



Time to complete

- 5 hours initially
- 30 minutes weekly

# One Minute Video Course

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**Caleb Guilliams** is the Founder of Better Wealth Solutions. Caleb and his team work with people all over the country showing them how to take back control over their wealth today while also enabling them to have successful financial futures.

At the young age of 19, opportunity knocked and Caleb was able to run the investment department at his local bank. This initial exposure to the intricacies of money and the added responsibility of handling client's wealth drove him to spend the next two years traveling the country in search of experts who understood how money worked. He wanted to discover the best methods and strategies for regaining control over money for both his clients and himself.

Now as host of the podcast Better Wealth, he is able to interview and talk with some of the same experts he learned from. From the beginning, his personal mission statement has been: Help people see and reach their highest potential. He continues to carry out that mission through helping people save, spend and invest their money in such a way as to live out their highest potential.



# CALEB GUILLIAMS





# Course Checklist

## 1. Become a member of our Facebook Group

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

- Social Video Insiders Group: a safe place for members of this course 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 one minute videos. (see on page 7)
- Logan Young - Why one minute video? (see on page 7)
- Assignment** - Make 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/PBG](http://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 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 time.

# Goals of the One Minute Video Course

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. Specifically, 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.

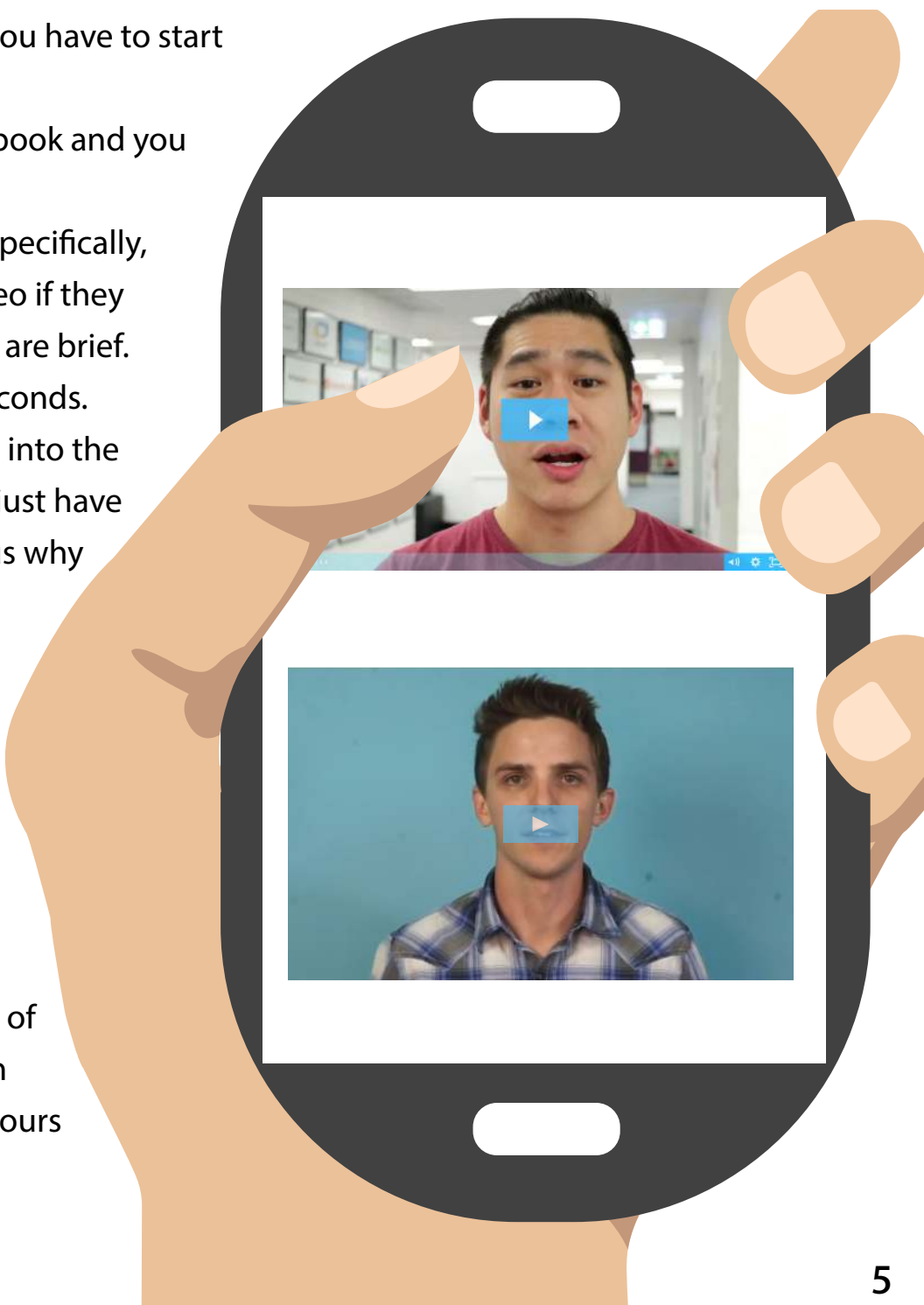
You must learn to grab their attention quickly and pull them into the story you are trying to tell. This isn't as hard as it seems, you just have to start. So, pick up your phone, point it at yourself and tell us why you're doing the work that you're doing. Start with, "when I was..." then tell us, "what I learned..." and finally, "what I believe..." and how that led you to the work you do now.

This course 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.

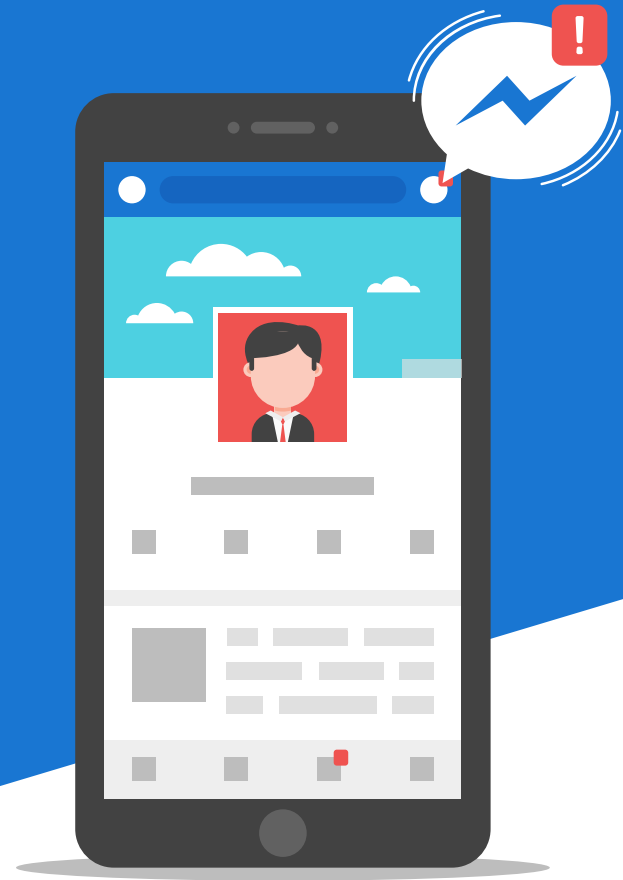
And it all starts with a one minute video.



# CLICK TO JOIN FACEBOOK GROUP

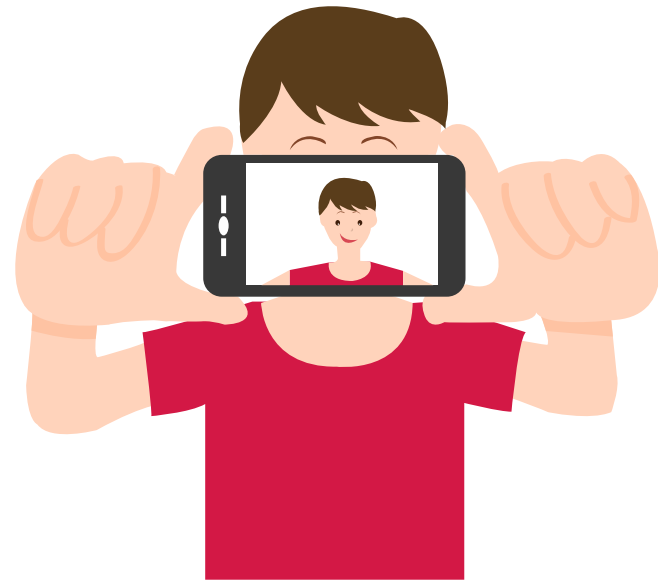
**JOIN NOW**

We have created a private group on Facebook where members can post videos to get feedback from BlitzMetrics 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 BlitzMetrics team. You must mention you got the One Minute Video course, since no response to the required field is automatic rejection.



# 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.

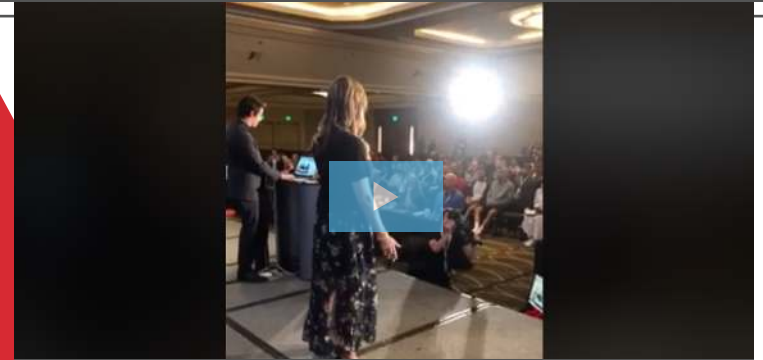


## 3. I STARTED \_\_\_\_.

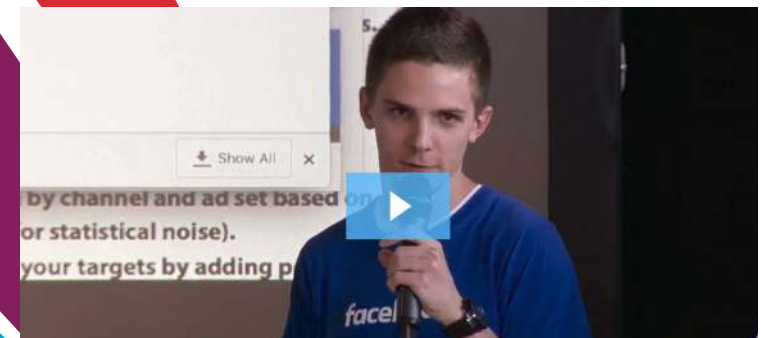
Give a brief explanation of what you do. Make sure to be specific and concise.

**blitzmetrics**

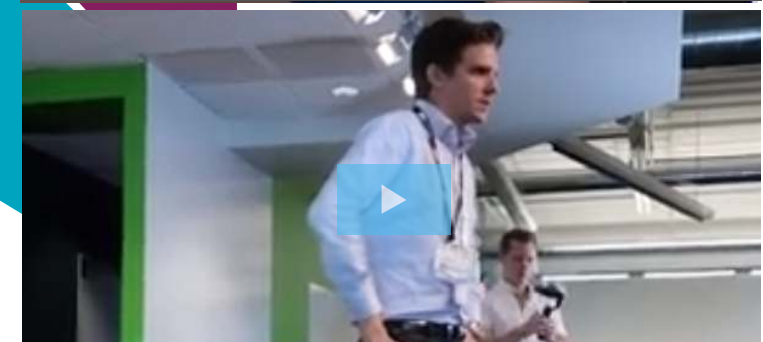
Learn more at [blitzmetrics.com/WHY](http://blitzmetrics.com/WHY).



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



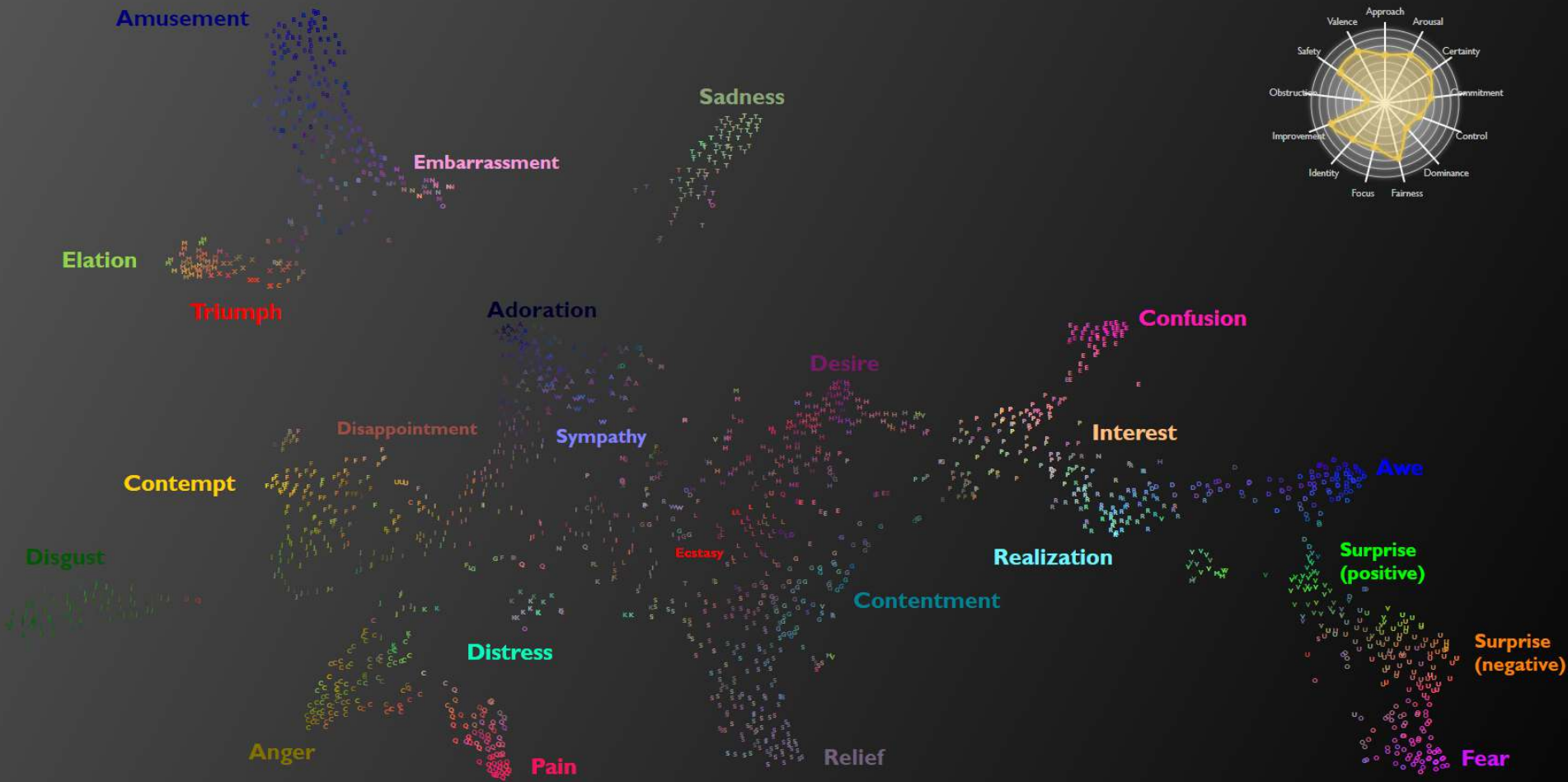


# THE STRUCTURE OF THE ONE MINUTE WHY VIDEO



# 24 types of emotions

33% Contentment + 17% Amusement + 17% Desire + 8% Ecstasy + 8% Serenity + 8% Surprise (negative) + 8% Surprise (positive)



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



**Travis Chambers**  
*Chief Media Hacker, Founder*

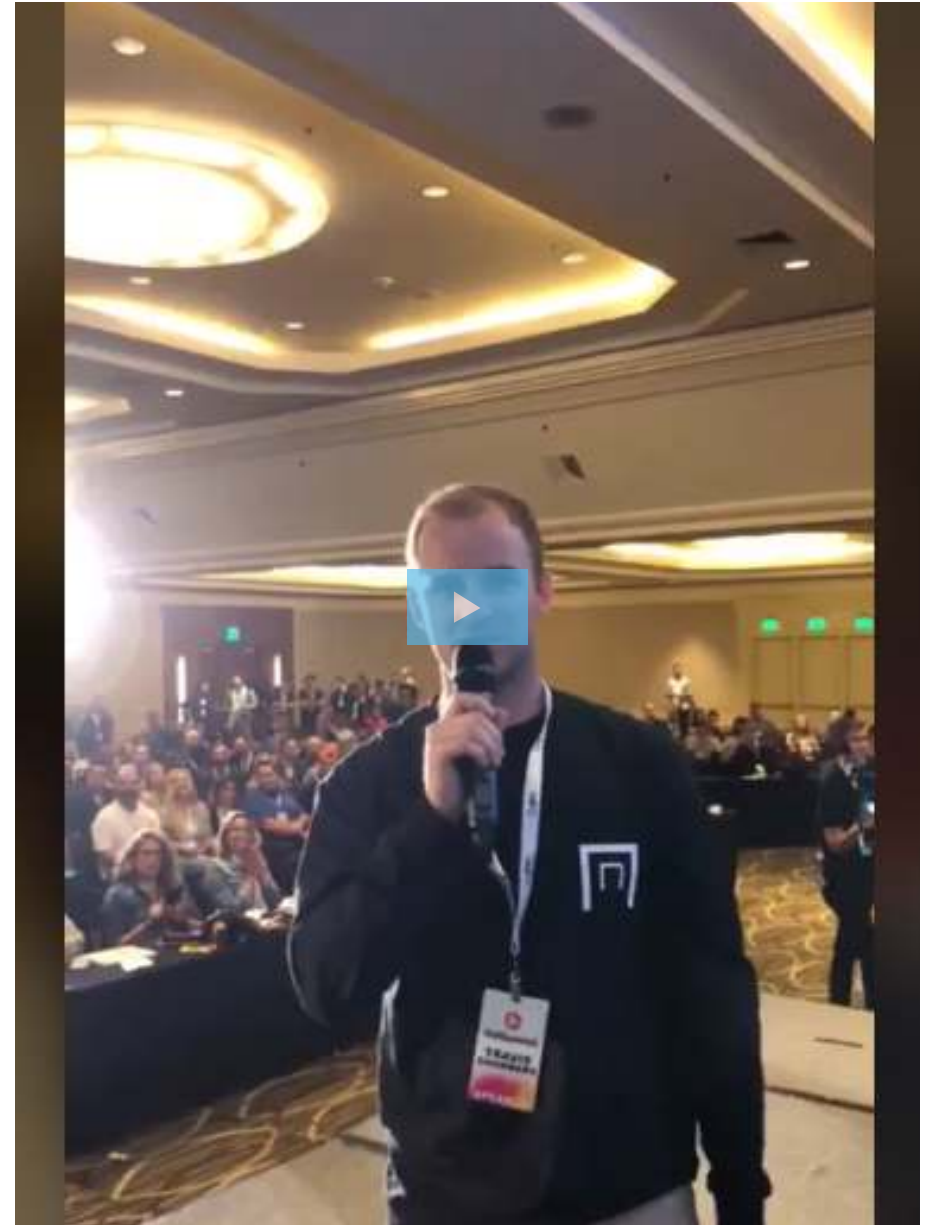


*Chambers Media*

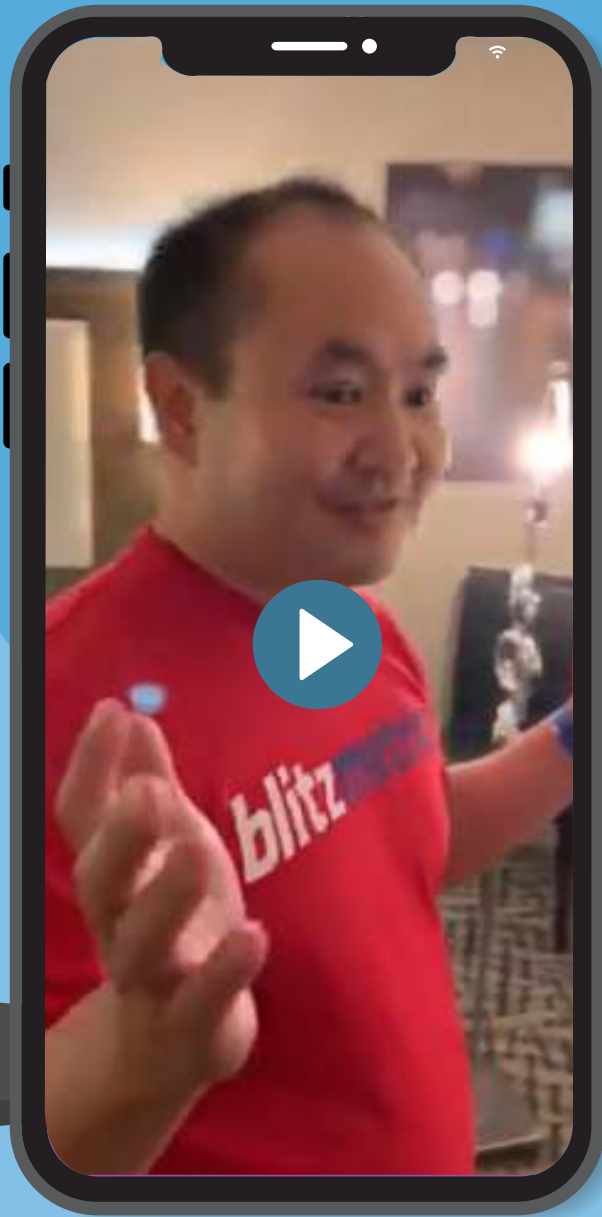
Last week the famous Dennis Yu and Logan Young had me up on stage at VidSummit to demonstrate this style of a personal branding video. You need to tell a story with the following prompts:

- 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.



# 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.



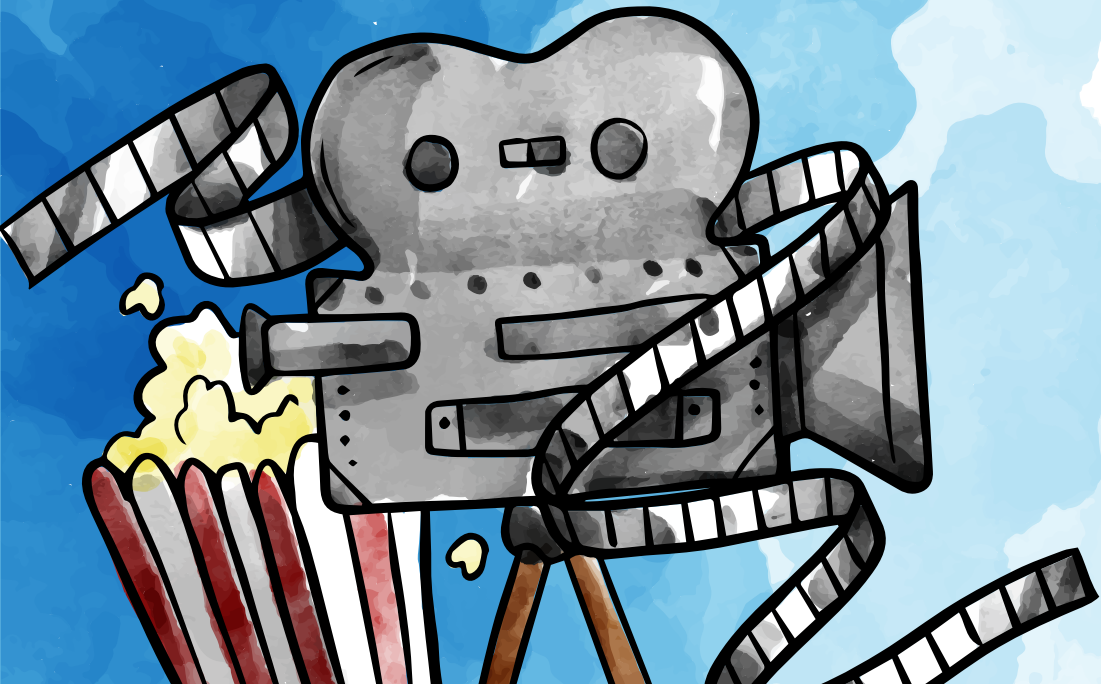


- ✔ Once you've built your Topic Wheel with at least 3 topics and 3 people each for you to interview, it's time to seed your Content Library with videos that you create.
- ✔ Start by listing out questions that you can answer in one minute. 60 seconds isn't long, so choose topics you can properly cover 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 fits 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\*](#).

## REDUCE THE SUBJECT'S ANXIETY

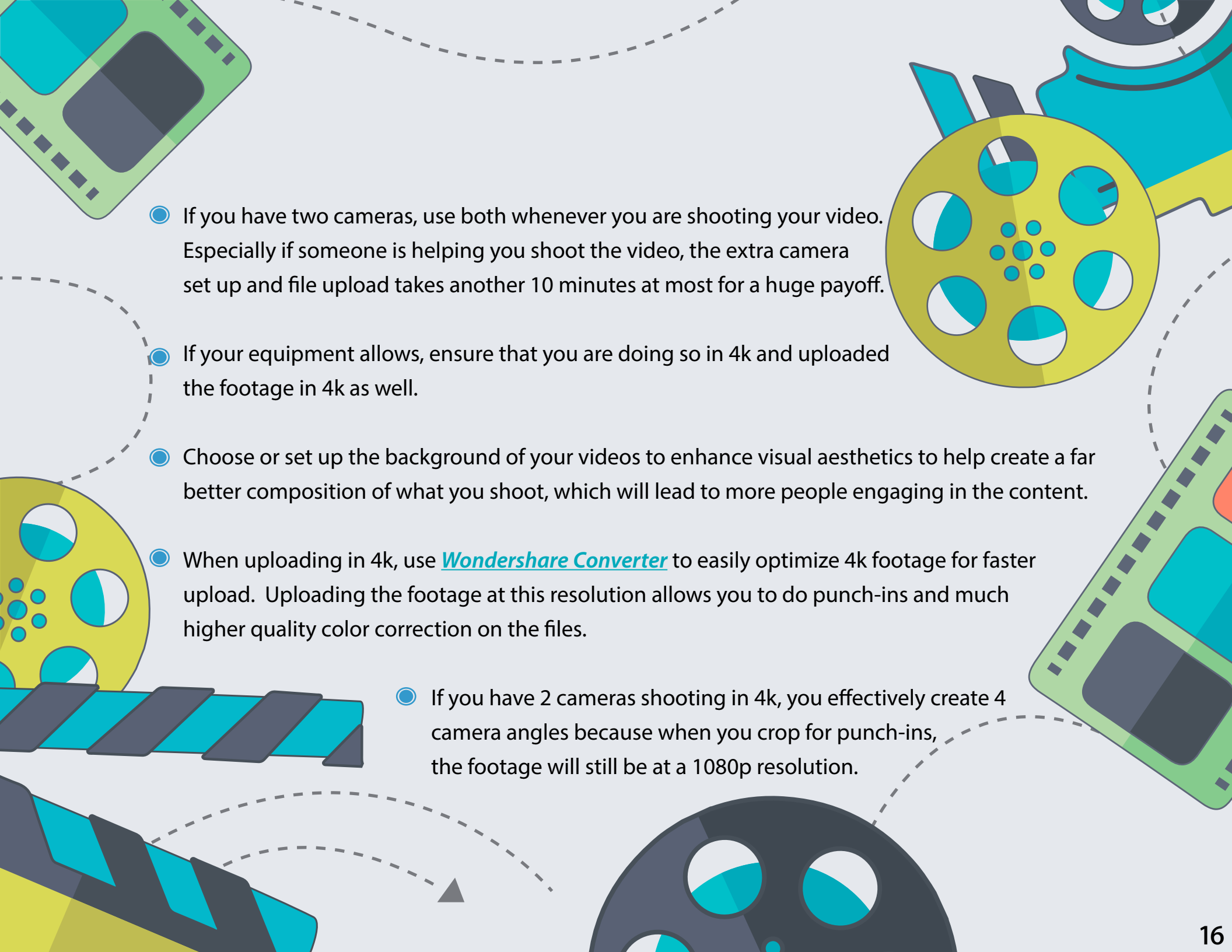


- Most people, even pros, are camera shy. Standing in front of a camera with the lights glaring at you and mic clipped to you is intimidating.
- If your subject is tense, their videos won't be as good. You'll be there much longer doing multiple takes, and nobody will be happy with the result.
- Get around 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.



# 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 uploaded 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.



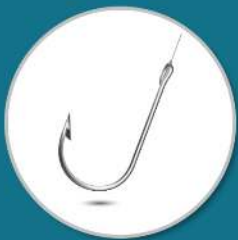
## 4 COMPONENTS OF THE ONE MINUTE VIDEO



1

### HOOK

(FROM 0-3 SECONDS)



Capture their attention immediately, so no video bumper, saying your name, or reusing what you might have in a TV spot.

2

### IGNITE PAIN/PLEASURE

(FROM 3-15 SECONDS)



Users must identify with the problem or opportunity. Ask a question, show success or failure, make clear the benefit.

3

### DESCRIBE SOLUTION

(FROM 15-50 SECONDS)



What are you offering, what is the product or service?

4

### CALL TO ACTION

(FROM 50-60 SECONDS)



What do you want them to do?

*blitzmetrics*

## 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/CMG>

### Assignment

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



# Filming vs Editing

- ✓ Get your camera ready (This can be as easy as holding up your smart phone).
- ✓ 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](#).

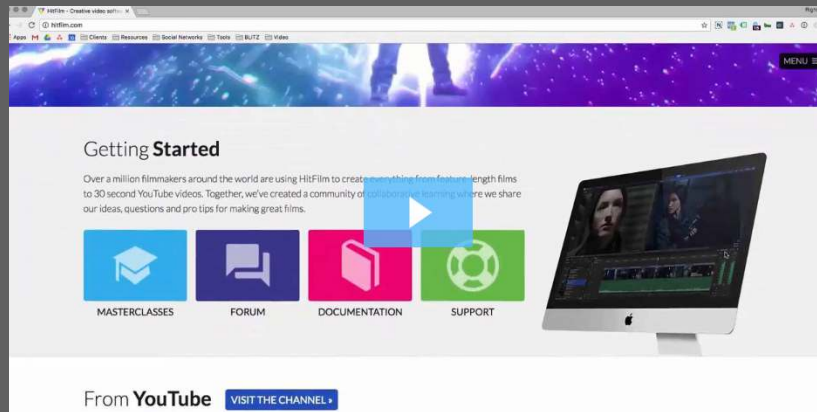
## Assignment

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



- ✓ Use free editing software until you are proficient to move to Adobe Premiere.
- ✓ Read this article from Wistia  
<https://wistia.com/learn/production/shooting-video-with-an-iphone>

- ✓ Having bumpers at the start of your videos is a good way to get people to STOP watching your videos instantly.



Intro To Hitfilm



Dennis Yu's Speaker Reel

## Editing Steps

- ✓ Watch the introduction to HitFilm video to begin editing.
- ✓ Use a square format when editing, which will also determine how you film the video.
- ✓ If you messed up when filming your one minute video, you can trim that section so one good clip will jump to another good clip. This is known as a jump cut and is widely accepted for videos, especially on social media.

- ✓ If you're editing a WHY video, add in light music.

### Assignment

- ✓ Clip the head and tail of your video to have no waste time. Upload the link in a word document.



# WHY

# 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 Standards 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.

# VIDEO BENCHMARKS

## REACH

(WILL VARY BASED ON TARGET AUDIENCE)

VIEWS = 50% OF  
TOTAL REACH  
EX). FOR EVERY  
1000 REACH YOU  
WANT 500 VIEWS

50% View Ratio



Views | No View

## VIEW LENGTH

> 3 SECONDS	POOR
6 SECONDS	AVERAGE
10 SECONDS	GOOD
15-20 SECONDS	GREAT
30+ SECONDS	UNICORN

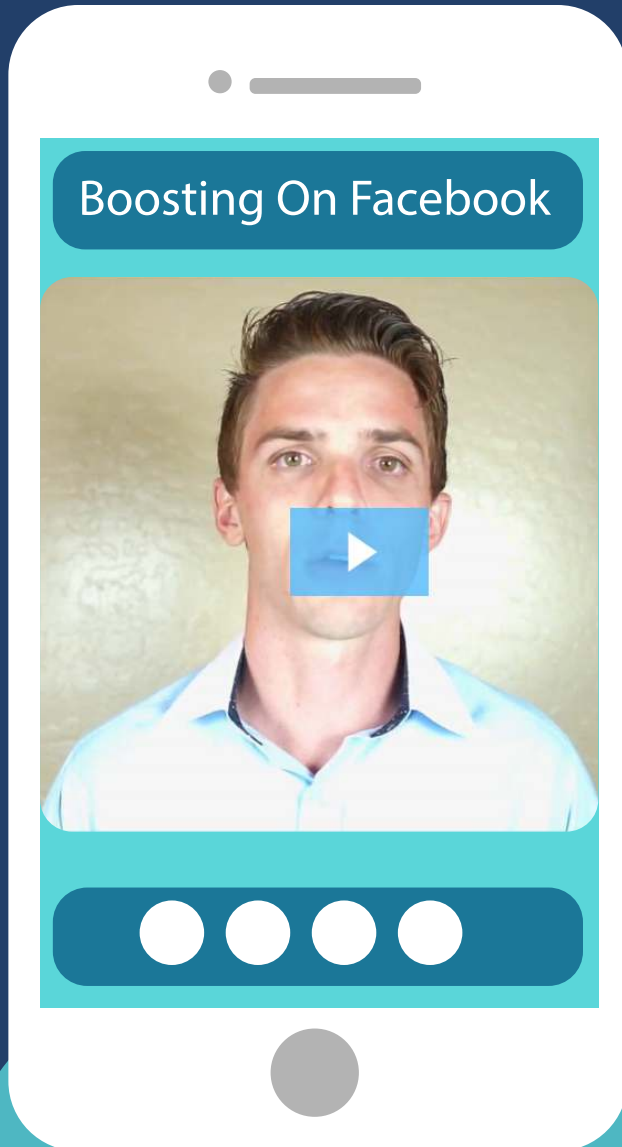
WE LIKE TO SEE VIEWS TURN INTO 10 SECOND VIEWS AS FOLLOWS

> 30%	POOR / AVERAGE
30-40%	GOOD
50%	GREAT

# AMPLIFYING VIDEO

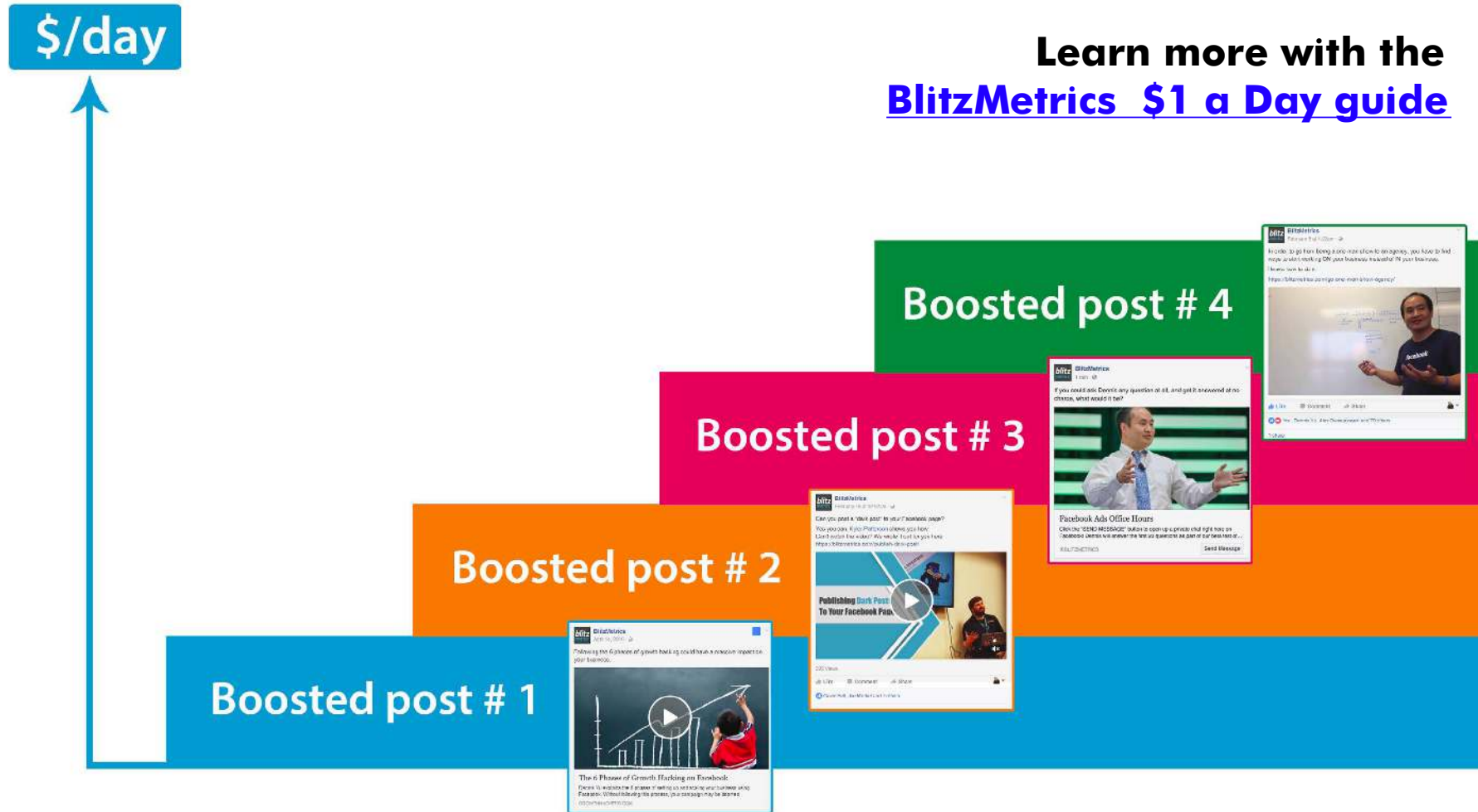
- ✓ Use \$1/day on Facebook to make sure your video is seen by the people who will engage with it.
- ✓ Micro-target selected audiences to match the content.
- ✓ Learn how to boost posts effectively on Facebook. Check out our Facebook Dollar a Day course. <https://blitzmetrics.com/fdd/>

- ✓ **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 ever-green 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 course of a week that are running together at a dollar a day.

facebook

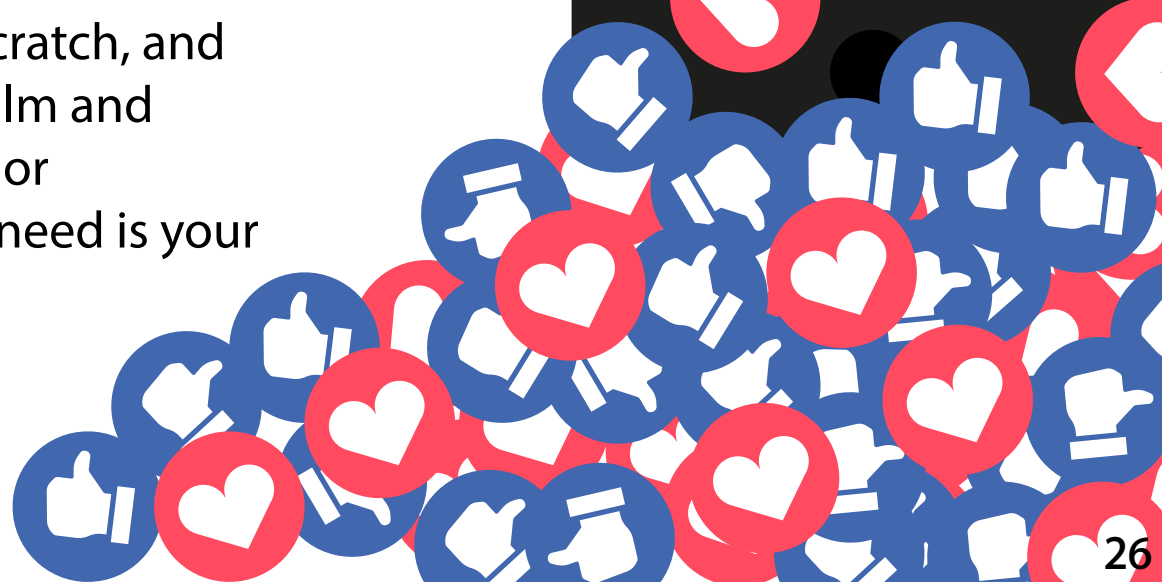
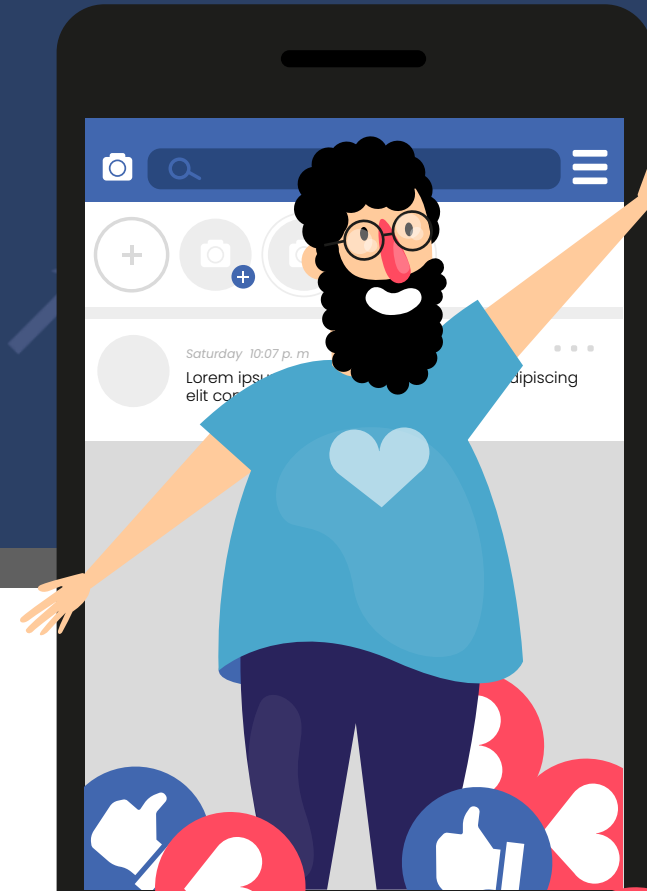
# MOBILE STUDIO



Learn More



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 video. All you need is your phone!

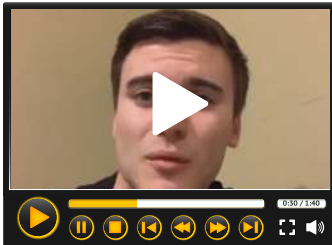


# 19 TYPES OF ONE MINUTE VIDEOS

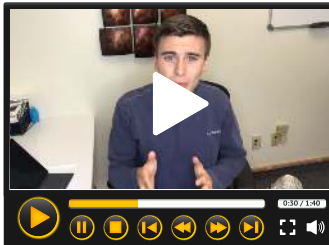
## WHY VIDEOS



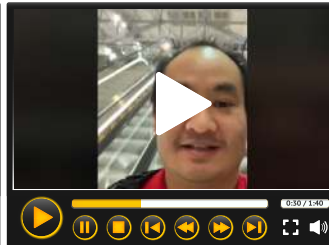
STAGE



STORY



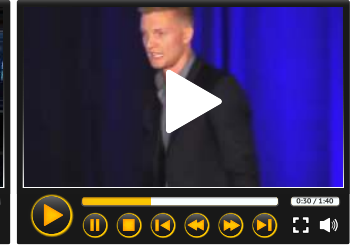
GRATITUDE



SELFIE

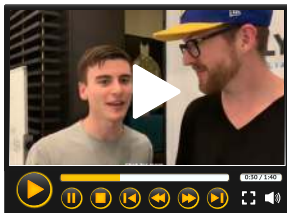


INTERVIEW

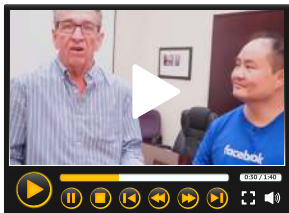


SIZZLE REEL

## HOW VIDEOS



PERSON INTERVIEW  
SELFIE



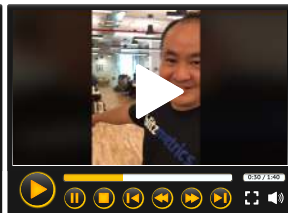
PERSON INTERVIEW  
SELFIE



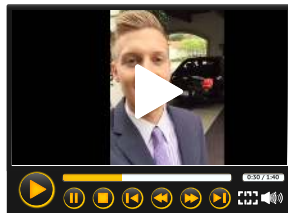
FORMAL INTERVIEW



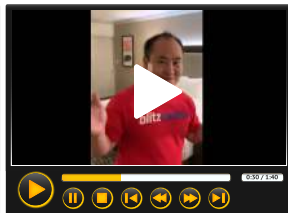
HERO



FORMAL COURSE



SELFIE

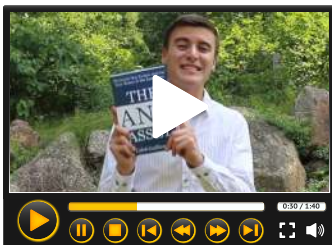


ASSISTED HOW TO

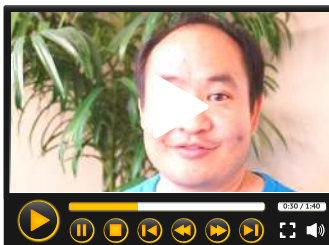
## WHAT VIDEOS



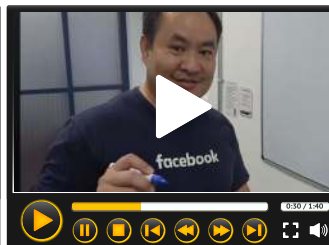
WEBINAR PROMO



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.





## 1. Become a Member of our Facebook Group

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

- [BlitzMetricsAcademy Group](#): a safe place for members of this course 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 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](http://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 AfterEffects, etc.
- Assignment** - Clip the head and tail of your video so there is no waste time.



[LEARN MORE](#)

## IN CONCLUSION

Videos are just one component of content marketing. Now that you have learned the components of a one minute video, extend your knowledge and learn more about you can improve all of your content marketing. You're now a one minute video machine. Now, let's make you a content marketing guru. Check out our [Content Marketing Course today.](#)



[LEARN MORE](#)

# Congratulations!

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

Let everyone know how you are doing!

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?



# Course Review



## 1. Become a Member

- ✓ Social Video Insiders Group: a place for members of this course 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](https://blitzmetrics.com/CMG)
- ✓ Know your brand - [Blitzmetrics.com/PBG](https://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 time.



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