



BRINGING BUSINESS TO RETAIL PODCAST  
EPISODE TRANSCRIPTION



**Salena:** Hey there and welcome to this week's episode of The bringing business to retail podcast. Now not only is video content the most successful marketing tool out there, it's now kind of expected that businesses have really great quality videos for marketing and branding and so today because I know that video can be a very scary thing. Today I brought on the most skillful video person in my realm at the moment and that is Mr. Thomas Duress. So welcome to the show. Thomas because I am super excited to talk about video.

**Thomas:** Well thank you so much I mean for having me on and talking video I could do this for days on days so yeah I'm excited about to be able to share and talk video with you.

**Salena:** And funny now we are recording this podcast in video. And that is because we we actually use this video a few times over guess I will uploaded to YouTube on to our video channel. We'll pop it onto the website. And we also upload it natively to Facebook. So we use the same piece of content over and over again and then we will recycle it might text clips of it out and we'll post them on Instagram on insta stories if you have a fantastic quote standing jotting my notes down so we can grab that clip and use it on insta stories which is just something new that we've launched into in 2019. So I'm still working out how the whole thing works but seems to be going down well. So we didn't even talk before we jumped on air, we didn't even talk about Instagram. So I'm gonna write that down in my notes to come back through and talk to you about. But tell me how you get into the whole video thing in the first place.

**Thomas:** Yeah, so first of all that the idea of using video is what you were just describing there is the power behind video and we can definitely talk a bit more about that. But the how I got into it was simply 13 years ago before really video was a consumer type access. It was working for a studio. It was right at the brink but for me it was, I was still working with tapes versus digital and hard drives you know. That was a foreign thing that was all new when I started working on that. But I had this idea, I just want to become a camera operator for whatever reason. I had this vision or this knowledge of; I just wanted to learn how to shoot camera. Now what that meant, I had no idea what that entailed I had no idea, like I was actually going to

school to be a firefighter. And then I was thinking that being a camera operator would just be a cool hobby. And so it quickly turned into where I was introduced to a video production company out here and it quickly turned into me working, quitting school working free for a whole year 30 hours a week at this video production company. Learning from the ground up and then finally got my first paying gig a year later, literally a year to that date of me volunteering I call my internship .

**Salena:** Yeah I'm going to say that sounds like an internship but let's just call it that.

**Thomas:** Yeah yeah yeah. But I got my first paying gig and I thought I made it. You know I got paid one hundred bucks to work 15 hour day of just doing P.A. work, which is just production assistant basically doing all the ground work that a crew, without a crew is not doing it. So yeah. So that was it. And it was just a love for me trying to be; trying to use whether the camera is not, a lot of my back history was more broadcast style it was getting on a camera and listening to a director call the camera shots it was either live events. You know live events such as sporting events or shows or whatever the case may be. But you know that was my first. That was my first gig was just getting on camera and trial by fire and and it took a year for me to get on camera with them.

**Salena:** Behind the camera not on the camera.

**Thomas:** Yeah behind the camera, it was all behind the camera. You don't want to see this face in front of camera.

**Salena:** It's funny because you've obviously seen the rise of video and you were just talking and I was thinking back about how about eight years ago I had this fantastic idea. You know I think I'm a bit ahead of the curve sometimes. I had this fantastic idea that the products that we used; so we used to sell these baby carriers and they weren't always the easiest thing to understand out of the box. And so I had this idea that we would make all these videos and we would send our customers videos after they bought the box. And so that they could be feel quite confident using the product even if they hadn't come in store. So we used a drip at these emails with. How do you use your baby carrier. And now I look at that and go I was like a pioneer.

**Thomas:** Yeah yeah. If you think Magic where you have been if they did that like you know when you thought of that but it was difficult. It was definitely a lot more difficult and much more difficult than it is now.

**Salena:** Yes I remember buying the whole light set up and having to find a room and the love Mike. These days I literally record all of my courses on an iPhone with a mike.

**Thomas:** Yeah yeah yeah I know. I mean ever since these things these have come out it's definitely been a game changer for everyone. And that's selling a business selling a business, selling a service selling a product. You said it best it's expected but where my message is, is hey, everyone started getting the video now they understand the power of video. But now it's how to utilize it effectively, how to actually create great video, better video. You know great quality because let's just face it. I think there's a lot of congestion out there of just really really bad video.

**Salena:** Yeah.

**Thomas:** Like we have gone through the stage of use video use video and everyone's now doing it but now it's just tons of bad quality. And so it's just a matter of trying to level up and and be able to be above that that congestion and stand out okay.

**Salena:** Okay. So tell us how to do that. Tell us I guess to begin with let's talk about how you can utilize video effectively before we get into how to up level and get a lot of people over those hurdles because it's a lot of people who are going to be saying, I don't want to be on camera. So do you personally have to be on camera to utilize video effectively?

**Thomas:** No absolutely not. You do not have to be on camera. A lot of people choose to be on camera cause I think it's the easiest thing to think of. Like I need to be the one that says the message. I need be the face of my product. I need to be the. And that's if you're trying to start a brand where you are the brand then maybe in the end but there's other ways of doing it. But if you're not you don't have to be in front of the camera. Obviously one of the easiest is to use voice overs and just shoot a lot of what we call B roll. And that what that is, is video that shows you actually the product or the service it's not actually seeing the person on camera. It's just showing the very beautiful shots, the the detailed shots

the cinematic shots, the things that really help drive the story visually. And so that's that's that's one option. And so you know when you're creating a video piece; I think we're a lot of people's struggles like OK I need to have video. What is the video that I need to first do? And in it all depends on where you start. I think there's different levels of different videos that you; know if you're just starting as a startup business, then maybe getting like a quick message video or a testimonial video. Those are some easy videos to use to be able to start getting just start being what's the word I'm looking for really help supporting what you're trying to sell right. And then and then if you're like if you're in a business has been in business for three five years six years and you're trying to scale up and you're trying to move up and you already kind of had that foundation that might be the time where you invest in the videos and start doing branding videos. Start doing more market driven videos for yourself. If you're leveling up you want make your video quality match that level up that you're going into.

**Salena:** Yes. So in terms of utilizing; say we've got the video before we get into the tapes. So we've got some videos we've maybe got some testimonial videos and I guess these are; what I love about testimonial videos is, that's not you behind the camera. Right. And you ask your customers if you're an e-commerce site, you could even ask your customers to upload a short video or do an insta story. Videos don't have to be long do they. We can't have 15 seconds inta story videos.

**Thomas:** Yeah. No it's; I think I said the testimonial videos, if anyone that's going to like start video, testimonial videos are the best. No one like you mentioned you're not in front of a camera. Number two you're letting someone else share their story but it's allowing them to share their story and describing how your product or your service affected them. And people are going to buy into that. People are going to be able to relate to other individuals because they're like Oh my God, that person's story is almost exactly what I needed. Right. And so my issue, my problem, they've got their is resolved by using your product or service maybe I should go and invest or buy that product or service because I can relate to that person and they're real people. And you're not in the front camera and you can use those testimonial videos to repurpose content such as your Instagram Stories, your Facebook, Facebook marketing ads, put it on your Web site. You know people want to know more information about how your product is used. And by just going into those different realms of or different platforms of where your video relies on. Now you took one piece of content and you're able to spread it in like five different ways.

**Salena:** Yes and I think a lot of people won't forget that, especially if they have a longer video and I say longer I'm talking three or four minutes. If you have a longer video you kind of forget that you can't read it, but you can you can, just take clips. As you were just talking about testimonial testimonials. And I

recently did a couple of months ago I did some workshops and one of the ladies was; she just did not want to be on camera. And so we said to her, well could you just record your testimonial with voice and then my video guy down in Melbourne he just put it over the bayrole. and when we talking about payroll for this event it was people who were walking into the event, people signing in to register, pictures of the room, and pictures of me talking. So it didn't actually appear on the video, but he put her voice over that footage. And so it still became a beautiful testimonial. And she didn't have to worry about being on camera because the thought of it petrified her. And if someone's giving you a testimonial I guess you can't really push them that far out of their comfort zone, you've got to be thankful that they get to say nice things about you.

**Thomas:** Yeah. And obviously you know I always and when I said in my testimony videos, I want to get the emotion. I mean I want to be raw I want to be you know people buy off of emotion, people buy off on authenticity. They know when you're fake when they're not. When it's stage when it's or if it's you know legitimate. Coming from an actual true feeling and that's what the power of video is. I think we can win in today's in today's environment and everything we do. That's how we communicate is through video. Everything is visual. Everything is through that. I mean if you're not using video you're not really communicating with the people that you need to be with. And so kind of going back to the testimonial part I tried to sit down with them and put them in a comfortable environment put them in a comfortable space. It could be at their home. It could be either you know somewhere they're comfortable with and there's not. I always try to tell people take them out from a a spot where there's a lot of congestion, there's a lot of people. Just take them in a nice quiet room and and let them share their story. Let them feel like they have a safe space to open up and be able to be pretty vulnerable in certain circumstances. Now I mean obviously if you're selling a product that I don't know, it could just be a simple product but there's definitely services and products out there that are very vulnerable like for example one of my clients is selling health insurance and they sell insurance is basically a different option for insurance here in America.

**Salena:** It's kind of a really boring topic right.

**Thomas:** It is a boring topic. No one likes to talk about insurance. What we did was we took an individual and where she couldn't get insurance or insurance was too expensive and she was telling her story how she had her stillborn and because of the insurance company, she felt like she was just a number and she was not getting the attention that she needs especially going through such a trauma and such an emotional experience. But by going through the healthshare company it really just relieved a lot of those

overwhelming feelings were something that pretty you know not fun to deal with but she felt like she got the support got the prayers, she felt like a person. It was like it was her just telling her story of what she went through and I can guarantee tons of moms were going to be able to relate to something who's ever might have lost a child or whatever the case.

**Salena:** I mean I mean you don't even have to have lost a child that no no.

**Thomas:** I mean anyone that has a heart and a soul is going to feel for her.

**Salena:** Yeah and if she's telling a story about how they related then you want that too. If something is going if something's going wrong you want somebody on your side. So it just I mean that's a really great example because to me that just shows even the most boring mundane product you can elevate with video.

**Thomas:** Absolutely. Absolutely.

**Salena:** I want to jump in quickly just because we're talking about products there. Talk about product videos on Web site. Now I will say why I love product videos. One because quite often they will give you a better insight to how a product looks or feels like in my head I'm thinking of fashion and this is a great Web site that I always refer to called Bird's Nest in Australia. And they have a little video of a lady wearing the clothing. And to me and they often have more than one person on in different shapes. And to me it's like Oh I actually want to one big thing is knee length like I don't want you. I'm 43 now I don't need a really short dress. My legs aren't what they used to be. So I always want to make sure it's going to come to my knee. And sometimes the models are super tall and you can't quite gauge. So when they actually walk in the dress I can see how big it is. All that kind of stuff. So to me those videos are the difference between me buying and me not. And in fact in those videos I actually don't have the ladies head. They kind of cut the video off they just have her body so she's not on camera. But then I also was just looking yesterday at a website called on it which is like a supplement and bodybuilding type website not because I'm into bodybuilding. They actually have a really good website and they have video about all the supplements. So it could be yeah it's a picture of some guy. We have video of some guy running talking about endurance athletes and how he uses this product to help stay hydrated. And clearly I didn't pay that much attention I was just impressed with the video. And from a search engine point of view Google and all the search engines Love video they love to be able to think that there's video on the front

page. So I think you have many points of difference if you have product videos on an e-commerce or e-commerce Web site so could you give us some tips on how we could make some great product videos? What kind of timeframe we should be looking at? Are we looking at 10 seconds 30 seconds? Yeah I mean it. And what I guess the biggest thing for me is what kind of tips do you have to get a good product video?

**Thomas:** I think I mean when you're talking about length, 30 seconds to a minute video. I think a lot of people don't realize how quickly 30 seconds is you know or even a minute how quickly that goes. So you could get a lot of great footage and a lot of great detailed shots to really showcase your product.

**Salena:** And you could see that if you can get them on for 30 seconds or a minute on a page plus the time of taking to read.

**Thomas:** You won.

**Salena:** Yeah.

**Thomas:** They're and I can't remember the stat. There is this amazing stat I want to say it's like 86 percent of products that have video were sold.

**Salena:** I'm gonna look that one up.

**Thomas:** I know I can remember I can't remember the exact stat. I just remember my mind being blown and if you think about it like I don't really buy anything online unless there is a video attached to it. Because if I can't see it, pictures don't do a justice on it. It can be deceiving. But so if, every time I try to buy a product when I'm on Amazon or even even my camera equipment when I go to my B and H store online. I'm looking for video because I'll be able to really kind of tell a lot better if this is what I want. Or if this is not what I want.

**Salena:** OK. Tell us what's in there then. That's a really good segway. What do you look for as a consumer in a really good video.

**Thomas:** Well number one is I look for the actual shot of the products, different angles of the shots of the product. So a side shot top down, front some of the product kind of turning around. You know I could use a really good example. There's a watch company I did some work for. It's VINCERO. It's a Latin name and and it was ijust showing the details of the watch, the engraved V on the little dial you know showcasing all that. Showcasing the inside of the watch of where the actual hands are moving and in the end just the deep blue colors as of this particular watch and the band and scene. So you see again some wide shot close up a wide shot a medium shot a close up. So those are the shots that you want to look for. So kind of give you a tip number one it's called sequence shooting. Sequence shooting is literally meaning that you're showing the same shot but in different perspectives of wide medium tight. So for example your wide shot of your product would be the full thing. Right. So you're establishing what that product is. Yes. A medium shot kind of goes in closer to maybe you focus on like a specific area of of that product that you want to focus on but not being so close yet.

**Salena:** So can we talk about the watch just so people need to be visual. So the first one shot is a picture of the whole watch.

**Thomas:** It could be turning. It could be turning. He could have some cool light effect over it just to kind of make it dynamic. You know just really kind of bring out the stylized of it. So it's people want to be grabbed. So you're first shot that you want to make sure is attention grabbing. So while you would have an established shot of the wide shot think of some creative ways to be able to... light is the number one thing is where maybe have a light just try and just wave the light over it and you'll just see the light kind of go through it you know it kind of reveals it.

**Salena:** So now a medium shot would be perhaps a picture of the face.

**Thomas:** Yeah I would say where you get medium shot would be a picture of the face of the watch. And still show some band right. Get a little bit of the band and then say the close up a shot typically you need like a macro lens basically so you can get close. For the close up shot is seeing the detailed work of the inner makings of the camera. So like really really close where you really see like two numbers. I think maybe the numbers and the hand going over the number. It's a really really pretty engaging just; It makes you feel like you're literally a micro. You feel like you're like a little bit shrunken guy that's playing on the watch and seeing this massive hand pass you by now. And so you're feel like you're in

the watch. And so if you keep that sequence in your mind when you pick what shots you want, you're going to be able to have; a lot of be a lot of things to choose from when you actually edit and cut to show and demonstrate what you want your viewer or your potential client or customers to see.

**Salena:** And so that's got nothing to do with you being on camera.

**Thomas:** Yeah, nothing to do with it.

**Salena:** And to be honest. If you were doing it it would probably take some time but for the people who are listening for them to go and do it, they could probably knock that thing over in 10 minutes. They could give it a go a few times over and maybe it wouldn't be perfect. What will be your quality. There is something that they would have that their competitors don't have.

**Thomas:** Well yeah. I would give yourself an hour. I would definitely give yourself an hour. Maybe it's not necessarily an hour of you actually shooting it but it's an hour if you're including the shooting part but also setting up where you're shooting your camera. That's another number 2 tip is not setting up the camera probably, but setting up your product. You know a lot of people may use like a back black drop or you may make it look like you're just in this black hole or use like get some items and set your scene of where your product wants to be. So let's use the watch shot as an example again. This watch; I really like I'm actually not really wearing it right now but there's another watch company that I really really enjoy called original green. And their watches are wood watches. So when they take their would watch it is in place of like pieces of shredded wood or they're in the mountains and like there you know it's their background in there scene of where the watches at matches and really describes the story of where the watch is coming from. So number two I guess tip would be sort of create a; you have your product but create some real creativity objects around that you know around that product to help showcase it and you'll have some. Now you're dealing with foreground and background you're dealing with dynamic shots that you're going to be able to really help tell the story.

**Salena:** I was just thinking that about the high quality watch and probably because I've been researching hotels at the moment for places to stay. But I was just thinking if you had like a really high quality watch maybe Jordan George Clooney is coming to mind as well but having it you know draped on a lovely coffee table with a glass of whisky next to it. Oh yeah. It's the story is that you're trying to tell the story.

**Thomas:** Exactly. Yes your product is the thing that you're selling. But tell the story about it. Like if you're if you're product like like stay with the watch is your watch more classy or is it more adventurous. Is it more edgy. Like who's your market and then build that around that watch. And so and it doesn't take much. It's a trip to a local craft store. It's a trip to maybe outside or something. This is where the creativity comes in. Yes you want to get your shot of your watch and showcase it but have fun with it but tell the story of that watch where's that watch from? What drives you to build that watch you know? And so maybe it's out in a middle of the street you know.

**Salena:** Or like a skateboard Yeah.

**Thomas:** Skateboard or something like that. You know and use that to really really help tell that story. And I think you're going to be far and above. It doesn't take a professional to be able to build something like that just use your creativity. And you can get those videos using your iPhone.

**Salena:** Okay. So let's move on to some tips on how to use if you're okay with it. Let's start with some tips on how to use an iPhone. And then what I might also get you to do is maybe give us some suggestions of people who are looking to up levels so that we can cover both bases. The people who are going, I really like to get into this video thing and the people who are like I feel pretty confident. Tell me the next level of stuff. So let's start with iPhone. What do you suggest; your smartphone. What do you suggest using. Do you have any like extra lenses or light. So tell us what you would do.

**Thomas:** So when it comes to the iPhone honestly. First of all use what you're comfortable with. We use what's easiest. There's a lot of different apps out there but just kind of going what you have with the. I would call it like what comes with your phone. I'm an iPhone user so a lot of my references are going to be based off of the iPhone. So you know everything for any Android users they're out there. But the number one I would highly suggest is to kind of number one get some type of little osmo rig for your iPhone like a Steadicam Oh they're fantastic. Or you know a rig to put on a tripod so you keep it steady steady steady footage. You don't want; the great thing's that iPhones do come with great image stabilization so you get away with going some handheld. But the getting one those little easy osmo rigs for your iPhone or a tripod is gonna really up the level of the video you could do on your own. That's what professionals will use.

**Salena:** And they're not expensive.

**Thomas:** No they're not expensive at all. You know actually I have I don't have it here with me.

I don't want to do with it. But there's just a lot of different things that you can just find out. Just go I would go on BH, I would go on Amazon and you'll find there's some really very inexpensive steady you want to look up like steady cans or steady rigs and or just tripods for your iPhone and you'll find it. Osmo are the biggest ones. But BJI is what I would use. So that's number one is that that's going to really help improve the quality of your footage. It's not going to be shaky. Number two is just exposure. You know you can use it within the camera app. I mean the way that the phone works with that now portrait mode. You know you can you just want to make sure you're focused on where you're; what you're having. And and then take the video and just have fun with it. And then you can go into the movie right there on your phone to add some filters to it. You can add some different designs. There's a great there's an app that I use called Adobe spark which allows you to...

**Salena:** I played with that the other day.

**Thomas:** Yeah I like Adobe spark it's super easy to use. You don't have to worry about being a professional on it kind of just takes that stress away. You just kind of pick and choose what you want to do. How your design of your video you want to do. And you could cater to whatever platform you're using Facebook, Facebook cover, Instagram square, Instagram Stories a vertical. You know there's so many different things that you can do on it. So there's different programs you can just download. Adobe spark is what I would use as I use. Also I movie is a great thing. It's a very very templating stuff for someone that's on a budget for someone who's trying to do something on their own. It's a perfect way to be able to go out and have fun and create and not spend too much time on your edit and on your post work and you're doing spend more time actually just trying to put out content and creating fun filled like videos for your product.

**Salena:** And the good thing about that is I'm very much a fan of done is better than perfect. Let's be honest, for most people the first video often is not going to be the best one. But it doesn't mean that you can't use those on social media. Because I think on social media, customers aren't expecting perfect. They do like the rough and roar and ready and see how a product works and having a bit of laugh if you drop the camera halfway through. That will build that connection with you. And so you could be doing

all of those until you get to the point where you are actually, you know this one is not too bad. I feel comfortable putting this one on the website.

**Thomas:** Right, so it's funny. I have a show that I call just create. And it's literally encouraging people to go out and to create these videos. Just go and do it and who cares if it sucks the first time. No one is going to remember it. The way information is going through, no one is going to remember that. But you have to start at some place. And then after you do a hundred of them you are going to be so much better off than when you were in your starting period. So you just have to go and start to do it and not be fearful about it and just go and do it. I mean I'm so passionate about encouraging people to do it because I think we live in a society, we live in a world where there is so much criticism. And people are scared to kind of really allow themselves to be creative or kind of go out and open themselves up because it's very vulnerable to open themselves up. But just go and do it. People are not going to remember so go ahead and create and just and have fun with it. And you will get better. You definitely will get better. I mean my first video that I did, I look back on it and I'm like, what was I thinking? I mean even my first show. The guy that I am supposed to be like, think that I know everything, my first show was just me and this mike and my camera. And I did put lights up and I'm looking back at it and I'm like this is horrible. But each show I progressed and got better and better just because I'm like well, I got to do this and I got to do that.

**Salena:** I was looking back at my Youtube the other day and I was doing blogs three years ago. And someone called me the other day and said, really good information but you look very wooden. And then I had to write back and I said, yes you are correct. This one is three years old, it was the second video I ever did.

**Thomas:** Yeah exactly, it's just like I'm improving you know. There was something that you mentioned that was really important. So if you are starting off, there is nothing wrong with creating your DIY videos, you're doing your own videos right. You need to make sure that you have that video out there. So if you take those tips you are going to be able to create those videos right off the bat. Sequence shooting, building a scene, building a background help telling the story about your product. And then using those different Apps for your post work. Don't spend too much time on it. You're not a professional, don't try to become a professional. Just get it out there and be in that mode of done is better than none. And so that's that level that you are at when you are starting off. Now when you are at a point where your business is scaling and you're quality is up. There is a lot more demands of you going

up and furthering your company or your business, then that's where you probably want to then make sure that you start now looking into investing into a video production company.

**Salena:** Yes, so tell us how we find a good one of those.

**Thomas:** So number 1 that's a great question. And that's something that I love answering. I think, and I'm very aware of the industry that I'm in because of the accessibility now to cameras and to video. Everyone now thinks that they are a video person. Or everyone thinks that they can do video. And they may be able to be a good videographer. They know how to work the camera technically but they don't know how to story tell. So the very first thing I always say is number 1 when you are looking for a video production company or a video production person, you know sometimes people like to hire just individual. Make sure they know how to story tell with using video; visually story tell. Because you could be the perfect picture but if the audio is bad, if the content is bad, it doesn't mean anything. So you want to make sure they are not just a videographer but they are a story teller. Does that make sense.

**Salena:** The best way to that is maybe ask for a portfolio or some websites, something that they have done.

**Thomas:** Right a lot of people ask for demos. Those don't mean anything. Demos are easy to create. They don't tell a story, they just show somewhat work. Demos are sort of a waste of time. When you are looking for a video production company, number 1, actually who are the clients they worked with. Number 2. ask for actual full videos that they've produced and have shot. So for example, you saw one of my companies is the one with a large health care or a healthshare companies. Well, can I see one of their videos. And it's like yeah, no problem, I can show you one of their videos. If they can't show you that it may pull up some red flags.

**Salena:** Yeah you want to find some examples of what you are trying to achieve. So in that case it's like we have a really boring product and we need to connect with our customers. So can you give me examples of that.

**Thomas:** Yeah, we have to be very careful, just because they didn't shoot a video, just because a video production company hasn't shot a video of a watch. But they shot other products doesn't mean that they

can't shoot watch products. So I've had people who are like, these are great videos but they don't have anything of what I'm selling. Well, no you are the first person that comes to me selling that sort of a thing. But I am able to tel the story of this. So you want to take a look at different aspects of the videos. Okay, are they for example do you want to go more on motion graphics animations or do you wan to go, you know get examples of that. Do you want to go like a story telling type of a scene. Then you want to give examples of that. If you want to go more product shooting, get more examples of them actually with their products that they have shot. It may not actually be specific to your product. So number 3 is, expect a minimum of video, when you are ready to invest in a video, make sure you are comfortable with the budget of the video.

**Salena:** Are you going to share some tips on what we might be looking at there?

**Thomas:** I would say when you know that you're ready to invest in a high quality video, it's going to be a minimum here in the US of \$3000 and above.

**Salena:** I think that is quite reasonable. That is not dissimilar to what I pay.

**Thomas:** Yeah, so I think if you are ready to make that level I think as a budgetwise as an actual number, a hard number. You are not going to be able to get some great videos if you have a \$3000 budget. And just know that the more the demands, the more they can scale up.

**Salena:** Very much true. Thank you so much for sharing that number because I think a lot of people, when they get scared, and maybe they need to budget. Maye they are at that point where they will say, we need to scale up. Okay, so now we have a bit of an idea. And we also know that when the quote comes bck that someone says \$20,000, that they are way off the mark for a basic video. That's what we are talking about here.

**Thomas:** Do you know what Sea is?

**Salena:** Yes

**Thomas:** I wish I had the support of the team, I would be able to do this. But they did a fantastic trial or like a testing of videos. And they call it a one, ten and a hundred. So you can look it up and they show a lot of behind the scenes, what as the process that they went through. They took one company and they shot the same concept of three videos. But one was a thousand dollar budget which was off of an iPhone by the way. And then they did one at a \$10,000 budget and then they did one at \$100,000 budget. And they wanted to showcase number 1, what the breakdown of those prices are. What you get out of a 1000 bucks and then what you get out of \$ and then what you get out of \$10,000 and then what you get out of \$100,000. So now you kind of see where the money actually goes which is kind of really, really nice because I think a lot of people will go \$10,000. what do I get out of it? This helps breaks that down. Now what they also did is they went even further than that. So they are like, okay so we created these three different videos, same company, same message with these different price range. And we wanted to see analytically what has been the most successful of these videos when it comes to engagement, when it comes to people actually subscribing to whatever their product, their purchase is. And they came to know that \$10,000 was the best. And so not the \$100,000 one. and I think those days, unless you are the bank of America. Those \$100,000 budget, there is no need for that.

**Salena:** But if you want \$100,000, you have to send one.

**Thomas:** Yeah you know, that's all good. Great that's awesome, call me if you need me. But their \$10,000 range is where they get the most success out of it. So if you are within that 3 to 10,000 dollars range, you're going to be able to get some real dynamic videos.

**Salena:** Yes, and I think this is very important to the people who are listening who are product creators or suppliers or distributors It's their job to market the product. So we have retailers but we also have the people who create products or design products. And that investment in the video could be the difference between you stocked or not.

**Thomas:** Yeah

**Salena:** It's like gret products shots. The video just takes it to the next level.

**Thomas:** People are going to purchase based off what they see on the video versus what they see on pictures and stock photos. Stock photos are great, they are beautiful. You can use stock photos for Instagram. There are still a lot of usage for stock photos. The most successful to actually sell and wanting to make a purchase is through video.

**Salena:** Yeah we'll see if we can dig that out and put it into the video.

**Thomas:** Yeah, I would because it's pretty significant.

**Salena:** Pretty high. Okay, I'm going to wrap it up there. That's my little video joke. I'm going to wrap it up there and if people are thinking you know I'm ready to take the next step and actually invest in some really good quality video and they happen to be in the US. Where can they find you?

**Thomas:** Well, you can find me my website is [tdfilms.com](http://tdfilms.com). That's where you'll find my social media. I am on Instagram and Facebook. But the best local one place to go is [tdfilms.com](http://tdfilms.com).

**Salena:** Fantastic, thank you so much for sharing that. I have written a couple of pages of notes, I will get those all typed up and put in the show notes for you. All the resources that Thomas has shared so that you can be out there creating some fantastic videos super fast. Thanks so much.

**Thomas:** Thank you so much. It was a lot of fun.