

# 046 - Make Better Videos with This Framework with Kan Huang

**Kan Huang 0:00**

People don't realize that videos can be really effective form of efficiency and productivity. So creating a video that covers some of the regular frequently asked questions that you always asked, right? Like you're talking consultations, like maybe you for SEO, your people always just saying like, what about link building? What is link building? Why should you be doing link building and creating videos in a way? You get it, you get it every now and again. And create a video of that so that instead of spending the 20 minutes or the half an hour that you're, you know, speaking to them about that. They may have watched it beforehand, or maybe potentially if they haven't watched it, you say, "Look, let me send you something afterwards". And so it says that ability to scale your time as well is super important for video too.

**SEO Leverage Podcast Intro Music 0:41**

Welcome to the SEO Leverage Podcast, where we talk about search, marketing and conversion.

**Gert Mellak 0:51**

Hello and welcome. This is Episode 46 of the SEO leverage podcast and today I've got the great pleasure to welcome Kan Huang to this podcast. Thank you very much Kan for taking the time.

**Kan Huang 1:03**

No, thank you, Gert, appreciate it.

**Gert Mellak 1:05**

Awesome, it's great to have you because you're really an expert in a very important topic, we see clients getting really good results. Some other clients still lacking a little bit of experience in this field. And you're the expert when it comes to video production, video making, video editing, etc. I'm going to ask you then to give a little bit of background about your marketing background. You obviously know more things than videos. But yeah, we we had the pleasure to get to know each other through the community of James Schramko. Big shout out to James at this stage from superfastbusiness.com, who makes it, connect us with really interesting people like you, who really know what they're doing, which is always great. Could you maybe spend a minute or two to give our listeners a little bit of the background where you come from? How did you end up helping people with video production? And what else do you bring to this mix?

**Kan Huang 1:56**

Sure. I mean, I'm based here in Sydney, Australia. Obviously, like you mentioned, we connected through James of superfastbusiness membership, which is fantastic membership as well. I run a marketing agency or video production agency called, Social Wave has been around for about you know, 18 months to two years, and got a team of roughly about, you know, 12 to 15 people at any given time. But what we basically do is help businesses generate leads, and also improve conversions using video. So we do a lot of I guess, strategizing with them, get them to understand exactly what sort of videos they need to create, how can they do that as a positioning play, and ultimately, you know, establish them as a thought leader and also an authority figure in the industry to help obviously generate leads and also nurture their audiences. So that's that's basically what we solve as a business.

**Gert Mellak 2:42**

Amazing, amazing. So media is obviously not not only a priority for us, we push out a YouTube video now every single week, which is a challenging task, but also rewarding when you get and then get feedback and people see you and get likes really appreciate information, you get some comments, etc. Media is definitely here to stay. Would you agree?

**Kan Huang 2:59**

I agree. If anything, I think video is actually getting bigger and bigger. And you know, you mentioned YouTube, YouTube's kind of one of those platforms where they're just they're getting better and better. And I think there's a statistic out there where video consumption, particularly mobile video consumption is actually growing or doubled year on year for the last five or six years. So it's just getting bigger and bigger.

**Gert Mellak 3:20**

It is really impressive, and especially if you think about our I think about my personal behavior when on the phone, I mean, there's so much content you consume during the day and in video format, these lectures are scrolling through the through Instagram feeds and and and really for example just to kill some time really and and get entertained or if it's really about information. Sometimes YouTube is just the first channel, you actually look for something right and say, Okay, let's, let's have someone explain video production to me, let's have someone explain SEO to me, right? So I don't have to read this, I can lean back, sip my cup of coffee and just get get things explained or get exposed to a lot of information presented in a very nice way. So there's definitely a lot of a lot of room here. I know some of my clients are embracing video and have been for quite a while we have clients with 1000s of subscribers on YouTube that essentially created their audience, even before they maybe then transitioned to SEO and tried to get SEO come, organic visitors through SEO to their content. And my clients don't do video at all because it's like, it seems like really complex like really difficult to, to create videos and so complex with the lighting with a script, with I don't know, we might be talking about a specific framework later that can help people to organize the videos. But when would you think or for whom would you think is really interesting to start producing videos on a regular basis or add them to their communication mix.

**Kan Huang 4:42**

The videos traditionally have a very, I guess, a perceived high barrier of entry. If you think of, if you break down the whole video production process, it's you've got to come up with topics, maybe you got to script things together or come up what you want to talk about. After you figure out we're going to talk about it. You've got to get all the equipment together. You've got to film it after you've filmed it, you got to go and edit it. And then of course, you got to distribute it and figure out how to, you know, do that properly, you know how to amplify it correctly, you know, your social media, your algorithms, maybe if you got the SEO play with YouTube, you want to make sure your videos rank organically on YouTube, or perhaps, you know, they complement some of the existing traffic that you've got, so like, you know, with your audience, they have SEO, traffic, inbound organic traffic coming through, how do you use videos as a way to, you know, help convert people as well. And so, I suppose fundamentally, it's, it's, it's one of those things where I think every business should actually be using video, how you use the video, what type of video you create, is obviously situational, depending on it. And so I always like to, I guess, talk about the buyers journey, and understanding exactly where your target customers or target clients are at, and what part of that journey it is. And so, usually break down the journey into four steps, you know. We usually say it's problem unaware, someone who just doesn't really know that they have a problem. And so whatever your product or services, you know, does that solve something? Is it something that they you can drum up desire through video and into their problem away, which is the next stage. Then generally, they know they have a problem. And they're kind of looking for answers about how to solve that problem. The next stage, which is stage three, you're talking about, you know, people who are solution aware, you know, it could be that I have a problem, I need to get married. This is terrible. But, but I need to go and buy an engagement ring. And so they go looking for an engagement ring. And so do you go and create a video on your product listing page for engagement rings to help convert that. And then finally, it could be brand aware, it could be that I don't know in Spain, whether or not this is known brand, like St. Michael Hill Jewelers here in Australia, you know, very well known jewelry brand. And so you would go on to Michael Jewelers website, because you are aware their brand, they solve a particular problem and I say, quote unquote, problem to be able to do that. And so video you can, you need to understand exactly at what stage and what sort of videos should be creating, we should be talking about. But I do believe that everyone should be creating videos for their business.

**Gert Mellak 6:55**

So these videos should be videos for every single one of these stages, or for a specific stage in particular?

**Kan Huang 7:01**

I think I think we're necessary, right? And that goes back to understanding exactly what that suppose that funnel looks like, and what are the actions they need to take. So for example, if you are a, you know, you're running an online membership, or you know, you could be an accountant, for example, let's say, what sort of videos do you need to create, like, for example, got a client who is an accountant, and he's going out there, and he's creating videos that are educational, their how to topics in there explaining, you know, what are the key things? What are the pain points that people have? And what sort of questions are they asking is searching

for and then creating video content to deliver that sort of value. And ultimately, what that ends up doing is it positions them as an expert, and you know, you as an accountant, know what you're talking about, you're credible. And then off the back of that, you know, usually at the end of the video, you have a call to action, you should say look, if you want to learn more, if you want to get an accountant to help you out, you know, head on over to our website or click on the you know the link in the description box below. And then find out more we can do a free consultation or something like that.

**Gert Mellak 7:53**

It's such an important point that you mentioned asking, answering the questions clients have, etc. I remember a project we started, I think 10 years ago, where we didn't even even call it inbound marketing back then or SEO, we just told the client and say, Look, why don't you give me a list of all the questions you get all the time on on your call center, your sales people, the questions they get, and we just write articles about their answers. And and this strategy has been working so well for them. They have been a client with I think with us for 10 years in a row, monthly renewing, because it was working and bringing in the right people, because the questions people ask them on the phone, they also ask them Google. And we're now starting to roll out also YouTube and kind of make a video version of all those answers. So people can not only find this on YouTube, or or find this on the search results as a video answer, but also then embed this content into the articles just to make sure that the questions get answered and answering questions. We even had in our audit, we have this as a separate part of the keyword research. We just collect all the questions and say, Look, if you happen to have someone who has some time available, just answer these questions. These are questions people actually ask on Google, on Quora, on Reddit, and they want to find an answer. And this is a very good entry point for people to start generating some traffic, I think it's really important, but you said that it depends where you create the videos. For example, in our case, we know we don't need videos explaining what SEO is. Because the people who are willing on wanting to invest in SEO, they already know what this is. They already know what it can do for them or have invested in SEO in the past, but they're just looking for like a proven framework. So we definitely start a little bit further down in the funnel. We explained different strategies or different things you can do in order to improve your SEO, but I can see this this stage where is a problem unaware and they were just explained, okay, you know, your traffic is you don't get so many calls anymore. So what could be there? The thing and yeah, SEO might be one of the reasons why this doesn't happen anymore, right?

**Kan Huang 9:50**

Yeah, I agree. And look, marketing at the end of the day is all about empathy. So it's more about understanding how well you know your audience. And so fundamentally if you have a very innate understanding or you're very familiar with your audience and you've been in the game for a long time in your industry, you should naturally as a business owner be able to identify what sort of content to create. And so I think there's a lot of similarities between video and SEO, because, you know, both to do with search in a lot of ways, and it's about understanding, what are the pain points? What are the frequently asked questions and sort of what are the knowledge gaps that people have? And how do you create the right content to match with the

search intent for people to get their, the answer, and I think. Ultimately, great marketing is marketing that helps people with transformation, so that after you know they consume your content, they're better for it. And so it's just giving that value. And again, it's that positioning piece where it makes you, you know, an authority and it makes you a trusted figure. And so that when people are inclined to actually go ahead and choose an expert to solve their particular problem, they're more inclined to do that with you.

**Gert Mellak 10:47**

Absolutely, absolutely. I agree. We definitely do videos first and foremost, so people can get to know us can get to know me, can get to know how we think about things, how we do things. So they can really establish this kind of trusted relationship and secure the agencies that promise a page one ranking in three, in three days. And there are other agencies trying to help me explain helped me understand why certain things are important that are going to bring me towards good rankings and towards more exposure. So the trust aspect for us is probably the main reason why we ultimately started the YouTube channel in the first place. So people could just form their opinion, and if they think we could be a good fit, reach out or get a quick audit or do something with them so we can get started or or give them an opinion about their project. What do you think is is the purpose really apart from building trust? We mentioned this now what other purposes could a video cover?

**Kan Huang 11:36**

Videos help with actually differentiation as well? I mean, like, for example, in your case, there's a lot of SEO agencies out there. So how do you set yourself different, and set yourself apart compared to your competitors, so definitely, that is a massive part of that process. It also helps keep you front of mind, I think, you know, just like back in the day, I mean, a classic example is, you know, Coca Cola, you know, the biggest, biggest and probably the most well known brand in the world, yet, they still continue to do, you know, advertising and marketing, and particularly around videos, I mean, you see them on TV commercials, and you probably see their videos around the, you know, YouTube ads and that sort of stuff. And, and so it's this constant reminder that they're still around. And I think that's a really understated value of something like videos or content in general because, you know, when it comes from on some people's, you know, if you're selling something high ticket, you know, the cell cycle is quite long, you do need to spend a fair bit of time staying in front of mind. And so it's that concept touchpoint that you have with people, it's why it's why business development managers are, you know, checking every quarter and I have a catch up coffee with you. It's what video basically does on demand. So that's obviously a key difference with why videos are really important. And also another thing that's really, I guess, understated too is that people don't realize that videos can be really effective form of efficiency and productivity. So creating a video that covers some of the regular frequently asked questions that you always asked, right? Like you're talking consultations, like maybe you for SEO, your people always just saying like, what about link building? What is link building? Why should you be doing link building and creating videos in a way you get it, you get it every now and again, and create a video of that so that instead of spending the 20 minutes or the half an hour that you're, you know, speaking to them about that, they may have watched it beforehand, or maybe potentially if they haven't watched it, you say, Look, let me send you

something afterwards. And so it says that ability scale your time as well as super important for video, too.

**Gert Mellak 13:25**

This is amazing, your videos have different different purposes, it just thought of staying Top of Mind, especially in social media, follow a brand and not just get ready, but I like what they're doing. And they might be ready. I don't know, in a year or two, we had this with with the tools we use for link building, we've been able to afford the market leading tool a few years back and just had them on our radar and said, Okay, once the agency grows, once we get more people in. I have more than 23 people, so we're now at this stage where we can they can really take this next step. So they were on our radar, they stay top of mind as you see. And then at some point you make the decision, it's okay, now is the right time to really take the next step. Now, we also see that people very often spend months thinking about whether they should be doing SEO maybe do something on on their own before they actually hire a professional. And I would expect this could also be the case for your clients where they first start out maybe with their own videos, but at some point and say okay, they they might need professional help or might want to videos to look as professional as their competitor's videos do. So when do you think comes the time where someone should transition from a DIY approach, and I will include myself there because I have my camera equipment tomorrow I'm going to be at the office this morning and do my different settings and my different sequences. So this doesn't get as boring as a normal SEO video with the talking head. When do you think is the stage where someone should really look into outsourcing at least parts of the video production process?

**Kan Huang 14:49**

Yeah, look, I mean, most of our clients come to us when their time is more valuable than the money spent. And so a lot of the time it's that their businesses got to a stage where they're better off doing other things more highly, you know, they're effectively our brain is much better than them being in the editing room and editing the videos. And so if you're someone who's early on the stage, and you've got more time, then you've got money coming in or revenue coming in, I'm certainly it's something just to continue to do yourself. And you know, it can be high production quality, low production quality. Look, I think that ultimately, the end of the day, the the highest, well, the the best performing aspect of video is actually the quality of the storytelling, and the communication or the messaging. And so for those people who come to us, they generally people who say, Look, I don't want to be spending time in the trenches doing this sort of stuff, I just want to say front up in front of camera, once a quarter, you know, we knock off six to eight videos with them, and then they go about continuing their day, whatever it is that they're doing. And so I guess we built our agency, and a lot of ways for it to be super affordable to the point where, you know, it actually doesn't make any sense for a lot of businesses out there to actually have to pay for a full time person in house, it's actually cheaper to go with an agency like us. And so, you know, a lot of business owners just look at the ROI and go, Oh, this doesn't actually make any sense, I can get someone who can, you know, do it all, as opposed to maybe having to train someone up and dealing with them on my payroll. So certainly, I think if you're at a business size, where you know, your your time is worth a lot more, that's, that's when it's probably time to jump over.

**Gert Mellak 16:16**

Awesome, that's interesting. So you've noticed if not someone is doing the videos on their own and for example, we have a case where very often our clients might have an article that's already ranking really well, but if they see competitors, maybe also having videos embedded, so they are looking for presenting content also in the video format, and then try to just add value to the article to maybe have a higher chance to rank. If competitors are doing video, you really can't be the only player out there ignoring video completely. What could be a good process or a framework where someone says, Okay, I need this video, what are the steps they really should be taking or thinking about in order to structure the approach a little bit because I know there are people out there that just hit record, say something, then put it up on the website, which obviously is not the best approach. What do you suggest, where could people start, and then obviously, at different stages, you could come in and help

**Kan Huang 17:11**

For sure. I mean, we actually follow a formula or a script formula called Hilda. It's actually coined by a guy named Ken Okazaki, who is actually a video marketing coach. And he used to do photos. I mean, the photos he used to do videos for guys like Tony Robbins, a very well known in the space. And so Hilda, which is spelled H I L D A, basically just stands for hook, introduction, lead, deliver the goods, and then ask. So I'll go down, I'll break down each of these steps in that way, you know, for people who are looking to say do their own videos, this would give him a really good, you know, formula to work with. So hook just refers to, you know, picking out maybe the juiciest part of the video, after you've recorded it, right could be something outlandish if you look at YouTubers, they're really good at it, they just pick some of those is really a shock factor is like I got no idea what I just watched, but I want to see more. Or it could be just like a punchline, like a bit of a mic drop moment, you might be said something really, you know, killer in the video. And you put that at the front of the video, because that's the hardest thing, if you can't get people to, you know, jump into the video and watch the rest of the video, you kind of lost most of the battles just like having a really good subject line in your email. And then so once you hook people in, the first thing you want to do is introduce yourself. So usually say something like, here's my name, in my business title. So I'd be saying like, my name is Kan and I help business owners create videos, highly, highly productive videos, or highly, I generate leads for business owners usually video. So Introduce yourself, tell them exactly what you do. And then after that, which is lead, we usually say lead in anticipation. So that could be things around, you know, you poke their fears. Or if it's like, I'll give an example. Like if you're talking about weight loss, you say you've tried all the diets, it doesn't work, you've tried all the pills, this doesn't work, you say, but it's not your fault. Well, this is important. Create some curiosity, something that'll just make them understand they go right, if I actually watch these, something's going to change, I'm going to be able to get some value out of this. And then once you've done that, the next thing is to deliver, which is deliver the goods, meaning whatever you promised that you'd offer in terms of the information is product. Or in this video, you cover it, you go here are the five things I know you did a recent video on the five productivity apps that you use in your business as well. So there's the sort of things you kind of rattle off your list, or you talk about some of the things that you're going to talk about. And then once you've done that, the last step

is the ask. And so it's about what's the call to action, you know, just like you do in a good SEO article, it's always like at the end of it like what should you do for next steps and lead people down a journey. Same thing to usually say look for you know, a friend or a colleague or someone who you know who needs to go and watch this, or you can like and subscribe, or share this or tag, go to our website. Those are sort of call to actions that you want to look for in the video. So if you follow Hilda H I L D A, that's a great easy format or formula that you can use for creating your videos.

**Gert Mellak 19:53**

This is amazing. Thank you so much. I'm definitely a fan of frameworks with our Erica frameworks and now next to Erica we are going to sit Hilda. Erica and Hilda are going to become best friends. We definitely work with with videos a lot. And and I think we probably roughly follow this formula we tried today. And if this is really like a YouTube video, I am conscious of SEO videos not being the most entertaining. So we tried to have the call to action spread out across the different videos to break things sections up a little bit. But I think this is probably roughly what we what we tried to follow. But I definitely liked this this hook is definitely interesting, because when we check the statistics of our videos where people break off, etc, very often it's really the first seconds whereas, okay apparently just wasn't compelling enough. And we very often compare this or have the same similar thing with search snippets in search, wait a second, this is really like the hook. This needs to raise enough interest for people to actually click on it. And it just literally had client called before and talked with a client about an actual project where they get a lot of exposure in Google. But with the text they have is just not compelling enough. The good thing with text and webpages is that you can actually change this and in most cases, Google is going to take over the your new meta description eventually. Whereas in videos, it's really making a new video, you can't really edit this, this front part and and then wait, what happens, you really need to do a new video on that. But we can definitely see that the hook is extremely important because people are just so distracted. And if this is not absolutely sure that this is exactly what they are going to search for, like it is going to drop off and and click on enough videos on YouTube about every single subject you want. So there's really no need for them to, to wait for a sub optimal video just doesn't really convinced based off the hook, right?

**Kan Huang 21:41**

That's right. I mean, even you know, from a video standpoint, if you think about, I guess you compare it to having really good title for your article. It's the same thing. And you know, one of the other variables with video is like, if you're uploading this on YouTube or social media, it pays to have a really, really good thumbnail as well. If you've got a really poor thumbnail or no thumbnail, or you're letting like Facebook or YouTube choose just a strange frame somewhere random picked and you're pulling a really stupid face then you probably, unless unless you absolutely, you know, beautiful naturally and people won't actually go check it out. I think you and I Facebook, our faces probably won't get too much attention at this stage. But

**Gert Mellak 22:15**

I am very aware of my SEO qualities better than my actual qualities as a model for YouTube.

**Kan Huang 22:23**

Your good looks. So yes, certainly having a good quality thumbnail.

**Gert Mellak 22:29**

The other question is if someone clicks on the thumbnail, just because you're looking so good, not sure if they're really going to turn into a client anyway, right.

**Kan Huang 22:36**

Right. The the search intent is an issue as well. So definitely you have to keep that in mind.

**Gert Mellak 22:40**

I have one one last question before we wrap this up. And this is storytelling. And I know this is, this is like a theme that has been coming up I was saying the last two years really. It was always something that professional copywriters, etc. had in mind, but I can see storytelling being mentioned all over the place these days. How important is it to tie everything into a story and this is really possible for every video.

**Kan Huang 23:04**

I wouldn't say it's possible for every single video, I think, again, it's understanding what the purpose or the objective of the video is, Are you trying to connect with your audience or you're trying to teach them something, or you're trying to inspire something and I suppose once you understand what the objective is, then storytelling may or may not be applicable. Where I find storytelling tend to be quite useful is generally if you're trying to get a point across, you know, you could be hammering home a particular point, or it could be that you know, you have a video that's like an origin story and you're trying to explain your value proposition to a prospect. You want to demonstrate a difference between your competitors, then storytelling is fantastic. And it's more about the fact that you know, now that as video becomes easier and easier, more democratized for people to create videos, competition becomes much more fierce, and you can't get away with just being lazy and just, you know, like you said, just just start turning on the record button, just start speaking straight away. So you do have to have a bit of a game plan in place. And so, you know, you know, a formula that we actually use, that's really handy is something like, character, desire, conflict outcome. So character refers to you yourself, you know, or let's say Luke Skywalker. Desire could be that, you know, you want to be a Jedi, or you're trying to mastering the Jedi way. And then the conflict could be that, you know, to do that, there's a there's, you know, there's a lot of things in your way, you know, Darth Vader and all these kind of guys. And so it's this kind of storytelling process where you, you explain kind of, you know, your, what your, what your aspirations are, and then, you know, kind of the pit of despair trying to get yourself out of that, that the wall that you hit or the problem that you reach, and then what's the outcome? So like, how did you get over to the other side and get what you got or achieved what you do? Or what's the lesson that you learned through that and I find that, you know, humans historically, have always connected through storytelling. I mean, it's fundamentally why humans are the most dominant species in the world. It's it's purely from storytelling and connecting on a very personal level, and then being able to I guess, bring

people together and bring personalities together and and be able to, I guess, achieve what the objective is. And so that's why storytelling is super important. Because, you know, you look at really successful I guess, YouTubers, again, guys like Casey Neistat are amazing because there are all these people who tried to be Casey, but they can't be Casey because Casey is Casey as a storyteller, and so it's really important to, I guess, shine and bring out your own personality. And because that's kind of one of the big key differentiators when it comes to businesses as well. It's like, there's a lot of personal brand attached to it. And like, for example, with you, Gert, you know, in a lot of ways SEO leverage is Gert and Gert is Seo leverage. And so really kind of leveraging your personality be there as well through the storytelling is going to really help with actually young, you know, building your brand and generating leads for your business.

**Gert Mellak 25:43**

Absolutely, we see this a lot that really businesses based on trust, really where there's not another commodity is really like an ongoing consulting service or ongoing help is really based on trust. And whenever this is the case, the founder of the company really should be there. We have seen this on a lot of projects where where it's just a very different game if the founder of the company is visible and and essentially connects directly with their audience through videos through articles, etc. Or if this is just like a neutral, a little bit cold business, we don't really need to know who is behind it. And it just get it get a service, but you should be trusting them enough in order to really take the next step. This is definitely what we what we have seen here. I want to put you in a spot. And one last question as a follow up, which is going to help our audience a little bit. What is it, you're a professional, right, so you look at our videos, you look at videos from others, what are like the three main things you would say, people do not pay attention to a lot enough, when they create an upload a video, for example, to their website, or to YouTube, anything comes to mind,

**Kan Huang 26:49**

I would say first thing is that if people don't do enough preparation work up front. So again, you allude to the fact that a lot of people just press record, they start talking. I think it actually pays to prepare, because, you know, the attention span of the average internet searcher now is getting shorter and shorter. So if you don't get to the point of your videos quick, and you don't actually explain and promise what you deliver, you will find that you're going to get dropped off there as well people know when they're being taken for a ride. So that's number one. Number two is I find like, again, the thumbnails, people do not spend enough time designing actually really high quality thumbnail, because just like a really good crafted email, if your subject line is really poor, then it doesn't matter how great the body of your email is. If people aren't going to click it and actually watch it, then then that's all for nothing as well. So again, I say look at YouTube as because they kind of mastered this, they're they're kind of the masters of all of this sort of stuff, build a brand from scratch a lot of them. And the third thing that I find people do, generally is that you don't understand how to use the video for the right application. So I'll give you an example. If you were someone who did a 30 minute video, it could be a very long rambling video or whatever it is right, and you try and put that up on social media like Facebook, chances are, it's probably not going to get the right traction, as opposed to if you put it up on YouTube. So understanding where the videos should be used and what that length is, I think length is

super important. We say, you know, the video needs to be the length of usually a toilet trip, as crude as it is they need to be able to sit on the toilet, finish the video before they finish their business. And that is the right length for the video as well. And so yeah, that's really important to consider your length of your video too.

### **Gert Mellak 28:26**

I love this, this is great. We just pointed this out the other day to a client who is using video to qualify their prospects. And it's like, and he was really shocked that many, many people don't watch the video. But it's a 20 minute video. So if you read an article, you then come to this page, you watch a 20 minute video, it's a lot to ask, right? So if I just think about a user just searching for an answer to a problem, I find this article and even if I wanted to know more dedicating now 20 minutes of my time to watch this video, if this program is really for me, you always want to qualify but this is maybe a lot of qualification or a lot of requirements and might be one of the reasons why then not applications come through because it's just really hard for people to figure out whether this program is for them or not. And the 20 minute toilet trip is not in the daily schedule of everybody. So I can definitely see the importance of this relation. Well, this is this was a lot of value, Kan, I really appreciate it. Let me let me just summarize this a little bit because apart from Hilda, we also got to know another framework for storytelling here as well, which is great. But essentially what I understand or what I would want listeners to take away from here is that video definitely serves a lot of different purposes, can be used at a lot of different stages of the buyers journey. Video obviously has a high barrier of entry, a lot of equipment, editing very often it might be even cheaper, hiring someone like you, your company, your team to help with the process and especially editing, distribution, etc. Because otherwise you have to dedicate and I know we are dedicating definitely one person to video and audio editing pretty much full time here. And very often it's cheaper just to outsource this and you might be getting a better outcome as well. I like to do you break the steps down into problem unaware where, solution aware and brand aware. So where you can really consider it let's let's think about where do we really have the problem is the problem that people don't know that they need SEO, for example? Or is the problem really that they are not brand aware, so I need to make sure that they they really get to know my brand and consider us as one of the potential options, right? So storytelling you mentioned that can enhance the understanding or keeping this story or this the point you want to bring across in in the memory. You mentioned the Hilda framework, hook, introduction, lead, deliver the goods and ask, which I think would be a really good framework just to copy and paste into Word document before recording a video and so try to fill in the different sections, which brings us to the preparation work, you definitely would say, is missing on many, many, many videos together with thumbnails. I know Noah Kagan, and I think he, they're like a job ad for someone only focusing on designing the best thumbnails out there. So he's got a guy or interesting just to just to focus on thumbnails, which I found really, really interesting. And then yeah, obviously use the videos for the right purpose. Anything we should be talking about which I haven't asked you?

### **Kan Huang 31:20**

Well, actually funny you say Noah, because he's he's a master at this stuff. And like, if you look at appsumo, which is his company, and what they do is, he's he actually. I believe he's got a

staff member, a female staff member who's completely tattooed, she's got tattoos everywhere. And she's obviously a very, extremely beautiful person as well. And so he understands fundamentally cycling having picking the right staff member in the thumbnails actually helps a lot in this sort of situation as well if you if you got to personally thumbnail. But if I had any parting, I guess, advice as well. And I think, you know, there's, there's a couple of common questions I always get asked, and James is one of those people who always pointed out to me, he's like, He always gets questions about like, what equipment should you buy, when it comes to videos and that sort of stuff. And I usually say, I mean, this is a bit cliché, but it's not about the camera itself. It's about the person behind the camera. And so it's whatever you've got, you know, if you've got a phone, a smartphone, use a smartphone, if you've got a DSLR use a DSLR, I would say, ironically, for video, audio is more important than video if people can't hear or understand you, then it's super important to make sure that you do get some decent audio quality as well. But certainly other things like lighting, it could be that you might need a tripod, that sort of stuff, do what's necessary, but don't let that stop you from creating videos. And last thing I think is just consistency. I think we're in an age now where it's like it's not enough just to do one killer video, you do have to do this consistently. And I'm sure you you know that Gert, because you're producing both podcasts and videos week in week out that it's really important to have a regular cadence and that front of mind is important and so creating videos whether it's on a weekly or fortnightly I wouldn't recommend anything beyond you know, less frequent than monthly. That that sort of stuff is super important as well having a consistent cadence for publishing videos, too.

**Gert Mellak 33:01**

Awesome this is amazing you really definitely invested a little bit in in audio equipment or for podcasts and and videos, but, but I do realize it's just a lot of the consistency is important we see this in our all aspects of business of our clients business is just everything is very long game, something really we learned from from James Schramko as well, I think. Everything is just really long game and what definitely you need to do it right and you need to do it for a long time. And just be consistent. Be there. Make sure you understand your target audience and deliver the value. Thank you so much Kan where can people go if they want to get in touch with you or find out more?

**Kan Huang 33:36**

Sure they can head on over to our website, which is [socialwave.com.au](http://socialwave.com.au) that's social media and waves in [totalwave.com.au](http://totalwave.com.au) more if anyone wants to get in touch they can email me it's can spell K for kilo, A for alpha and N for November at [socialwave.com.au](http://socialwave.com.au).

**Gert Mellak 33:52**

Awesome. This is amazing. We're definitely going to link to your site in our written version of this article, serve this video. If someone wants to read this and then get to you head over to [Seoleverage.com](http://Seoleverage.com) forward slash podcast and find Episode 46 where Kan give us frameworks on how to make better videos. Thank you so much, Kan for taking the time and I hope we can work on your back on the show. Maybe talk about equipment a little bit more. Thank you so much.

**Kan Huang 34:20**

Pleasure. Thanks Gert.