

TRANSCRIPT:

Ep. 099 Patrice Poltzer on Utilizing Video Marketing on Social Media, Top Trends to Pay Attention to, and How to Get Started with Video

Intro Clip, Patrice Poltzer: If you don't viral on a video, but it has nothing to do with who you serve or what you do or what your businesses, you're going to get maybe an influx of followers, but they're not following you because they actually want to learn from you or they could buy from you. They're following you because maybe you made them laugh on a video, which is fine if you have an account that you're just having fun with, but as a small business and a solopreneur. Or you need to use marketing channels for the free ones smartly so as long as you're going to be on Instagram be intentional about it for your business. So if you're going to do TikTok or if you're going to make reels, make them useful. Make it relate back to your business.

Shannan Monson: From CEO school it's Wine Down Wednesday, pour yourself a drink and join us for CEO happy hour as we share the messy behind the scenes, straight talk and real world advice to help you level up in leadership and in life. Cheers.

Suneera Madhani:

Hi, everyone. Welcome to this month's fireside chat. I'm so excited to be here today with Patrice Poltzer. This is going to be such a fun interview. This is going to be intimate, and we're so excited for Patrice this time today for our members of our club so that we can learn from her incredible incredible skills. Just a quick bio on Patrice is a Gracie award winning video journalist and an Emmy nominated today show producer guys, Emmy nominated today show producer who founded a boutique NYC video agency in 2017. Her team of former journalists because she says you want journalists helping you shape your stories. And she works with massive brands ranging from Netflix to afterpay, Lego and Amazon and they just create what she calls badass video content for them. She works with also entrepreneurs and just helping share their stories in the format's that she knows how to best storyteller that resonates with the audience. Something that is important for us to know about Patrice is that she's just a wonderful human. And she is a mom of three she calls herself the crazy mom of three living in New York City and Brooklyn. And she says anyone who has three kids in New York is just crazy. So that's part of Patrice the story as well that she's able to do all of this while juggling a family. And so Patrice, we're super, super honored to have you today. And I know that the audience is so excited today to learn about storytelling and how they can best utilize video and just the art of storytelling to resonate with their audiences. So welcome again, Patrice. I literally have so many questions and so much more or the audience wants to learn. So we have a couple minutes. Let's take it away for q&a. Ladies, if you guys want to hop back on video, so Patrice doesn't have to just see my face that would be awesome. And if you could raise your hand in the chat feature that we can do that and I know there's some questions in the chat box itself. Why don't we start with Bentley's questions Bentley? Would you like to come online to ask your questions,

Club Member

I wanted to see the top three trends that you have in video or predicting kind of moving forward that we should pay attention to.

Patrice Poltzer

So you know, this is a funny one because I feel like there's this big debate long form versus short form, right, like short form video, like tic tocs Instagram real versus long form where you're like more than that? And the answer is like at the end of the day. Um, both are the right answer. It really depends what your platform is. Because like the ecosystem like video is not just one blob, that's the thing a lot of people will be like, Can you make Can you make me a video or like make me a video but video, a video strategy is really comprised of lots of different micro pieces of video content. So in terms of the trend, I mean, I don't even even call it a trend but honestly, it's the founder getting on camera, like the face of the brand like it is no longer acceptable for brands to kind of like be faceless. I think in the past that was okay. But now like consumers want more from their brand, they want more from their products, they want more from their service base with their hiring someone so getting the you if you're the founder or whoever is like the head person of that company, putting that face of the brand on camera and being an having a direct line of communication to your consumers or to your customers is huge. And it's quite often the difference. Why a smaller brand can compete with these larger brands that have like huge brand equity. Like it's why you know, you can have like, you know, kids compete with like Nike, like, it's because they are just more in tune in, they speak to their audience. So that's like a huge trend. I mean, another trend, like, you know, short for, you know, TikToks. And they Instagram real, like those aren't going away. So I think the difference though is we're kind of moving away from maybe some of these dancing to dance on TikTok to get a lot of views and to go viral, like going viral isn't good, necessarily, like if you go viral on a video, but it has nothing to do with who you serve, or what you do, or what your business is, you're gonna get maybe an influx of followers, but they're not following you, because they actually want to learn from you or they could buy from you, they're following you, because maybe you made them laugh on a video, which is fine if you have an account that you're just having fun with, but as a small business and a solopreneur. Or you need to use marketing channels, for the free ones smartly, because most of us don't have the budgets to hire PR firms and social media, how and all that stuff, like we're doing a lot of this stuff ourselves. So as long as you're going to be on Instagram, be intentional about it for your business. So if you're gonna do Tick tock, or if you're gonna make reels, make them useful in the head and make it relate back to your business. And I'm seeing a lot more sound like, again, founder sound. So I'm kind of, you know, I know, trending sound is always like, Great, good. But I'm seeing a lot more like people talking like, Here are three, you know, here's the top way to, you know, to sell to sell my product, you know, and you're in you're talking but you know, but you're doing it in short form. Because I have to say, short form content, in my mind is trickier. It's trickier in a good way, because it is a lot easier to just ramble. And like, tell your start, like I feel like I rambled for like an hour here. But like, seriously, like, you know, it's hard to tell a concise story in 30 seconds. And that's why at the today's show, I credit them for training me because you had 90 seconds, it's like, oh, my God, you have 90 seconds to tell a story where you don't want someone to turn the channel. So I think if you can master telling your story, and maybe a piece of your business story in 30 seconds or less, like that's a really great

skill to have. And that can also translate that into your short form pieces of video. Does that answer your question? A little bit?

Suneera Madhani

Oh, I love that. You know, we all learn so much. And I love the future trying to have that. And you're absolutely right. When you say telling a story concisely, I think one of the things that I had to work on as an executive, I've done a lot of keynotes and a lot of speeches and I've never had like a coach for speaking yet. And I really should get one. But one of the things that we just work on is even in meetings is 10 words or less, we call it and it's the hardest thing in the entire world to comprehend your thought and 10 more or less again, so yeah, hard. But the reason why, though, right? reason I want to do it in a meeting is because we need to be concise so that we're not putting in fluff to our team. And so it's like, here's what I need in 10 words or less. So it's like a business practice that we're trying to do, which is so funny how that translates into, like into messaging.

Patrice Poltzer

But yeah, I think about like video, and that's why video is so powerful. Because if you can, if you can master that skill and become an author, people don't realize how much writing is involved with video, like so much writing, I mean, video, you know, a lot of people, they'll have a video idea, and it'll be in their head, and then it's like, okay, like, let's go film it, they skip all these really crucial steps. And that's why there's a lot of bad there's like shit content out there because people don't put in that time to make content that resonates that connects. And that's interesting to who they're making it for, like a video is it's like literally mostly writing and then like small percentage, like we always joke that the shoot day is the easiest work because like if you've done your work and all that stuff, the shoot day, just it flows, but you can always tell when you haven't done that rework if the shoot day is stressful,

Suneera Madhani

Yeah, we have time for one more quick question. Any takers on the last question? If not, I have one good ending question to ask. I think that will could resonate with the women on different levels if not having a budget, right. So I know, like we talked about making this short form content. But if you were to kind of say, here are like where I would start in my business today, or in my personal brand today, here would be like the top three styles of video that I would make or Trump like, what would you recommend? For those that don't have a ton of video content or video strategy? What would you tell us to go do like the lowest hanging fruit that's going to make the biggest impact?

Patrice Poltzer

That's a really good question. Um, so I guess two things and again, it depends where your audience is because YouTube is a different ecosystem to Instagram. to Facebook to even LinkedIn, I specialize. So I do courses and online trainings and my specialties are LinkedIn and Instagram. Okay? YouTube is its own animal like that is like that's YouTube is its own

ecosystem. And a lot of the rules don't apply. The rules that apply to Instagram don't actually apply to YouTube. So I always tell people, everyone wants a YouTube channel. I'm like, proceed with caution. You need to be ready, you need to already know that videos working for your business first, and then you do YouTube. You don't really start with YouTube, you start with like, the starter by instinct, you know, and you start with Instagram, and then you're like, Alright, now I'm ready for the big leagues, because YouTube is kind of is a step up. Not sorry, not to let me go back to your question. Um, so I guess that's one point. Like, don't don't start with YouTube, if you're just starting unless you have a really crystal clear plan. The beautiful thing now about all of this is that in the past, like, if you wanted to do video, you had to know how to shoot a camera and you needed to like know, you know, you needed to buy expensive gear, like our you know, our phones are amazing. I mean, my phone it has like a PE like I don't need no one needs a PE right? Like No, you do not need a PE like that is like too high resolution. But these are amazing. So it's like, the powers of don't run out and buy gear is my number one thing, I cannot tell you enough, how many people will like run out and they think it only I had the insert Sony camera or Canon camera. And if only I had the right ringway. And if only I had the right setup, then I'm ready to do video, right. So the gear part is actually the least important part of the video making process. The other thing, so that's good news if you have no budget because your phone is just fine. Okay, the only thing I'd recommend is maybe buying like a clip on you can buy a wireless mic. That is if you're doing a lot of video that attaches to your phone and it increases your sound. And the other thing honestly is LinkedIn and especially Instagram, like you have LinkedIn stories you have LinkedIn live like you now on your LinkedIn profile you now can replace of your photo, you can leave a video a 32nd video message, like all these free things that you can use to promote your business. I mean is massive, I mean, Instagram stories, I feel like a lot of you a lot of ladies at the club are probably on Instagram, but people that don't show their face on Instagram Stories are missing a lot of potential upside to their business. I'm telling you like people want to feel connected to the business so that is that if you're nervous to get on camera, start small like start with like what are the top 10 fa cues that people tend to ask you and you know what make that like a story a day or make or divide that out into like a mock. You know, there's you have three different topics now to teach. So I would I would always recommend starting with like, what are the free platforms that your audience is on? And where are the video tools. Instagram lives are making a comeback because of clubhouse. That's another low lift way if you feel more natural, being on video talking to someone, then start incorporating and scheduling the hardest thing about doing an Instagram Live is scheduling it to just pick someone in your field or pick someone that you like or a former client, get it on the calendar and get live because Instagram lives are getting crazy reach now in a way that they've never before because of clubhouse because that's really Instagram is the only way to connect after clubhouse.

Suneera Madhani

Such great tips and I love it because it could be done on any level budget or no budgets. I appreciate it. The three thank you so much for your time today. Literally I feel like I could talk to you all day. And I know many of the women want to work with you get coaching learn about different ways of their videos for your services. What's the best way to find you?

Patrice Poltzer

Yeah, Instagram is my home. So @patricepoltzer is my handle I can put it in there and DM me I'm actually this August I'm doing a beta and this is great because the price is going to be super low. But um me and my former not that you should leave the price but I'm just saying like me and Mike I do a clubhouse twice a week and it's me my former today show work wife and a friend who does who teaches business small business owners how to get press. And we're teaching a video press and my friend is a reporter and producer currently in the media. And we're going to teach small business owners how you can get your own press using video and telling your story and we're combining and it's a live group coaching. It's going to be five weeks before Labor Day. I have a waitlist going on now. So like if that sounds like you might be interested just get yourself on the waitlist. We're so excited like we're it actually Joel is in a CEO club out Joe out there. She's She's there Joel is She's like, she is a reporter and a producer like still in the media. So you have all angle that we're going to help your business, you don't need to hire a PR firm. And let's be honest, most people can't. And when they're starting out, but the power of press is real, it gives you that credibility and it allows you to grow quicker. And in order to pitch the press, you actually do need video storytelling, the most people don't know how to do that. So we're going to teach you how so that's like what I'm like most excited about now. So definitely get on that waitlist or DM me on Instagram.

Suneera Madhani

We will definitely be linking all of this inside of the show notes as well as inside of the club asset for this video and this incredible fireside chat. On behalf of everyone here at Theo school. Patrice. Thank you so much. And we can't wait to have you back on again. And we'll see you inside of the Club.

Shannan Monson: Thank you so much for listening. We hope you enjoy the show. Follow us @ceoschool on Instagram for show notes, inspiration and exclusive behind the scenes that you won't find anywhere else. We also have an absolutely incredible resource for you. It's the seven lessons we learned building million dollar businesses. These are complete game changers and we want to give it to you absolutely free. All you have to do is leave a review of the podcast, why you love the show, screenshot the review and email it to Hello@ceoschoolpodcast.com and we'll send it your way