

Angela Kelly Smith

Lou Bortone: Tips from “The Video Godfather”

Brand + Design Scoop ep. 025

Podcast Transcript

[Angela Kelly Smith]: Welcome to Brand + Design Scoop, where I share practical, relatable tips on branding, design, and building a business. I'm Kelly, a marketing strategist and Squarespace website designer and founder of the Women Podcasters Academy.

And today's episode is brought to you by the Women Podcasters Academy. Launching in May, it features a full course and supportive community to help you start and grow your podcast. You can find more information at womenpodcastersacademy.com.

Today I'm interviewing Lou Bortone on using video in your business.

“Sweet Lou” Bortone is known as “The Video Godfather.” We're not exactly sure why, and, frankly, we're a little afraid to ask! We do know that Lou has been a pioneer and thought leader in the video space since the launch of YouTube in 2005. He's helped thousands of entrepreneurs and companies create and leverage online video to build their brands and dramatically grow their revenues.

Prior to his industry-leading work in online video-marketing, Lou spent over 20 years as a marketing executive in the television and entertainment industries, including stints as National Promotion Manager for E! Entertainment Television and Senior Vice President of Marketing for Fox Family Worldwide in Los Angeles.

Lou is a popular speaker, author, and ghostwriter of six business books. He's also the author of *Video Marketing Rules: How to Win in a World Gone Video*. You can learn more about “Sweet Lou” at loubortone.com. And I'll put that link in the show notes and on my website.

Welcome, Lou! I'm so thrilled you're here today!

[Lou Bortone]: Thanks so much, Kelly. I appreciate it.

[Kelly]: Absolutely! So, you spent over 20 years as a marketing executive in the entertainment industry. Would you mind us a little about that?

__01:54 – Lou’s Background

[Lou]: Yes, I’d be happy to. Not quite as glamorous as it may sound, although it was kind of an adventure. I went to LA without a job but was really fortunate to find a job quickly at E! Entertainment Television. I had worked in radio in Boston prior to that.

So, all of a sudden I was at E!, and I was doing photo shoots with, you know, James Caan and William Shatner and Nick, Nicholas Cage, it was pretty crazy. But it was a lot of fun. So, I learned quickly and just tried to pay attention and, you know, keep my mouth shut and my ears open and basically just kind of moved up the ranks in Hollywood for a few years.

And then when I had twins, I decided to move back east so we could be close to family. My company at the time had just been sold to Disney, and there was a lot of change going on. I’m like, well now it’s a good time as any to go back east and strike out on my own basically.

__02:54 – Becoming an Entrepreneur

[Kelly]: Wow! Okay, so, that sounds a good like reason obviously to leave. But so what about that striking out on your own and becoming an entrepreneur? What’s the, I mean, that’s always risky, as we know.

[Lou]: Yeah, and I never really planned on it. It was almost like, you know, more or less by accident. I had been doing with some friends, I was doing a little sketch comedy show, mostly doing the writing and stuff like that. And it was on local cable access, you know, around New England and on several different channels and things like that.

But I started posting videos to this new platform called YouTube, and I noticed that, oh my god, these are getting a ton of views. I mean, there’s six people watching the local cable access channel and 600 seeing the video on YouTube. So, that’s when I realized that, okay, this is going to be something interesting. And, having already been in production and video and all that kind of stuff, I just thought, well, I’ll just do this, you know, try this full time. It’s obviously a bit of a rollercoaster ride being an entrepreneur, and sometimes you have to switch gears and pivot and things like that. But it’s been a pretty fun journey for the most part.

[Kelly]: So, what did you do right away as an entrepreneur? You were making videos on YouTube, but what were you doing for clients?

[Lou]: Oh, it was a little of everything initially. We started basically shooting videos and commercials and public service announcements for local clients. But I didn't want to really be limited by that. So, I started doing videos and editing and even some coaching for folks all around the country and all around the world really. So, one of the nice things about video is that we weren't limited by geography.

__04:38 – Shooting on an iPhone

[Kelly]: Was it tough to get people to accept that they needed to use video?

[Lou]: Yeah, it's so funny because I was first doing, well, YouTube was started in 2005, and I joined YouTube a couple months right after they started. So, I had kind of been there from the very beginning. And, yeah, I mean honestly, it was, you know, it's still sometimes hard to convince people that video is a powerful tool. Back then it was really difficult because the equipment wasn't as advanced, and, you know, you couldn't really....

You know this is my, this is my canvas. [Holds up iPhone.] But you know every year, every season it's gotten easier and easier. The last 20 years or so, and especially in the last couple years, it's really like, you know, now you really can't afford not to do it.

[Kelly]: Very true. And you're right with the cameras. You know you have, I'm an iPhone and an Apple person. So, the iPhone 13. Yeah, come on, it just, the camera's amazing.

[Lou]: Yeah, they're shooting, you know, movies, shooting Hollywood movies with the iPhones. So, yeah, that's kind of proof that, you know, that the equipment is not an excuse not to get involved with video. Sometimes the camera shyness is a bit of an excuse. But I try to help folks with that, as well. And, again, I had always been behind the scenes, never on camera. I was really hesitant to do anything on camera. And then I realized, like, well, if I'm, you know, teaching my students and folks to do video on camera, then I have to be on camera whether I like it or not.

__06:13 – YouTube and Tiktok

[Kelly]: That's true. Yeah, I tell, you when YouTube first came out, I didn't really understand it or see the power in it right away. I was thinking "video blogs," and why do I wanna go on there and watch other people just chat?

[Lou]: Yeah or skateboarding cats.

[Kelly]: Yeah, yeah! I totally didn't foresee where it was gonna go. So, really shortsighted of me, and, you know, obviously I wasn't the only one.

[Lou]: Yeah, and, again, it was really just, you know, it was kind of younger-skewing and a lot of silly videos. It's kind of like what TikTok is now with all the karaoke and goofy stuff. So, I'm like, okay, I think we're seeing now what's happening with TikTok and short vertical videos is what was happening to YouTube and Facebook years ago. And even though it starts as a very young demographic platform, and then it kind of spreads and goes more mainstream. So, I think that's what's going to happen with TikTok, as well.

[Kelly]: True! Oh my gosh, yeah. I don't understand TikTok at all! I tried to get on there, and I don't know how to search for things. Random things came up in my feed. Yeah, I'm not on there anymore, and I have friends who will share videos with me, and I'm like, "Oh, that's really cool! I enjoyed that." But then random things pop up next, unrelated to that one. And I have no idea how to use it for marketing. So, yeah. But I'm not their demographic. So....

[Lou]: Right, right. So, but as they start to skew more mainstream, you know, we may see like, okay, I really like, I tell folks, I've been dragged kicking and screaming to TikTok because I don't want to have to deal with another platform.

[Kelly]: Yeah.

[Lou]: Especially one where the audience is so young. But, again, I think it's going to slowly but surely, like other platforms did, get more mainstream.

[Kelly]: Absolutely, yeah. So, with your being in video like you are, you probably have to explore it and figure it out because somebody's gonna ask you, you know. It's wild, all these new platforms. Yeah, you're right.

[Lou]: It's tough to keep up with. Yep, truly.

08:27 – The Importance of Video in Marketing

[Kelly]: So, why is video so important for marketing a business?

[Lou]: It's really because it can connect and engage. And particularly in the last couple of years when we haven't been able to be in person as much, it's really become the, you know, the substitute, and really one of the only ways that we can connect and engage with our audiences. There's less face-to-face. There's less in-person stuff. Video allows us to do stuff like this where we can interact and have interviews and reach out to our target audiences and really, you know, connect in a way that's more familiar.

I like to think that it really builds the know-like-and-trust faster than any other platform. So, I can do 100 articles, and people really still won't get a sense of my personality. But, if I do one video, they may finally start to get a sense of who I am.

[Kelly]: Very true. Yeah, when I started sharing videos of this podcast, and that was just a month, five weeks ago, something like that, my audience increased.

[Lou]: Yeah, it's amazing. And I think it's just that we, especially in our society raised on television, were so used to these images and were so used to feeling like we know people who we watch. It's just been a tremendous way to engage, particularly when we can't be in person as much.

[Kelly]: That's so true. We *do* feel like we know people better when we can see them on video. We get a better sense of their personalities and insight into who they really are, even if they're not sharing personal things. It's like, yeah, we see them and hear, I mean, yeah, in a podcast you hear tone of voice. But to see them and see the body language and everything, it really makes a difference, doesn't it?

[Lou]: Yeah, and I used to get a lot of, I call it the "I feel like I already know you" effect. When I would go to conferences or in-person things, because people had seen me on video so much, that's, "Oh, I feel like I already know you!"

[Kelly]: True, that makes a lot of sense.

[Lou]: Which is great for, you know, being in business, too.

__10:38 – Making Personal Videos

[Kelly]: Yeah, so what about for businesses who aren't being personal in their videos and who are really sharing more about product or service details or really just more information? I mean, do you recommend that they, and I'm gonna ask you for tips in a few minutes, but should they get personal?

[Lou]: I think, if given the choice between doing sort of a product video and focusing on the product, you know, obviously those sort of explainer videos, you do need that kind of thing if you're selling running shoes or something. But if you're in a business where you know you are the face of the brand, then it's important that you put yourself out there. And even sometimes bigger brands will do that. So, you may see that the CEO of Southwest Airlines or something come on to make a more personal kind of commercial or video. So, I think there's always a place for it. But if you run a business where you are the face of the business and the owner of the business, it's really important that you put yourself out there.

[Kelly]: Absolutely, yeah, you're right. And even the, like you just mentioned, the CEO of Southwest, I sort of am more attracted to brands or feel a greater sense of loyalty when I know or feel like I know the leaders a little bit.

[Lou]: Yeah, you don't want to just be sort of a faceless, nameless corporation where people think, oh, you know I'm just a number for this company. And I think when the CEOs are the people, and that's why, you know, so many companies and brands use celebrities in the advertising –cause they're sort of getting that association, that kind of halo effect from using the celebrity because people feel like they know the celebrity.

[Kelly]: Exactly! See, so, Nike is a great example of that. Yeah, I don't know the leaders of Nike, but just knowing all the celebrities who wear Nike and are in their ads, yeah, it's like, "Okay, I want to be like them!" So, yeah.

[Lou]: Yeah, and I'd like to think I'm immune to it. But even things like, I saw Jimmy Kimmel wearing an Oura Ring, so I had to get an Oura Ring that tracks your steps and your sleep and stuff like that. So, it's kind of like, okay, I have to admit I was influenced by a celebrity.

__13:04 – Where to Share Videos

[Kelly]: Yeah, we're not immune are we?

So, where do you suggest that businesses share videos?

[Lou]: It really depends where their audience is. So, again, if it's a corporate audience, LinkedIn is a great platform. YouTube has become kind of a mass market like, you know, you almost *have* to be there because it's the second biggest search engine behind Google, which owns it. And, you know, again Facebook. I like to tell folks, you know, it's hard to be everywhere.

So, figure out where your target market hangs out, and I call it your video sweet spot. You got to find the combination of what kind and style of video do you like to do And what does your audience want to see and where are they. So, once you find that intersection of like, okay, you know, my audience loves goofy, funny videos that I do on YouTube. So, that may be my sweet spot. Or, my audience likes videos where I'm sharing tips on LinkedIn. So, it really comes down to where is your target market.

[Kelly]: That makes sense.

[Lou]: And you know we mentioned TikTok earlier. So, I don't do as much there because the vast majority of the audience is under 25 years old, and that's not my target market. I mean, I'm experimenting with it and sort of dipping my toes in the water. But, at this point, it's like, well, that's not where I should put my energy because most of my market is not there.

[Kelly]: And it kind of seems like if they're already on TikTok, I mean, clearly there are plenty of people on TikTok who aren't making videos. You know, they're just scrolling through and watching videos. The people on TikTok, I mean, everyone is a video producer these days, as you know, as we see on TikTok! But that doesn't mean they don't need your help!

[Lou]: Exactly. And, again, there are, you know, a billion, as you mentioned, you know, there's a lot of people who aren't necessarily making videos who are watching videos there. There are now a billion viewers on TikTok, which is like, okay, now I've got to pay attention to that number because it just went to the B number, so....

[Kelly]: Wow! So, yeah, maybe you should figure out TikTok so you can help all those people, the wannabe-TikTok-ers. Oh my gosh, that many! That's crazy!

[Lou]: It is crazy. It's just growing like a weed.

__15:27 – The 5 Pillars of Video Marketing

[Kelly]: Yeah, I had no idea.

So, you write on your website about the 5 Pillars of Video Marketing. Do you mind sharing what those are?

[Lou]: Sure. I like alliteration. They're all Ps. The first P is purpose, which is the goal of your video. A lot of folks jump right into it, and they're like, "Wait a minute. Why am I doing this again? Because everybody else is doing it." No, that's not a good reason. What's your objective? What's your goal? What do you want that video or videos to accomplish?

The second P is premise which is essentially the message or the content of your video. The third is production, which is, okay, what equipment should I use? And, interestingly, a lot of people think that that's first. But, you know, it's like figure out your goal and your message, and then you can decide what equipment or apps or whatever you need to produce it. And, in most cases, it's really not a lot. It's a webcam like this. So, as we mentioned before, it might be your iPhone camera.

The fourth P or pillar is platform. And, again, that's, "Okay, do I put this on YouTube or TikTok or Facebook or all of the above or my website?" So, you have to figure out exactly where you're going to distribute your video.

And then the final one is promotion, or really kind of sharing it and getting it out there across several platforms, repurposing it if necessary. A lot of folks now are taking longer videos that they have on YouTube and turning them into shorter videos for platforms like TikTok or Instagram reels which are geared more towards short-form video.

Purpose, premise, production, platform, promotion.

17:08 – Promoting Your Videos

[Kelly]: I love alliteration, too. That's awesome. So, isn't it interesting though that we create a video to help promote our business, but then we actually do have to promote the video?

[Lou]: Yeah, so a lot of the thing, it's so funny because even with some of my clients now, you know, I create videos for them, and they think, "Well, I put it on YouTube and nothing happened." It's like, well, you can't just put it on YouTube. You have to, like anything else, let people know it's there. Promote it. Share it. Distribute it. You know,

maybe it's better that you put it on Facebook or LinkedIn in addition to YouTube. So, that's kind of like, a lot of people think the work is done when the video's done. But that's kind of when it just begins.

[Kelly]: Yeah, it's a tool to get people back to our website or business, to read our content, to eventually buy from us. But, yeah, it doesn't just sit there.

__18:10 – Using Calls-to-Actions

[Lou]: Yeah, and that brings up a good point which is that every video really needs to have a call-to-action. So, it's not enough to just say, "I did a video. I did five tips about my niche on YouTube." It's like, well, what did you ask the viewer to do when the video was done? Did you ask them to go to your website or sign up for a free report and get them on your mailing list, whatever it may be? If you don't have that call-to-action, you've sort of missed the whole point of doing the video.

[Kelly]: That's great. So, in addition to those two, what are some other calls-to-action that you would recommend?

[Lou]: It really can be pretty much, you know, you have to sort of think, "Okay, what do I want the viewer to do at the end of this video?" Because if you don't tell them, and you don't give them very specific guidance, especially if they're on YouTube, they're off, you know, down another rabbit hole. And, I mean, I fall into the same trap of, like, okay, I went to YouTube to find out how to use a particular Wordpress plugin, and I ended up watching, you know, Led Zeppelin drummer videos from 1970. And, like, I don't know how I got here.

But, so, you really want to guide the viewer where you want them, wherever that may be. It could be to go to your website. It could be to buy something. It could be, you know, really just about anything you want the viewer to do. What's the next action you want them to take?

So, if it's a service, it might be to donate to a cause or whatever it may be. And the nice thing about videos is, usually you have to think about the context of where this video is living. You know, can you, if it's on Facebook, where you put a link to that call-to-action below in the comment. So, if it's on your website, where you have some kind of a buy or donate or go here button.

[Kelly]: That's great. Yeah, on YouTube it took me a while to put anything, especially because I share the videos on my website and on YouTube. And so there are actually

like two different calls-to-action in a way. So, in YouTube, I put a link back to my website.

[Lou]: Yeah.

[Kelly]: But I also write in the comments on YouTube, in the description on YouTube, "Please like and subscribe." I know that's, you know, a standard call-to-action on YouTube.

[Lou]: Yeah, exactly, yeah.

[Kelly]: But I don't say that in the video because the videos are on my website. So, they can't like and subscribe on my website.

[Lou]: Yeah, you'd have to record an alternate ending or an alternate video.

[Kelly]: Yeah, that's a good point.

[Lou]: Yeah, so, it really does depend on, like, again, the context of where is that video living and where is it seen because it may not be appropriate to put the same video that's on YouTube on LinkedIn because the calls-to-action may be different or the audience may be different.

[Kelly]: Yeah, it's a great point. And, you know, I so far have tried to keep it really simple for myself so I'm not recording multiple videos, you know, one video per platform. But, yeah I just might have to at some point. We're not gonna do multiple videos for one interview! [Points around interview screen.]

[Lou]: Yes.

[Kelly]: So, it's just gonna have to be in the description that there's something, you know.

[Lou]: Exactly.

__21:19 – Getting Started in Video

[Kelly]: So, anyway!

What tips do you have for videos in general, video marketing, you know, for people who are really hesitant?

[Lou]: I think the main thing is to really get started. It's probably not as scary as you think or as complicated as you think. And, again, I think one of the things is really figure out that—what I mentioned that video sweet spot. Figure out what is the, you know, the best platform for you to use. Some people love live video, and they just jump on facebook live and they're off and running. Other folks prefer, you know, like, I do a lot of webinars where I'm sharing slides and sharing a lot of information.

So, there's no one way to do it, and there's no particular right way to do it. It really depends on what's the video that you're actually going to do. So, a lot of it is really getting started and figuring out, "Okay, well, what is my sort of go-to video style?" And, again, that goes back to the first P of purpose. What do you want that video to do? What are you trying to accomplish with that video?

[Kelly]: Yes.

[Lou]: A 45-minute webinar is a lot different than a 60-second TikTok video. So, it really, again, comes back to start with, begin with the end in mind. Start with the purpose of the video, and then figure out where to go from there. But the main thing is just, you know, do something.

Figure out, even if it's a quick Facebook Live that you just do to your Facebook group, you know, that's sort of semi-private. And I think Facebook is a great way or Facebook Live is a great way to start because it's informal, it's casual, it's simple. You can do it with a few taps on your phone and you're off and running. So, there's not a lot of technology involved. There's not a lot of pressure. You don't necessarily need to have a big script. So, you know, kind of figure out what that first step is and how to dip your toes into the water and then just kind of get started from there.

[Kelly]: That's great, yeah.

[Lou]: And that's the biggest thing a lot of people just say: They don't know where to start, or they feel like they don't have time, and then they realize, "Oh, I just did a Facebook Live for 10 minutes, and I didn't have to do any prep. I just went on my phone."

And, again, a lot of those videos that are just casual, behind-the-scenes, or whatever, those are the ones that tend to really kind of create more buzz.

[Kelly]: True, even, you know, holding your phone, even if you don't start out with any kind of little tripod or anything.

[Lou]: Yeah.

[Kelly]: I have propped my phone up on some books, you know, stagger the books and prop it up like that. I do have a little phone stand that'll also hold my iPad. And it's not tall. It's just this short, little thing. So, then I'll prop it up on some boxes or something. Now, I have an external camera for my computer. But, yeah, as far as using the phone, yeah, you can start really simple.

[Lou]: Yeah, that's the whole thing the main thing is to just kind of get started don't be afraid to experiment. Don't be afraid to try new platforms. And you may just sort of find like, "Oh my gosh, I really like doing TikTok videos." I mean, that isn't for me. But there are folks who may just say, "You know, I've sort of found my sweet spot, and we're gonna stick with it."

[Kelly]: And as we've seen from TikTok, silly is good.

[Lou]: Yeah, humor always seems to work pretty well.

[Kelly]: Yes, it does. Yeah, oh my gosh.

__24:52 – Dogs, Jokes, Kids, and Cats!

[Lou]: And that's the other thing, people may say, "Well, you know, I'm not that funny." It's like, well, you don't have to do funny if you're not funny. You can do whatever your personality allows. I mean, I have my special guest here, Regina the Pug, who just woke up.

[Kelly]: Hello, Regina!

[Lou]: And I put dogs in my videos a lot because they're probably gonna make their presence felt somewhere along the video anyway. It's like, well, if you're going to bark and interrupt my video, then you might as well, you know, go over here and be cute and, you know, making an appearance on camera.

[Kelly]: Exactly! Yeah, cats are good.

[Lou]: Yes, pets or kids. Mine are grown up, so I have to go with the pets.

__25:32 – You Don't Have to be Marie Forleo to Make a Good Video!

[Kelly]: Yeah, and mistakes are fine. Being real is good.

[Lou]: Yeah, and it's, and that's the other thing that's an interesting trend. And I think it's, again, because of the pandemic we're all working, a lot of us are working from home and spending a lot of time on Zoom. People want the authenticity. They want the edges. They want the behind-the-scenes. So, even for bigger brands trying to be more authentic, it's like it's easier for entrepreneurs and people who run their own businesses to do that because, you know, they don't have all them, they don't have the budget to do fancy anyway.

[Kelly]: Very true. Yeah. I think when we try to compete with some real pros out there who *do* have the budgets and a team and all of that, yeah. I know that I have like "team envy." Yeah, and, like "home studio envy," you know. My living room is, and my dining room, my studio, so.

[Lou]: That's the thing. It's like, you know, it's like, you can't, a lot of folks sometimes, you know, Marie Forleo is an entrepreneur, a person who has that very, very high-production value and has got a team and a crew and makeup. And it's like, well, you know, we don't all have those resources. So, just, you do you.

[Kelly]: Yeah, her productions are outstanding and gorgeous and, yep, I'm like, "Well, I'm not there, so I'm gonna do what I can do." And she didn't start there. She didn't come out of the gate there.

[Lou]: No, and that's, you know, maybe not every video she does has that production value. Another day she might be in her car with her iPhone. And I just have like my, I have a white wall behind me so I have this literally \$17 vinyl background tacked to the wall.

[Kelly]: Nice.

[Lou]: And I switch it out from time to time. I just have this one up here because I'm going to Italy next month. So, I'm trying to get into the into the frame of mind for it.

[Kelly]: Nice. Yeah, I'm sure that's not that difficult to get into an Italy frame of mind though!

[Lou]: No.

[Kelly]: Cool. And, since you brought up Marie Forleo, of course she says don't go for perfection, you know. Just take action.

__27:58 – Quick Video vs Keeper Video

[Lou]: Right. Yeah, done is better than perfect. And I always say, “Well, it's easy for her to say ‘cause she has the resources to do it.” But, again, you don't, every video doesn't have to be, you know, big production. and that's another interesting distinction that i like to make, is that you can do you have your quick videos, and you have your keeper videos.

And a quick video is a Facebook Live or a quick tip or something that you don't put too much thought and effort into. It's just like, “I'm just gonna do these five quick tips and put them on YouTube.”

A keeper video on the other hand is if you're selling a product or service. If I'm selling a \$10,000 mastermind, I don't want to do a schlocky video. I want to spend some time and have this video, make it right. Or a keeper video is your homepage video, a YouTube Channel trailer, something that's going to have a shelf life and represent your brand. So, when you make that distinction, is this a quick video or keeper video, it gives you permission to be like, okay, the quick videos are just, you know, just gonna basically turn on the camera and go.

__28:59 – What Lou's Working On

[Kelly]: Oh, that's a great distinction. Yeah, thank you for that. Perfect! Wonderful tips! This is great.

So, anything you're working on right now that you want to share with people?

[Lou]: It's interesting because, as much as I don't want to call myself a video editor, because I don't want to get pigeonholed in that, I'm doing a lot of that for clients, where I'm doing Zoom interviews like this and then say, look, all you have to do is answer the questions and then I'll go away and make the series of video tips.

I can take a Zoom call that's 45 minutes and turn it into 10 or 20 videos for folks. So, that's kind of one of the things that, one of the services i provide because I can edit.

I've been doing it for 20-plus years. So, I can do it fairly quickly. And I realized that video editing is one of the things that most entrepreneurs don't want to do. It's certainly not their zone of genius. I find myself doing a lot of editing for folks and kind of take pride in the fact that I can take whatever you give me and make it look really good.

[Kelly]: Very cool! Yeah, that is tough for people. I think even just the idea of editing at all, you know, taking their raw video and editing the thing even to stay full-length is really daunting for people.

[Lou]: Yeah, yeah. So, I've been doing a lot of that lately and just a lot of what I call done-for-you videos because people, a lot of folks don't want to do it themselves.

30:28 – Getting Comfortable with Video

[Kelly]: Yeah, very true. Very cool. Anything else that I didn't ask you about that you wanna share with us?

[Lou]: Just that, you know, I think that, again, that the power of video, especially now when, you know, we're in sort of this weird hybrid – “Am I in the office? Am I not in the office? Am I going to a conference? Am I staying home?” – video gives us the ability to sort of be there without being there. And it's just very efficient, you know. Again, I can go to a speaking engagement and I'm gonna, you know, if it's on the West Coast, it's like, okay, well, that's three days. And I'm, you know, travel and this and that. Or I can just do a virtual appearance and show up and be done in 45 minutes compared to three days. So, there are advantages there.

And then the only other thing that I want to kind of leave folks with is that most folks are not that comfortable on camera because it's not something that we do every day. And I think, you know, part of it, you have to get comfortable being uncomfortable. But the other part is, the more you do it, the easier it gets. And I am the poster child for cameras-shy, “I don't want to be on camera” kind of thing. But, again, I've got to practice what I preach. And the more we do it, the more we realize, oh my god, the camera doesn't bite. And it's not that scary. And, you know, I haven't found the Brad Pitt filter on my camera yet, but, when I do when, I'm gonna be totally ready to go. But for now you get me.

[Kelly]: But, you know, too much Brad Pitt, we don't need. Then then it would get boring, so. Yeah, again, people want us. They want real, so.

[Lou]: Right.

__32:07 Batching and The End

[Kelly]: Thank you so much!

[Lou]: My pleasure.

[Kelly]: This has been really great. And people do need help with video. And, yeah, I know I still hesitate. It's rare that I do an Instagram real that's just me, like, you know, that I record in the moment. So, yeah.

[Lou]: I'm the same way. It's like, I find it's in fits and starts, and people think I just sit around doing videos all day. It's like, I may, like, okay, it's quiet. The dogs are not barking. The guy next door isn't blowing his leaves. So, I might do three or four or 10 videos at a time and then be done with it for weeks and then not do another video. So, it may seem like I'm always out there. But I'm usually batch-recording and then dripping the stuff out.

[Kelly]: See, that's yeah that's a great point—to batch them, do a bunch at once, and don't share them all at once. Hold on to them. Now you've got a few weeks.

Awesome! Well, thank you so much for being here. I really appreciate it.

[Lou]: Thank you, Kelly I appreciate it. Thanks.

[Kelly]: Absolutely!

So, thank y'all for being here, watching and listening. Y'all can find Lou at loubortone.com – link in the show notes and on my website and right here on YouTube, wherever you're watching or listening!

You can find me at angelakellysmith.com. Check out Women Podcasters Academy at womenpodcastersacademy.com.

And I will be back next week with more branding, design, and... oh my god, building-a-business tips. I will have another interview guest next week. So, thanks for being here. See you next week on Brand + Design Scoop!

Links mentioned in the episode:

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Angela Kelly Smith is a marketing strategist, Squarespace website designer, and the founder of the [Women Podcasters Academy](#). Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients.