

MONETIZE
YOUR MESSAGE

SAVE THIS:
THE BLUEPRINT
FOR FINDING AND
HIRING YOUR NEXT
SPEECH
VIDEOGRAPHER



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NEWSLETTER



It's the Video, Stupid!

Here's a question I get from speakers: **What's more important, video or pictures?**

Without hesitation, here's my answer: **VIDEO.**

Why?

Pictures are great.

They help to establish you as an authority. A good picture gives event planners a look into how you show up.



Credit: [Mud Mile Communications](#)

But, video...**video gets you hired to speak.**

Let me type that one more time:

Video gets you hired to speak.

So, let's say you land a gig out of state. How do you hire a professional videographer?



You're in luck, because today, we're sharing **two methods we use to secure top-notch videographers** for our keynotes. 🙌

Note: If you have trusted recommendations for videographers, start with them.



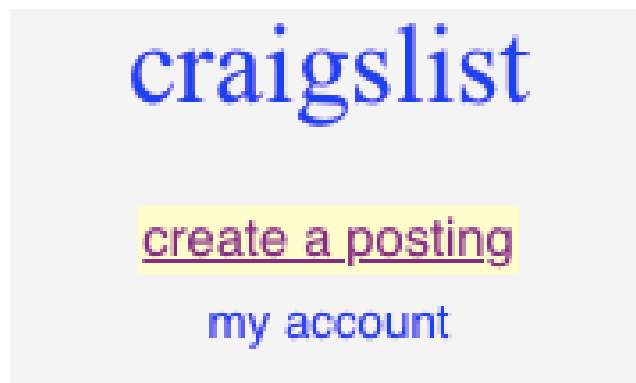
Old School Method - Craigslist

Step 1: Open up a Craigslist Account

Visit www.craigslist.org

Open up an account.

Step 2: Create a Videographer Posting



Videographer Needed TODAY (Feb. 19) (UCLA) (308 Westwood Plaza)

ONLY submissions that have VIMEO/YOUTUBE/WEBSITE examples of video work will be considered

Previous Work Examples

Needs

- Need a videographer w camera and light wireless mic (wireless mic is essential)
- Date: TODAY - Feb 19
- Time Needed: Gig would last from 5:30 pm to 8:30 pm - FEB. 19 (WEDNESDAY) at
- Location: Kerckhoff Hall Grand Salon (308 Westwood Plaza, Los Angeles CA)

Equipment

Date/Time/Location

The Job

- Would mic up one panelist and record a panel conversation
- Mic up would be at 5:45 pm | Panel lasts from 6:00 to 7:30 pm
- Would record 1-on-1 convo's with attendees afterwards
- Recording would end at 8:30 pm

Deliverables

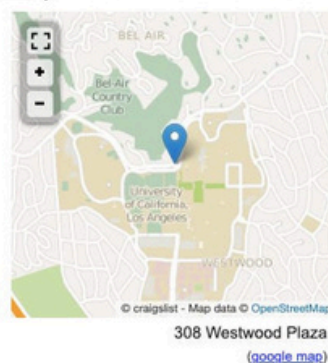
- Unedited video of panel (chopped into 5-minute intervals)
- Raw footage of each convo that I have w/ attendees after the panel event (each convo wld be a separate clip)

Deliverables

Event Page: <https://asucla.ucla.edu/event/plts-x-forbes/>

Examples

The goal is to create YouTube and Instagram content similar to this:
https://www.instagram.com/tv/B46L8rXgtMj/?utm_source=ig_web_copy_link



compensation: \$200 (\$100 cash upfront & \$100 via Venmo/Paypal upon digital delivery of videos)

Moolah 🤑

This is a screenshot of a videography gig I posted for an event in LA.

Note: The event was a panel discussion, but I've used this method for speech videographers as well.

- **Previous Work Examples: Do Not Skip This Step.** Make sure you request examples (YouTube, Instagram or Vimeo clips) of the videographer's previous work. You want to look for videographers with experience shooting speaking events. If you don't see this type of content in their work, move on.
- **Equipment:** I'm not a videographer, so I don't know a damn thing about camera lenses and aperture.
- But this is all you need to add: **Must shoot 4K content.** That's it. Don't look up any cameras or none of that tomfoolery.
- Second, make sure the videographers has **a wireless mic.** A wireless mic enables you to move freely onstage and capture 1-on-1 convos with your adoring fans. This is non-negotiable. Make sure the videographer has a wireless mic.



- **Date/Time/Location:** Be specific. Tell them how long they need to shoot content and when they should arrive.
- **Deliverables:** Request a full-length video of your speech as well as shorter pieces that you can post to social media.
- **Examples:** Show them examples of the finished products that you'd like to see.
- **Moolah:** This is where we tell them how they're getting paid (typical setup: 50% upfront and 50% upon completion).

Pro Tip: After you post your first gig, save the copy to a safe place (like Google Drive or Dropbox). Then for your next event, copy/paste, change a few details and You're ready to go!

Pro Tip #2: Keep a Google doc of good videographers and include their city and contact information. Trust me. The more stages you speak on, the more invaluable this directory will become.

😎 New School Method - Instagram

Special shoutout to co-founder Will Baggett for unlocking this strategy. It's quick and yields exceptional results.

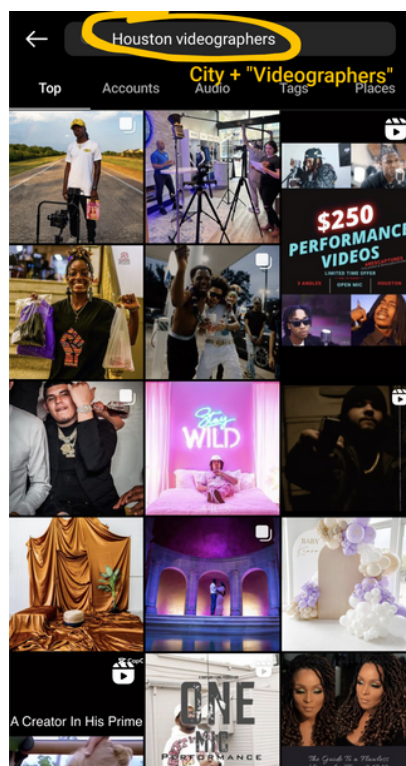
Step 1: Open an Instagram Account 🙄

Download the Instagram app.

Open an account.

Step 2: Start Searching (City + "Videographers")

Go to the search bar. Type in the city where you'll be speaking and "videographers".



[Note: MYM cannot be held liable for any content users view while conducting this search. 😂]

Step 3: Look for Pictures of Videographers (📹 Not Videos)

At this stage, we are looking **for people holding cameras.**

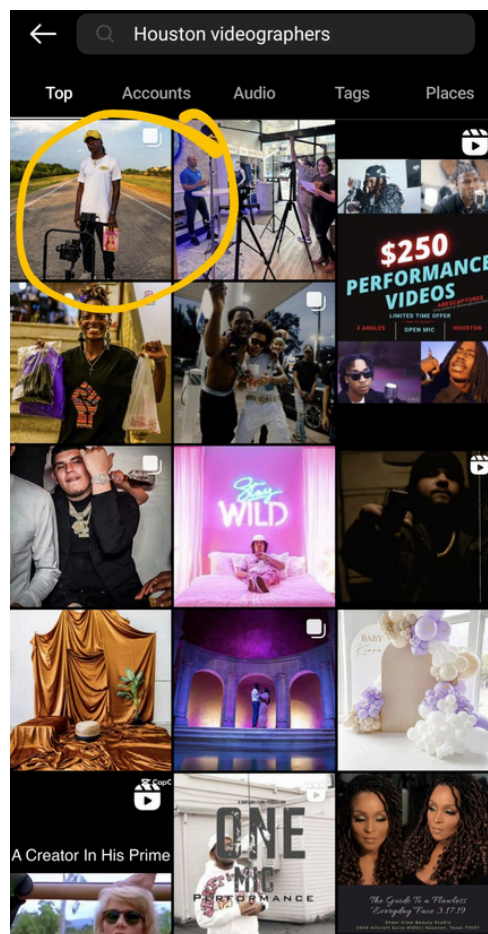
Standing by cameras.

Kissing cameras....you get the picture.

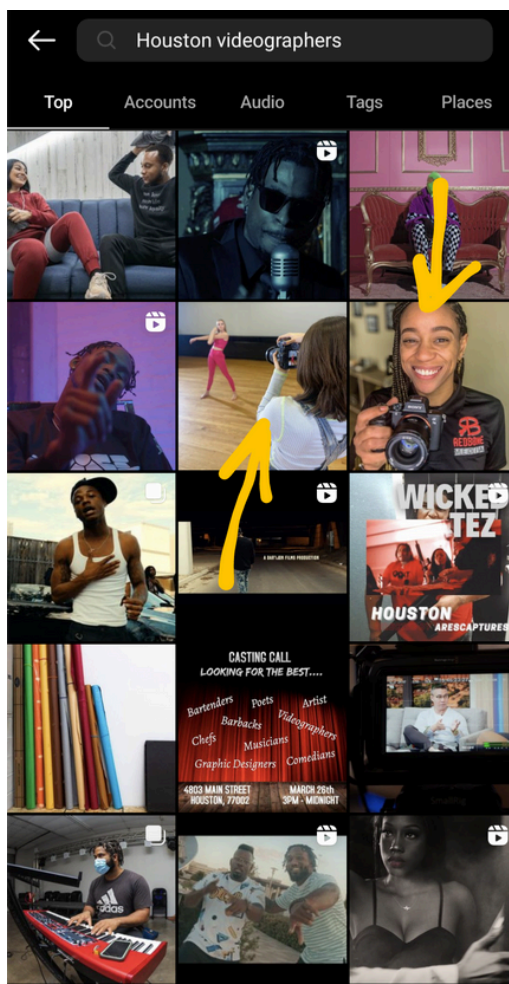
Don't get lost in looking at footage. Instagram has too much content.

The quickest way to find videographers is to find pictures of people standing with their equipment (that sounded dirty, but you get my point 😂).

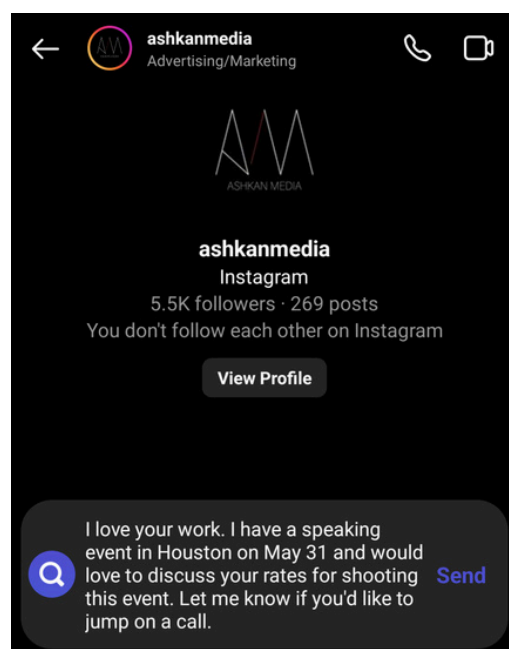
Let's dive into this Instagram search:



And after scrolling a little but...we find a few more candidates.



Step 4: Pick 3 and DM Them



Please steal this copy 🖱️. Don't reinvent the wheel.

Step 5: Pick 3 and DM Them

Feel f

Respond and take note of response times.

I've found that creatives can be a tricky bunch (apologies for you creatives out there).

You'll find great photographers and videographers with poor professionalism (slow response times, slow production turnaround times, etc.)

So, trust your gut.



If you get the feeling during your early communications that someone won't be responsive, don't hire them.

Move on.

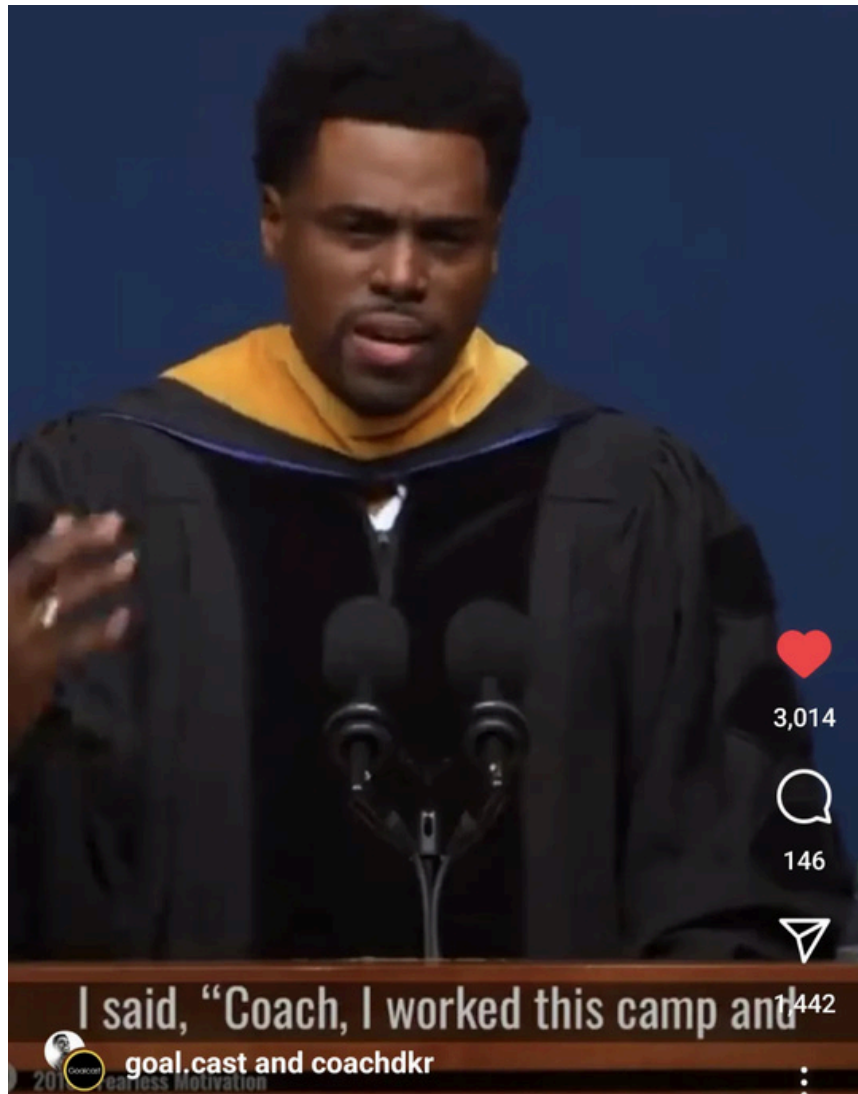
THE MIC DROP 🎤

Video is king. 🏆

The best way to leverage previous gigs into future speeches is by sharing compelling video content on your social media outlets.

Don't believe me?

This 4-year old clip has generated over \$120K in keynotes.



You can view the clip [here](#).

Take the Stage.

Get Paid.

Buy Your Freedom.