

## Marketing Tip: How to film videos on the go with James Schramko and Franziska Iseli

**Franziska:** Hi there! And welcome to paradise. I'm here in the Dominican Republic with this crazy cat, James Shramko.

**James:** Hey! Crazy cat James Shramko here.

**Franziska:** We are actually here for a conference and so we shared a little tip with you. Vision is almost to photo bomb this video, I think. And, so share something with you because this crazy cat has got a lot of good content for small businesses. And so, we asked him, "Hey, can you please share something with our audience?" So, let's have a look at what this, Shramky- can I call you Shramky?

**James:** I get called Shramko, Shrampo, Shrakmer, Shramers, Shramkey, why not?

**Franziska** I like Shrakmo. There you go.

**James:** So you want to revise the Shrakmo?

**Franziska:** I'll call you Shrammy.

**James:** So, talking about making videos like this, actually. Here we are in the Dominican Republic with virtually no internet. We're a long way from home; it's like 30 hours of travel.

**Franziska:** Maybe 22, but, you know, he doesn't know geography.

**James:** But it takes a lot of times at airports. You've not been counting door to door. From the time you leave your house, waiting at the airports- 3 flights. We don't all take luxury cruises...

**Franziska:** That's right.

**James:** The deal is- you don't want heavy gears, you don't want big cases with DSLR cameras and super-duper microphone stuff. The real message that we've got today; what you want to do is just have an iPhone or an iPod mini and an external microphone that plugs in it- that's it, that's all the equipment you

need to be able to bring your message to your audience.

**Franziska:** Yeah.

**James:** Now, when you are away, it's good to say, "I'm here at whatever." And it gives you permission to ...with the equipment.

**Franziska:** Yeah.

**James:** If you're home or in the studio, of course, get the better camera, get the better microphone, get the better lighting. But if you're not. Make the content and then publish it. And the audience would be getting a message that they wouldn't have had ordinarily. And you can still be highly portable, you can take your phone, I mean you've always got your phone with you. So no matter where you are- a ski lift, going down the slopes, at the beach, at an airport. Anywhere where you feel you've got a really important message to demonstrate, get it out there. And try timing between helicopters.

**Franziska:** I agree, I agree. Now, what I want to do... It's just for you...

**James:** There's something big going on, you may see it. A follow up video, like the roving report.

**Franziska:** There's something crazy happening here but we'll tell you later.

Now, what I want to do two things. I want to show you the equipment that James is talking about because he's got some ninja techniques and maybe he can share what he's using. And second, you want to talk about, you know, that as small business owners, you need to put content out there. And a lot of small businesses don't have the time or they think that they don't have the time and that's a really good way to just leverage your time because I'm sitting here anyway. I'm talking to you, maybe, if you're lucky, anyway. We might as well...

**James:** Well, you know, I had to go and take my wallet. It's, you know, your rates are pretty high.

**Franziska:** Why is it important to do this?

**James:** It's important because content is what people consume, they're on places like Facebook, they're on Twitter, they're on Google Plus. You know, they're out there consuming information and you can have a voice there or not. And

instead of just uploading a picture to Facebook here and there, put stuff on your website for your customers, answers the questions that they ask all the time. So you could make a video on- this week we're going to answer our frequently asked questions... blah, blah, blah. And from then on, you could refer people to that over and over. So, it's a leverage form of marketing, make it once. Get leverage from that over and over again. In fact, some of the audios that I make have been downloaded up to 10,000 times. So that was one conversation that I had, that I recorded and I get watched 10,000 times or listened to the tape 10,000 times.

**Franziska:** Yeah and people want to come on the journey with you, you now that. You got to love, you know, you go to all to these different places and you take your audience on a journey but in the actually, because I ask myself, what the people want to know about this stuff and wear them, actually do.

**James:** Indeed, they want to be real. They wouldn't voluntarily watch a commercial, but if it's on the television they got to watch it, but they don't go, "Okay, I will see all those commercial only on this television channel."

**Franziska:** Yeah.

**James:** They want to go with you. They want the story. People are drawn to it.

**Franziska:** Yeah. They do.

**James:** Should we talk about the equipment?

**Franziska:** Yeah, let's talk about the equipment.

**James:** So, just an iPhone like this is good. And instead of holding it like that, which everyone does, like when they're going to a tea party, it's easier if you actually hold it like that. You get a really good grip on it.

**Franziska:** Okay. That's a good tip.

**James:** Then you can play and then zoom. I learned that from a guy called Julian.

**Franziska:** So, would you hold it yourself?

**James:** You can hold it yourself.

**Franziska:** Or you get someone or find someone to hold it.

**James:** If someone's holding it, let them hold it. What I often do is I put the phone on top of a flower pot, or a bookshelf, or a window sill.

**Franziska:** Yeah.

**James:** And I make sure it's eye level. If you go too low, you get the fat chin so you got to keep it up high at eye level.

**Franziska:** Yeah.

**James:** The audio, we're using a device called the Rode SmartLav, or in America, Smart Lav, that's L-A-V, Smart LAV, and it plugs straight into an iPhone or an iPad. So the cord plugs into over the headphones and it gets you much better sound than the built-in microphone.

**Franziska:** And we're actually using it here.

**James:** We are. And here it is here, that's it there. And if you're going to film outside a lot, you put in a little windsock. So if we feel the breeze coming up.

**Franziska:** Oh, perfect.

**James:** This thing, it looks like a befeater's hat from the English guards.

**Franziska:** Oh yeah, I do.

**James:** And we put that on here. It pops on to the top of the microphone like this.

**Franziska:** Perfect.

**James:** And if it's very windy, it will actually fill through a little bit noise.

**Speaker 1:** Yeah and where do they buy this thing?

**James:** You can get these on Amazon.com and they'll be like \$60 something plus you get the optional windshield, it's called.

**Franziska:** Perfect. All simple. What we're going to do is, maybe in the future we would share with you the different content ideas because now you're watching this and you think, "Oh these guy's awesome but what can I talk about in my video?" So, in the future, we will share with you some content ideas but for now, where can they find more about you.

**James:** Well if you want some videos to watch, to see what I'm putting out there,

have a look at [superfastbusiness.com](http://superfastbusiness.com) and you'll see lots of ghetto videos, filmed from everywhere, like everywhere.

**Franziska:** Everywhere.

**James:** All around the world. And also some ...at home and some of the videos I'm talking about. What I'm using at home as well.

**Franziska:** Yeah, I know we can visit you once.

**James:** Yeah, you come by at the studio and we can do it at 2.

**Franziska:** Exactly, so we are also going to share you, if you want to have a home studio, it's very easy to set-up. It doesn't cost a lot of money and then you're always ready to do something. So we share it, we go to James' house soon.

**James:** And Jacob might be here.

**Franziska:** Yeah.

**James:** We might go for a surf.

**Franziska:** We might surf before and then we come back and we show you his studio and how he said it's got it all set-up because it's got to really need a set-up and it's not that expensive. You can do it.

**James:** It's cheap, easy and set-up.

**Franziska:** Okay. So, thank you so much for watching. If you like this and if you don't mind our rambling forever, then please like it, share it and comment.

**James:** That's it.

**Franziska:** That's pretty much it. Thank you so much.

**James:** Thank you.

**Franziska:** Thanks Shrammy.