



Ray Edwards Show, Episode 295

Welcome to the Video Revolution

Ray Edwards: Ray Edwards Show Episode 295 welcome to the video revolution.

Voice Recording: It's the Ray Edwards show. This is the podcast for prosperity with purpose. Let's change the world and watch your business grow. Welcome to the Ray Edwards show. Ray Edwards show.

Ray: Viva la revolution. The movie video. Live video on the Inter Webs

Speaker 2: On the inter-webs that series of tubes.

Ray: Live video's a big deal these days everybody's into it. Everybody's is doing it.

Speaker 2: I don't even know what that is.

Ray: That's like you get on your phone. You get on Facebook live and you show people what you're doing.

Speaker 2: What's Facebook Live? I've never experienced that. I've never had anyone shove their phone in my face going, "Hey say hi you're on Facebook Live."

Ray: You've never had that happen. Like at a convention somewhere.

Speaker 2: No

Ray: Multiple times in a day.

Speaker 2: No. When that's never happened to me I've never found it extremely rude and a violation of personal space.

Ray: I wonder if you should make up a little sign that has an obscene phrase on it. Every time somebody does it you just hold it up.

Speaker 2: Yes hold it up. Or just wear a hat with an obscene saying on it.

Ray: I bet you wouldn't get a lot of--

Speaker 2: No you wouldn't. Basically, the point is have Facebook Live etiquette or just live video etiquette.

Ray: Don't just shove a camera on someones face and say you're live on Facebook.

Speaker 2: You're live. What do you want to say? I want to say FU. [laughs]



Ray: That could happen and that would be awkward. Live video is a big deal and it's good for business when you do it right. Today we have a shorter episode. I'm going to be hitting the road for Hong Kong. I think I'm leaving within a day or two, when this airs. We're getting this done in advance and we have a great interview with Luria Petrucci from Live Video Pros. We're going to talk about how you get into this live video thing and why you should do it. Lets go to the interview.

Voice Recording: And now our feature presentation.

Ray: Luria welcome to the show.

Luria Petrucci: Thank you so much for having me. I'm thrilled.

Ray: It's such a delight to see your smiling face again as always. You're with Live Streaming Pro. Obviously your answer to this problem is going to be biased.

Luria :[laughs] Just a little.

Ray: But is live streaming really important? Or is it just a passing fad?

Luria : No, you know what, go back to blogging. I've been doing live video for a decade.

Ray: What?

Luria :Yes, didn't know it existed in these forums back then did you?[laughs]

Ray: No and what were you 12?

Luria : No [laughs] early 20s but still . I'm old now.When I started using it first it was in really rough stages. It really opened my eyes to how powerful live video is for building a brand and connecting with your audience. It is the best to lead generation. It's the best community builder that I have ever encountered over 11 years of being in business. This is the thing that can help you really open yourself up to community like I said and allow yourself to be human, raw and connect-worthy, if that makes sense. I guess what I mean by that is when you're trying to build a brand and when you're trying to grow your business or even just start it. it is important to allow people into your world as your going through that process. So that they can feel as much part of your business as you feel a part of your business.

Ray: Now does this only work for people who are pretty and good on camera?

Luria : [laughs] Absolutely not. I have seen so many people have huge success with various personalities, with various looks. I always say when people come to me and say you know what," I have a voice for radio I really shouldn't be doing live video.This is not for me." Yes, it's not going to be for everybody, but I don't even like saying that because so many of us use that excuse as a way to not dive in and challenge yourself. For me it was much of a challenge as it is for you. I was super



shy when I started doing video and live video and I cried the first time I did it. Literally called my mom in tears. I was early twenties so I was still a baby.

This is a challenge and it has taught me so much, and I've grown so much just by doing live video. When people come to me and say that, I say, "What are your fears? What is it that's bothering you and think that you can't do this?" and they say, "Well, I have a lisp" or, "I don't feel like anybody wants to watch me on video". I pull up google and all you have to do if you're dealing with these fears, is pull up google and search your fear, and then add celebrity to it, and you will find a crap load of people who are in the same boat as you, who don't necessarily look like they should be on video, who have a lisp, who deal with any issue. I don't want to start calling things out because I don't want anybody to be offended. Any issue that you may have or feel, other people are doing that and they're doing it on a much larger scale than you.

That is really, I say, "No excuse for not doing this". I see people who have massive audiences, who I don't necessarily connect to or that I don't really like watching, but that's the point, right? We all have our own businesses, we all have our own personalities. You are here to attract the people who are going to be attracted to you. I'm not talking physical attraction. I'm talking personality attraction.

Ray: Yes. I mean there're 8 billion people in the world so you don't have to appeal to everybody to have a big tribe or following. You don't even have to have a big tribe or following. I was reluctant to do the video thing and it was actually Pat Flynn who told me, "You need to get over that because I've seen you on video and I like watching you". The way I got over is, I just started to watch my videos. That's not totally true, but at first it was totally true.

Luria: Yes. I actually encourage you to watch your videos, just because it makes you more comfortable with it. It's uncomfortable, definitely, to watch your videos. Whenever somebody's editing me in our office or whatever, or watch myself it's Evil Luria, like it's this other Luria. A separation, I create that separation.

I get told every single day that I am beautiful and then right around, I turn around and see a comment that says I'm the ugliest person in the world, I should get off the internet or I have an annoying laugh, I have the best laugh in the world. It doesn't matter what it is, there will be people who find you unattractive and people who find you attractive all the way around.

Ray: Yes. That's absolutely for sure true. What if I'm feeling like, "Everybody's doing it now, it's too late, I've missed the bandwagon."

Luria: You definitely haven't. I know it feels that way right now, but it is really the early stages of live video. Even though this stuff existed 10 years ago, it did not exist in the current social format that it exists now. Really truly it is still early in the game. If you get in now then you are going to make a difference. You are going to be one of



the early ones. It may feel like everybody's doing it, but we have so much more room to grow.

Facebook is still really hitting it hard in terms of making sure people are aware of live video. I mean, I just went to the bank and she was like, "What do you do?", I explained what I did and she was like, "Okay". She had no concept of live streaming, right? It is still very early and you're just working your way through it. Get in, practice because it's going to take-- I say that there's a live adrenaline monster that attacks when you go live because it is. There's all these things that are happening in your brain when you start to go live, you're thinking about this and you're worrying about that, and you are worried about the fact that you have no viewers or the, "Oh my Gosh, somebody showed up. What do I say?", right? There's a lot of stuff happening in your brain. You've got to tame that and the only way to tame that is: one, prepare, but also, two practice. You've got to do it more often in order to get over and get comfortable.

Ray: How does a person get started if they have no clue? What do you do?

Luria: In order to start, I prefer that you see an overview picture of what live video offers. You may see a lot of people going live from their phone out and about, you may see a lot of people going live from like a studio. How does that all piece together? We call it the four levels of live streaming. This will just give you a guideline of where you should start.

Level one is the selfie stream literally just the phone nothing else. This is really raw really human and it's free. This is a great place to start. You do want to be careful and make sure that you have or you're thinking about the audience's experience when you're on level one because it's really really easy to give them a bad experience on level one because it's so easy to go live from it, that you just don't even think about it right? Level one is the selfie stream.

Level two is the phone plus some gear. A microphone, a video stabilizer, a light that can attach to all of this. It can be actually sat on a tripod so you could set it and talk to it. So you don't have to worry about the shaky cam or it can just be better professional video on the go. Then, level three is going live from a desktop using some software I really don't want you to use browser-based platforms because there are a lot of-- and that's not even level three. Browser-based platforms have a lot of potential problems technically they can't really handle what you're trying to do video-wise so you get a lot of buffering--

Ray: What's an example, I'm sorry to interrupt, what's an example of a browser-based platform just so we know what you're talking about?

Luria: Yes, BeLive is probably the most known one. It's okay to start where you have to start, but if you're going to take it seriously I'd prefer you move to something like Wirecast. Haven't you used Wirecast Ray?

Ray: Yes.

File name: REP295.mp3



Luria: Yes, Wirecast has a little bit of a learning curve but if you want to do interviews, if you want to really put your professional brand forward and make sure that people are seeing you and taking you seriously then that's what you got to do. Level four is a dedicated machine, adding all the bells and whistles. Things like extra cameras, some hardware to add to the mix to make it easier for you to switch. Even going up to like really pro level four which is like a full-on kind of studio built for you, right?

Those are the four levels and obviously I do not want you to be intimidated by like level four. This is not where you need to start. What you need to do to begin is to start at level one, pull out your phone, get over the fear just do it and keep doing it and then you move on to level two and then you move up to level three. You walk your way up.

Ray: Okay, there's tons of people giving advice online about what to do, what not to do. I really rely on you guys for my information. Everything that I'm doing right I credit to you, everything I'm doing wrong is because I ignored your instructions.

Luria: [laughs] Thank you.

Ray: I just want to make that clear to everybody.

Luria: You're doing a fantastic job. You just got to do it more.

Ray: Yes ma'am I shall. What's the-- if people want to dive in to this live streaming thing and-- "Don't be intimidated by level four", because at first I was like, "Okay I'm a guy I'm a gear guy so I got to go all the way level four and I got to get everything that is involved at the highest end of level four", I looked at the price tag and I was like, "Oh". So you don't have to start there that's good news.

Luria: No.

Ray: What's a good way for people to dive in and really to connect with you at Live Streaming Pros and get on the right path to doing live video?

Luria: I'd encourage you to take our five-day challenge it's really all about implementation. This five-day challenge basically- it starts with a quiz to understand where you are in your live video. If you want to start at level one or level two and then we can walk you up but it starts with that quiz. Then I'll give you the appropriate challenge for you. Then each day I give you one task. Like I teach you something about creating more professional live streams on-the-go and then you go on and practice it and you implement the tips and then you get better right? Then we add on to that and then we add on and then we add on, so really all about implementation and putting everything into practice.

Ray: I'll be a total beginner at day one and then by day five I'll be--?



Luria: You will still be a beginner because like I said it takes time right? You do need to practice this stuff and it's hard for people to get into the habit. We also have a content calendar that really kind of dives into like, "Okay this is the day to do this is the day to do that" and then you do this. It's about integrating weekly shows with life streams as I call them. Not live streams but life streams that are about being out and about and letting people into your world more than the weekly show which is about value.

Ray: Right, now just circle back to the beginning because I think a lot of people get hyped up because it's live streaming video and everybody's doing it. I need to do it and it's really important that people figure out isn't it, why they want to do this

Luria: If you're just starting your business or if you're still a newer business or small business, what you want to do with live video is create value. You want to do two things you want to create value that people are like "Oh this I get. I understand", and then they want to take the next step with you. You're building reputation you are establishing expertise in your marketplace by doing live video and that works well and sometimes better than some other stuff because first of all, Facebook algorithm and everything gives more credit to live video than any other form of posting on Facebook. You get more attention by doing it and you can build your brand easier. Also on that, when people watch a live video they instinctively understand, they don't even have to think about it, you don't even have to say it but they know that you know what you're talking about when you're on live video because you can't fake live video right? That's a really important piece to why you want to do this.

The second thing that you want to do with live video is like I said those life streams- especially if you're building something, if you feel like you're still bringing things up- is allowing people into that process and making them feel a big part of it because they're seeing this grow. They're seeing this happen and then they're going to be evangelists because they really like you as a person, they like what you're doing, they feel involved.

Ray: What is beautiful about what you guys do is I know you've helped a lot of well-known people get their live stream started and do it professionally and it's interesting to see that they're really young people like teenagers doing this. Then people like Pat Flynn who's a youngish sort of guy and then you've got how do I say this, Michael Hyatt who's more mature, and yet they both have very professional, very slick but human, real live stream shows. I know that you have played a key role for them for both of those people. There's more than just the five-day challenge, if people want to go further with you you've got other training and other information, right?

Luria: Yes, absolutely we've got workshops that you can take that allow you to really dive in step by step. By the way, I just want to say Michael-- you know he said that when he started doing live video he kept hearing from people, "I didn't know you were that funny. I didn't know you were a funny person", because live video has



allowed him that personality to come out and really connect with people on a much deeper level. I just thought I'd point that out since you brought Michael up. [laughs]

Ray: That's really interesting because knowing Michael I knew that he was funny but as I look back and think, I see why people would think that because his material that he had put out up to that point was so serious. It was so important.

Luria: Yes, well he cares so much about his brand which, yes you've got to care so much about your brand; but I think what the missing piece there was that the humor wasn't being added into the mix and now live video has allowed that to happen.

Ray: Yes, definitely. This is cool. Very interesting. Once again if people want to do the five-day challenge and get started where do they go for that?

Luria: You can go to livestreamingpros.com and the button is right on the home page or you can go directly to livestreamingchallenge.com.

Ray: When you go to the homepage at live streaming pros it's pretty hard to ignore it. It's gigantic right there in your face.

Luria: But no pop-ups. I don't do pop-ups. [laughs]

Ray: Good for you. Thank you so much for being here and sharing with us. I love what you do and I love letting people know about people who are good folks, who do good work, and that's you.

Luria: I am honored to be on your show, Ray. Thank you.

Speaker 2: Let's change the world make some video.

Ray: I don't know. Okay that was weak.

Speaker 2: Yes, there you go.

Ray: It was good interview though.

Speaker 2: Yes.

Ray: Luria is good at what she does.

Speaker 2: We are not good at writing songs on the fly.

Ray: No.

Speaker 2: Because first of all, a fly is very tiny.

Ray: Yes. It's really hard. That's why that was so bad it's because we attempted to write that out on a fly.



Ray: They're squishy which makes them harder to write at.

Speaker 2: We do have that fly skeleton.

Ray: That's been here for two years.

Speaker 2: Yes, ever since we moved into this office.

Ray: Stuck on the ceiling,

Speaker 2: Yes.

Ray: I just leave it there to see how long it's going to stay.

Speaker 2: It's kind of a staple.

Ray: I know this is the best episode of the show you've ever listened to.

Speaker 2: Yes.

Ray: Thank God Luria was part of it. Provide some actual content.

Speaker 2: [laughs] Hope you found the show helpful please subscribe to it via the Apple podcast directory and leave a review with your name and website in iTunes and we will read it at some point. If you want the notes or transcript or other stuff about this episode—

Ray: The musical score.

Speaker 2: The musical score, maybe a picture of the fly skeleton.

Ray: The libretto.

Speaker 2: Yes, go to rayedwards.com/295 and you'll find it right there.

Ray: Yes, indeed.

Speaker 2: You have a quote with you now?

Ray: Don't shove that camera in my face. Until next week, [chuckles] may God bless you and give you long life and prosperity. Peace out.

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Voice recording: Each week we bring you a message of prosperity with purpose and freedom remembering that true freedom is available to all through Jesus Christ.

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