



Your Video Journey
CHECKLIST

by
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Welcome!

Hey VideoStar (in-the-making) ~

I'm sooo excited that you're here. You know why?

Because you're a big-dreaming entrepreneur and you want to make amazing videos for your audience.

Like any grand adventure, learning how to SHINE on-camera and to make videos your dream clients will LOVE, is all about learning more about the path you're on.

So many people dive in head-first and get freaked out by the technology and by just the thought of putting themselves out there.

This checklist keeps you focused on your next video step. Making irresistible videos ain't a sprint; it's more like running a marathon.

You don't need to master ALL these steps at once.

In fact, it's best when you take it one baby step at a time to keep your learning curve manageable (and even FUN).

So have a looksie at the adventures that await you, and **feel free to send me a line if you've got any Qs.**

Dream up,



Sarah Michelle Brown
Your Virtual Video Director



Your Video Journey Checklist

- One-Sheet -

- Say a real YES to your video adventures.
- Start with simple, low-pressure videos so you can get comfy on-camera.
- Make LOTS of these simple videos.
- Start having FUN on-camera + bringing out your personality on-camera.
- Learn the tech stuff once you're feeling comfy on-camera.
- Start doing public, out-in-the-real-world videos once you're feeling comfy on-camera.
- Use video to build your biz and to connect with and delight your dream clients.
- Outsource for services when you need to.



Your Video Journey Checklist - Detailed -

ONE – Say a real YES to your video adventures:

Before any great journey, it's important to say a real YES. This means that you're willing to challenge your notion of what you can do on-camera and it also means you're ready to roll up your sleeves and "be the change."

You. Can. Do. This.

All it takes is a real commitment to daring to say you deserve to have a voice; you deserve to be seen + heard.

TWO – Start with simple, low-pressure videos so you can get comfy on-camera:

Sooooo important. I preach this all the time. Making practice videos is a sure-fire way to move forward on your video journey.

Every single time you dare to press that "record" button, you get a bit better at this on-camera stuff (even when you're absolutely dreadful, lol.)

THREE – Make LOTS of these simple videos:

Rinse and repeat. Often.

If you only try to make one video a year, it's gonna suck. Video appreciates repetition and commitment.

It will actually love you back if you can take this key step.



FOUR – Start having FUN on-camera + bringing out your personality on-camera:

Yep, whether you believe it or not, ALL my students get to a point where they start having fun in their videos.

They actually look forward to pressing that “record” button.
#transformation

FIVE – Learn the tech stuff once you’re feeling comfy on-camera:

Don’t even think about the gear and the technology at the beginning. Save that for down the road.


Once you’re comfy on-camera, the tech ain’t scary anymore. It’s just part of the process.

For your practice videos just use a camera that’s easy for you to use (like the one inside your smart phone, tablet or webcam.)

SIX – Start doing public, out-in-the-real-world videos once you’re feeling comfy on-camera:

Oooo this may sound terrifying when you first read it, but putting yourself out there into the real world becomes your next natural progression.

You may experience some additional resistance here, but when you push through, you dream clients will THANK YOU for video investment into yourself!



SEVEN – Use video to build your biz and to connect with and delight your dream clients:

When you reach this point in your video journey, it becomes about connection, creation and outreach. Start building your video courses, doing Facebook lives, blogs and webinars.

Your dream clients will THANK YOU for video investment into yourself!

EIGHT – Outsource for services when you need to:

The final stage of your video journey is when you're ready to hire the pros to create your special videos so that you can take your biz to the next level.

This includes things like:

Hiring amazing, professional editors (like myself, lol), who take your footage and transform it into gold

Hiring incredible directors with an eye for branded videos (like myself, lol), who bring their team of industry experts and create exceptional, beautiful videos for you and your biz

And that is a wrap on your video journey!

SPECIAL NOTE:

You don't have to experience ANY of your video journey alone. As a filmmaker, actor and Virtual Video Director, I'm ready to be your partner from start to finish.

Yahooooooooo!

About SARAH

I'm a **real-life filmmaker** and I also **work with big-dreaming 'preneurs (like YOU)** who want to play it bigger in their biz by making amazing videos.

The only problem is you feel awkward on-camera, you don't know where to start when it comes to content and structure, let alone video production, and you're terrified to put yourself out there.

Heck, just thinking about making videos makes you break out in a sweat and your heart race!

It doesn't have to be this way.

I teach you how to be **CONFIDENT + FULL OF PERSONALITY** on-camera and make **AMAZING** videos so that you become fearless about putting yourself out there and build genuine, loyal connections with your audiences.



WANT TO WORK TOGETHER?

