it was brilliant.

So yes, I love an FAQ being recorded. And it really serves that client who's in the research phase. They're trying to figure out whether your service is good for them or not, or what level of service they need. It's also great for post-sales leverage, if you send people things like yeah, how to assemble this, such and such, or, hey, it's an annual renewal, it's time to update your trademarks. We put together a little video explaining the ins and outs of that.

You could use this if you're a bookkeeper, you could use it if you're a service professional of any type, or you sell physical things, or you got a membership. Massive, that one.

Okay, essential video number eight.

What makes this better than what's out there?

Kan: Number eight, I've got comparison videos. So well, you know, it's one of those ones where you might be stepping on the toes of competitors, but provided that you're not defamatory, so that's something that you have to be really careful about and not to skew and toe the lines of, you know, making people really negative, I guess putting them in a negative light, comparison videos can be a really handy way of doing it.

And again, looking to, you know, SaaS companies, Silicon Valley companies are fantastic at this. They do these amazing pieces of content and videos around choosing between them versus the alternatives in their space as well. And again, very similar to how you do it, James, with the chart, they will actually showcase, right, here's our features and benefits versus theirs.



And what we find is usually people these days on the internet have a very short attention span. So videos tend to help with consuming knowledge and information really quickly. So you might have, you know, something in writing that's fairly lengthy, and they've got to read it. But we find most people don't enjoy that. And so videos is a great way of consuming this information easily.

James: It just appeals to that visual medium. And I imagine it gives you lots of opportunities to rank for key phrases on YouTube.

Lots of people are going to be searching YouTube when they're in the research phase, comparing products, especially. I know this for a fact because we have a [surfboard review website](#). And we get a lot of search traffic. And we put plenty of videos on there comparing different models.

Even the famous surfboard reviewers, they compare a polyurethane to an EPS construction and so forth. So even within your own product range, you can compare the different types of products and just saturate the market with choice A or choice B, but either one of them is great for you. So you can compare within your own range, you can compare you versus the others. Very, very good.

All right, essential video number nine.

This is how it works...

Kan: Number nine, I've got demo or product showcase videos. So if you've got a fairly complex or a highly competitive product or a service and there's a lot of similarities, like I said, if it's very homogenous, you again want to do this, whether it's on your product page, it could be that it's on your home page, it could be a demo reel, basically something that can showcase it in the most easy and simple way possible.

We've got a client who sells tax depreciation schedules. So they're a quantity surveyor. For the overseas audience, this is like a report where, you know, it's a very boring report, actually.

James: I'm already feeling drowsy. Just the name of it....

Kan: James is already yawning.

James: Oh my god, I have accounting flashbacks. So just forgive me.



Kan: Like I said, a lot of the professional service clients, like, they're really boring industries. And video tends to make things a lot more exciting and engaging. And so we're in the works right now of actually putting together a product showcase just to explain, in real simple lay terms, how their report works, what you need to do, here are the steps, here are the three simple steps that you need to take to get this, to save yourself thousands and thousands of dollars of tax.

And so we find this sort of showcase, or like, a hero video on a web page, is fantastic for, obviously, getting conversions as well.

James: I'm thinking of some of those sort of Kickstarter things. This is how I would sell an eBike or an electric scooter or something. You would definitely do a demo video, a really cool demo, showing how it folds up or zipping through town, like, using it. This is close to my heart, because that's one way that we used to sell Mercedes-Benz, was let people drive them, and then the car would do the selling.

The closest you can get to that now is the video. And I imagine real estate agencies are using this. They're demoing, they're doing walk arounds of properties as if you're there, and opening up that remote purchasing channel where people used to go and do it face to face.

So I think the demo, I mean, I'd give this a star or an asterix. This one is a powerful, powerful piece, the power of demonstration. [Alexi Neocleous](#), a wonderful presentation at my live event many years ago. And he had a whole thing on the power of demonstration. And so I love a demo.

Okay, essential video number 10.

Another medium for your sales copy

Kan: Number 10 is your video sales letter. So I know, James, you're a big fan of this as well. Again, it kind of goes back to the fact that you know long form sales copy still has its place. But we're finding more and more now that video is a fantastic way of communicating the value of what's in writing in video format, because people just again prefer that medium. It's a very digestible medium.

And so again, building that trust. You know, guys like [Pat Flynn](#) are fantastic at it. If you go to his landing pages on Smart Passive Income and some of the products he sells, awesome, awesome video sales letter right at the top above the fold. And all he does is, he basically walks you through. Some of them can be like demo videos, where he gives you a bit of what we call future pacing, which is, what does it look like on the inside once you sign up? What are the outcomes you're going to get? What are the benefits of signing up and using this product or service? So video sales letters or VSLs are fantastic for, again, converting people on landing pages.

James: Yeah, Pat Flynn is a pro with the videos, that's for sure. He's one of the benchmarks in terms of application.

Look, video sales letter, what I'm hearing in some of the groups that I've got access to, is that a lot of people are converting from their webinar funnels to video sales letters, they've gone from 90-minute webinars to five to 10-minute, short videos that sell more. I think it comes back to the attention span.

You'd have to argue, since we've got TikTok, and Instagram stories and reels and shorts now, people are expecting micro content. If you can compress something long into short and still get the same result, why not?

An easy step for most people would be to have their written sales page converted into a video. That reminds me, I should ask you about that.

Kan: Definitely.

James: Because I've got quite a long sales page, and I don't have a video. And I used to have videos on there. Ten years ago, five years ago. One of the first video sales pages I had was about 2007 or 2008. I had a website with [James Dyson](#). And we used to sell XSitePro templates. And it was XSiteProfit.com was our website, and it had a video sales letter on it talking about the product, and it was really early days.

So I'm a huge fan of this. It's a no-brainer. Put a video sales letter. Try it. Try it instead of a webinar. If you have a long-form sales page, put a video sales letter at top. That's what I'd call a hybrid sales page, where you've got the exact same content or similar content in different modalities to suit a different type of buyer.

Okay, what is essential video number 11?

Making it short and personalized

Kan: Number 11 is, you touched on short videos, and I find that most people spend their time also focusing a lot on videos on the front end of their marketing, which is to generate leads and conversions. But what we find is, and again, James, you're fantastic at this, is the ability to do follow-up videos using things like Loom or Bonjoro. These really simple, raw, you know, uncanned responses that you send over to your clients and your prospects.

And what it does is, it again builds a great relationship. It shows that you're doing the manual work, the stuff that's unscalable. But also, it's the delight stage. I mean, a lot of people spend a lot of time filling up the funnel, getting a lot of leads in, and then they're just losing a lot in the back end, and they're not putting in the retention strategies as well to keep people happy.

And so what we're finding is that a lot of people who have programs like memberships and online courses and that sort of stuff, their using things like Loom or Bonjoro, every now and again, whether it's planned or unplanned, is great and very effective for building relationships there as well.

James: It's just massive, put a star on this. I'm a huge fan of Loom. I've got the paid subscription. It's on my Chrome browser, it's on my phone. This is a game-changer, the one on the phone, because I can easily make a personalized video to anyone, whether they're asking me a question about which coaching is right for them, whether they've just purchased my book, whether they have been a member of mine for five years, and I just want to say something to them personal, or I see something that reminds me of them, or I just want to reach out, whether there's a renewal coming up. So many ways you can use short Looms.

You know, the way I got into this online business and [quit my job](#) in 2008 was off the back of sending a couple of people some videos going through their website and telling them how I can improve it. And, you know, that's a real origin story of my own agency. You should be using these videos.

The best thing about it, and this is massive, is you can paste that link into anywhere. So yes, you could just record natively into Facebook or whatever, but you don't need to.

Paste the Loom link. And this is why: because when they watch it, when they watch that video, you will get a notification. And you know they're sitting there right now and just watched your thing. So if you're selling in that, then you now take a look at your calendar and your schedule and say, okay, it's 10:47am. And they just watched this video. So you know that they're at their computer or their phone at 10:47am right now.

You could actually call them. You could call them just after they watch the video, just give them a call, or flick them an email and say, hey, Kan, I'm just following up. It'd be great to get some insights into my questions, if they've triggered something for you or whatever. So whatever the appropriate follow-up is, but you know, you've got this spider web in action. It's such a powerful tool.

I used to use a different tool. But I now like Loom the most, because it's got a very great portal where all my stuff is. It has a very high open rate. And it's super great quality. And now I'm using it on [Charley's](#) recommendation, actually. I'm using it to record my video solo podcasts. It's really powerful. It's better than ScreenFlow. It doesn't have any lag. And it all stores online. I super love this tool.

Okay. Essential video number 12.

But wait, there's more...

Kan: Oh, bonus one, you're putting me on the spot, James.

James: I've got one for you. I'm going to chip in, since you've been so generous. I think this one should be in the list. And fair enough, it's not essential. So you're not in any trouble here, Kan. I just feel like this one's worked well for me.

I feel like I've been on about this for over a decade. It's worked so well with really boring or difficult industries for me. Injury law and motor dealers. No one wants to talk to an injury lawyer unless they've slipped on a banana peel. And no one wants to talk to a car dealer. They're basically, you know, very low on the totem pole of people that you want to get engaged with or be excited about.

So what did I use for them? Type of video that works well for them as a documentary. It doesn't have to be too fancy. Now I had for about eight years a documentary on the homepage of [SilverCircle](#), until about two years ago. It is powerful.

It's a combo of some of the other things. It's a mix of a case study. It's storytelling. You can put your origin in there. You can put your why choose us in there. You can case study results from a client. One of the ones in my SilverCircle case study was a guy who was making \$30,000 a month. Flew from London to Sydney to my live event. Within a month he's making \$300,000 a month, and he talked about it in my store.

It was black and white. It was filmed by my good friend Michael Hanson. It was art. It was beautiful. It was not salesy. This is why I love documentaries, because they're not salesy. Not too salesy. Who's doing documentaries now? Tony Robbins. That whole thing is a sales letter. That whole documentary is a sales letter for his events.

If you wanted to get people to eat plant-based thing, you put out a documentary like Game Changers. You can influence and change the behavior of so many people with an under-the-radar documentary. It is not an in-your-face sales thing, but it is a very, very strong persuader. Look at, there's one called Seaspiracy at the moment.

So think of all the documentaries you've watched on Apple or Prime or wherever you watch them. We've all watched documentaries, they move you, they transform you, they lay out ideas, and tell stories, and do some journalism. And you feel like you're getting an impartial or factual account of something. I love documentaries.

The one that I did with the car dealer was telling you this story. It was an origin story, it was like, why this guy ended up with a Mercedes-Benz dealership. Why he cares so much about looking after the customers, and why their dealership is different to all the others.

The one with the injury lawyer was like, the motivation behind why he decided to get into injury law. It was because something bad had happened to his mom, and he wanted to right it for other people. He didn't want other people to suffer, and he wanted to be able to help other people get what's rightfully theirs and not be ripped off by big corporates and become a minority or squashed by big power players.

He wanted to fight for the little people and to help them. It's a really compelling documentary. And this is an industry where they call them ambulance chasers.

So I think a documentary, it may not be essential, but it's definitely, we'll call it number one of one of the most powerful videos you could ever put into your armory.

Now if you want help with your videos, if you want questions done, get in touch with Kan, Kan from SocialWave.com.au. kan@socialwave.com.au. He's a good friend of mine now, we work together. I've been helping him with some ideas and recommending to my clients, because he's a dynamo. This guy, he knows his videos. He loves them. He's got a great team. He's fast, and he's good, and savvy.

Kan, I really appreciate you coming and sharing all of these videos with us. We got the 11 essential videos and one bonus optional video from James.

Kan: Cheeky bonus one.

James: Cheeky bonus video, the documentary. I do love a good documentary. And it reminds me, I probably need to get an update. But you know, this day in a life of, or whatever. Look at guys like Casey on YouTube, Neistat. Or even Gary Vee. He's documenting his life on social. That's really what he's a big proponent of, and he's the OG for that. Even GC, you know, the Grant Cardone. He's documenting his trips on his airplanes and stuff. These things are powerful, influential pieces.

So anyway, Kan, just to wrap up, if someone's listening to this, and they're not using videos in any of these ways, and they want to get started, have you got some sort of overall tips? I know they're going to ask, what camera should I use? It's got to be answered. What camera should I use?

Kan: It is. I've created a video, I've created an FAQ just for that question.

James: Look at you! So okay, can we put a [link](#) to it in our show notes, on episode 860?

Kan: We can, yes.

James: Alright. So Kan's pick for cameras. Maybe we'll put a couple of other examples there, too. You can send me over whatever you want there, Kan.

I hope you'll come back. And maybe if you're listening to this, and you want us to go deeper on any one of these 11 essential videos and the one bonus option or cheeky video, then please let me know, send me an email, reply to any of the emails that I send. Because I get them personally. And we'll go deeper on those in our future topics, future episodes.

So thank you so much, Kan.

More about the doco

Kan: No problems. And I suppose, just, you know, a bit of a parting comment for a lot of the listeners here. You touched on, obviously, the documentaries. And I tend to agree. I mean guys like Yes Theory, if anyone watches these guys, do beautiful 30 to 40-minute documentaries. And what they do is, they talk a lot about, I guess their motto is about seeking discomfort.

So they've got this real mission to it. And so if you watch a lot of their docos, it's all about, I suppose, you know, chasing you know, things that you know, I guess make you uncomfortable. I believe they did a documentary with Wim Hof, for anyone who does follow Wim Hof and the ice man. And they go through all these ice exercises, which is incredible.

And there was another one about skydiving, where, you know, he's an avid skydiver, and went through this really challenging, you know, with someone from Red Bull, collaborating with them about, I guess, doing something that's never been done before, which is, you know, skydiving from the lower orbit of the Earth.

And so they use this as a great way. And like you said, it's non salesy, and they connect with their audience. And you know, they've got things like merchandise and other ways to monetize the audience and keep this going. But, you know, it's that kind of, I guess, beyond just sales, but it's more about having a community.

And that's what documentaries tend to do. I guess, if you look at guys like The Minimalists, they're fantastic at it as well. They're all about a lifestyle. We've talked about minimalism just this past week. But really just beautiful documentaries, as well.

And I suppose those who are out there looking to do videos and a place to start, besides what equipment that they're going to be purchasing, you know, a lot of that is to do with understanding your buyer's journey, you know, your audience's buyer's journey. Where are they? Where are they at? What do they need to know? And these different types of videos help harness different parts of that buyer's journey.



So have a look in, think about where it is that people are consuming information to choose your product or your service. And what sort of videos can you create, to help them move them along this journey as well? Obviously, if anyone needs help, more than happy to, you can email me and I'll provide some guidance there and what sort of strategies may be best, or what are the top five or 10 videos that you should do to get started.

James: Good man. You could drop the mic if it wasn't already resting on the desk.

Kan: I like to keep it clean. Thank you.

James: Thank you so much, and we'll get you back. I appreciate it. This is Episode 860, superfastbusiness.com. And if you enjoyed this episode, share it with someone, let them know about it, give it a social Tweet or make a comment somewhere or leave a review and we'll catch you on the next one.



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