



## Ray Edwards Show, Episode 313

### How to Start Your Own YouTube Reality Show

**Ray Edwards:** How to start your own YouTube reality show, reveal your weaknesses and flaws and grow your business like crazy as a result?

[Music]

**Voice Over:** It's the Ray Edwards show. This is the podcast for "Prosperity with Purpose".

[Music]

**Ray Edwards:** I know today is time is over the top. But believe me, it's no exaggeration. It's happening right now from my friend, Michael Stelzner, of Social Media Examiner. We're going to be talking with him just a few moments and let him explain exactly how he's done this and how you can duplicate as ever and do the same for your business.

**Male Voice Over:** Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

**Ray Edwards:** Now, today's spiritual foundations should be exciting for you because I'm about to reveal to you a secret superpower you probably did not know you had. If you're a follower of Jesus, you are part of what's called the royal priesthood. It means that you are both a king and a priest under the king priesthood of Jesus Christ. Now, this is remarkable. It's never happened before the history of God's people. And if you're not a believer or follower of Jesus, you might want to skip this part because it won't mean much to you. But if you are, keep listening because, in the old covenant, kings and priests were two different groups of people. You either had to be a king or a priest. You could not be both at the same time.

Today, because we are all in Christ, we are both kings and priests. A royal priesthood. That means we have double, the supernatural speaking power because of our king-priesthood roles. How I know this? Well, if you look in Ecclesiastes chapter eight verse four it says, "Where the word of a king is, there is power." If you look at Deuteronomy, chapter 21 verse five it says, "As priest quote, by their word, every controversy in every assault shall be settled." As a believer, if you're in business, you have an edge over other business people. There you go, I said it. What you say about your business deals will come to pass. You have that power in your speech.

If you get falsely accused of something, if people give you bad reviews online or say bad things about you as they inevitably will, you need to know that by your very word, every controversy and every assault will be settled. This doesn't just apply to your business. It also applies the rest of your life. As a king-priest, you can bless your children by speaking words of destiny over your children. You have that power

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to set in motion, the supernatural forces that will give them what they need to win the battles of life and to live out their destiny.

What about when you get attacked? What about when the devil comes after you? Makes you sick, causes a business deal to go bad, makes you afraid or anxious or depressed. You may have anxiety about your health because you have certain health risks that run in your family. Cancer or heart disease. You maybe worried about your job because of how things are going or about your business because right now you're in a cash flow crunch. But you have to remember that the devil is not a king nor a priest. All that fear and anxiety is simply him whispering in your ear falsehoods. And there is no power in his words, but there is power in your words because of your royal priesthood in Christ. Instead of agreeing with the devil when he says bad things about you and about your life, your business, your family, you should declare the opposite. You should say, along with me, "I live under a supernatural protection. I prosper in all my relationships. God forgives all my iniquities and heals all my diseases." You can say, straight from scripture, "The Lord will make my way prosperous and give me good success." You've got double the speaking power of any king or priest from the old covenant. You should use your double speaking power and bring these blessings to pass in your own life.

Speak what you want to see. This is not some nutty name-it or claim-it thing, this is simply aligning your thoughts and your beliefs in your heart with the thoughts and beliefs at heart of God. When we line up with what God is saying through us and about us and for us, we'll begin seeing his will being done in our life. His will is always to bless you. Never to harm you. Go out there and be the royal priest that you are.

**Male Voice Over:** Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

**Ray Edwards:** Okay, tip of the week time. This is a podcast recommendation. I'm going to confess right now that I have never understood cryptocurrency. I hear people talking about it. I hear people talking about bitcoin. I just nod and listen and realize I have no idea what they're talking about until I had a conversation with my friend Joel Comm who is now the co-host of the bad crypto podcast. He hosts it with his friend Travis Wright. According to their website, Joel and Travis' moms both say this is the best cryptocurrency podcast in the world. [laughs] These guys have a great sense of humor.

Whether or not you agree if it's the best podcast about cryptocurrency is up to you, but this is a great place to start figuring out what is cryptocurrency. What is bitcoin? Does this have a place in your future? I think after listening to a couple of episodes, the answer is "Yes it does". I think this is the future of currency, of investing. Even things like elections. I know it sounds weird. It's hard to understand, but these guys make it easy. My advice is to start at episode one, and listen to each episode afterwards to get caught up.



You're going to be glad you did. You'll thank me. I promise you. You're going to thank me. Plus it's fun. Whoever heard of a financial podcast that was fun to listen to? Well now you have. It's the *Bad Crypto Podcast* and there will be a link in the show notes. Check it out.

**Female Voice Over:** This episode of the Ray Edwards Show is brought to you by the Prosperity Academy. Your marketing department in a box. Claim your free sample now at [rayedwards.com/tpa](http://rayedwards.com/tpa) as in The Prosperity Academy. [rayedwards.com/tpa](http://rayedwards.com/tpa).

**Male Voice Over:** And now, our feature presentation.

**Ray Edwards:** Today's guest is my friend Michael Stelzner. He's the founder of Social Media Examiner. He's the author of books like *Launch* and *Writing White Papers*. He's the man behind Social Media Marketing World, the industry's largest conference. He's also the host of the Social Media Marketing podcast, founder of the Social Media Marketing society, host of *The Weekly Social Media Marketing* talk show and the central character in the YouTube reality show *The Journey*, an episodic documentary about his own company and well, let's dive in and talk about *The Journey* with Mike Stelzer. Tell us about what is *The Journey* Mike?

**Michael Stelzner:** Well, *The Journey* is a episodic documentary about an entrepreneur on an impossible mission to grow his business 62% year over year and then a 100% year over year the following year. It's a story that I hope will resonate with any business owner entrepreneur. It's the story of struggle. It's the story of triumph. It's the story of my business Social Media Examiner, and really how we are trying to make our conference Social Media Marketing World become successful but it's episodic short-form video documentary. It's a five to eight-minute weekly television show that's raw and authentic. I think that's probably the best way to describe it.

**Ray:** It's all those things and I know you don't do anything accidentally so it took me a while to catch on to some things that were happening. There's a story being told across episodes we're following and you're not making it up. You haven't scripted it out. It's the actual story of what's happening in your business

**Mike:** Correct.

**Ray:** And every episode ends with a cliffhanger making me go, "What happens next?" And then I finally realized after Episode Three, "Oh, that's intentional."

**Mike:** Absolutely.

**Ray:** Talk to us a little bit about-- This was more than just a, "I think we'll start filming," decision for you. What was the decision?

**Mike:** I had been thinking for a long time about doing something with video and I just wasn't sure what exactly I wanted to do with video. I have been watching others like

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Casey Neistat and Gary Vaynerchuk and looking at what they're doing. With Gary, it's all about short rants of inspiration. I tried that and it's just not really who I am. The shortened version of the story is, last year we did some documentary footage for our podcast and we hired a guy named Jay Acunzo and he told stories and then we ended up putting video behind those audio stories and they were very popular.

Then I said, "Jay, you want to come back and do it again next year?" He couldn't so then it forced me to innovate. They say that necessity is the mother of invention, so I finally said, "You know what? Man, I would love it if I could capture some of the crazy stuff that I do. You're in a Mastermind with me, you have a sense of all the chaos and crazy ideas that I have, I wonder if I could capture on film, I wonder if it would be entertaining and educational enough that people would watch it." Then what happened Ray, is I went from idea to execution in seven days.

I brought it up in our mastermind group and then I said, "When you come in on Monday Mitch, the guy who films me will be ready to film because we're starting and the show is going to go live whether we want it or not." And we just started filming. We gave ourselves a little bit of a buffer of about three weeks from filming to actually releasing the episode, and it was very well received. The rest is history, so they say.

**Ray:** Now, you've told us what you're doing. I want to dig a little bit more and try to understand why? This takes a lot of effort, a lot of time. It's an investment in money. You got stuff to do. So, why did you do this?

**Mike:** I think that I-- First of all, I'm a marketer at my core. One of the trends I've been noticing on all the social channels is this trend towards video. I know Ray, you've noticed it, and many of our colleges listening in right now have begun to notice that this drum that's been beat over and over again is, "Video, video, video". Sometimes it's live video, other times it's produced video, but the world is moving towards an audience that wants to be consuming things in less of a written format, and more of a video format.

I thought to myself if I believe it to be true, that people buy from those whom they know, like, and trust, then what better way for them to get to know me than to actually film me in real life as the t-shirt and flip flops CEO. That was the hypothesis. The reason we're doing it is its content marketing and its core Ray. We want to sell tickets to Social Media Marketing World. I thought to myself, if we can get a decent number of people addicted to the show and wanting to watch it every week, well then, they'll start evangelising the show, many people will watch the show, and as a result will say, "Man, I got a got to support them, I got to help them."

Just today, I had a guy of Australia saying, "I want to do a closed caption for every single one of your episodes. I love *The Journey*. I've been watching you for years. I've got a million followers on YouTube. I happened to be the COO of a company that specializes in actually doing this for television, and I'm going to do this for you." Out of the blue, for free, he's offered to do it for me. This is the kind of stuff that's happening and it's just, I could tell stories like these over and over again Ray, but the



people have come out of the woodwork wanting to help us to be successful because I was willing to put it out there.

**Ray:** A lot of that we don't see obviously as we watching the show on Phil. We don't exactly what's happening behind the scenes like that, but that's amazing. What about the--I'm just going to ask you a blunt question. Some of the scenes are pretty dramatic, like uncomfortably dramatic.

**Mike:** Yes.

**Ray:** How much of that is like as it happens, and how much of it is what we concept stuff ahead of time, or a recreation?

**Mike:** None of it is a recreation.

**Ray:** I knew you were going to say that. Oh, it makes me even more uncomfortable.

**Mike:** First of all, when you're making a show, you have "actors" in the show. I'm the central character, then I've got my supporting actors which are my marketing department. I said to them before we started, I said, "Look we're going to show the good, the bad, and the ugly because nobody wants to watch something where everything is rosy" Because *The Journey's* always got problems. If we only show all the rosy side of things, no one is going to resonate with us. No one is going to say, "Hey, these guys are the real McCoy because they're showing everything". Instead, we got to show the really difficult struggles that we face. In any good story, you know this Ray, you think of *Star Wars* or you think of *Lord of the Rings*, they all have struggles and they're all on this like they're facing unknown giants. I added a lot of stuff out. It's way worse than it looks [laughs].

[laughter]

**Ray:** Oh, my Gosh. You could-- [crosstalk]

**Mike:** Because I'm trying to protect the innocent, you know what I mean? I'm trying to talk about things in such a way that I don't make people look horrible on film. And I'm not trying to create a show that has drama. I'm, instead, showing the reality that there is drama and I just happen to have captured it on video.

**Ray:** And you're doing a very good job of it. I kind of knew that it wasn't-- And we hadn't actually talked about this in the Mastermind group but you can tell when people are faking it or it's been set up. It just pins some uncomfortable, almost-- We've seen you talk about letting people go and discontinuing relationships as vendors. We've seen you frustrated with your team because you didn't feel like they were doing what you asked them to do. That was really uncomfortable for me because I'm like, "Oh my Gosh, the team is watching this. What's going to happen?"

But that is life. I think that's why it does resonate with people.



**Mike:** Yes. I found the key is for me-- It's okay for me to express my own feelings and nobody seems to have issue with that because that's the point. And I always own up to it. I always say, "Look, in the end, it's my fault. I didn't communicate well, or I did not delegate well, or I didn't do this well". The good news is-- I will tell you a little cool thing; we have a screening with everybody who's involved before we put those things live so there's no surprises. My team knows what's going to happen before those come out.

Now, not everyone gets to see it in the company but we just had a screening yesterday with like five people, or six people, and they were all the core people that were in that video so they knew what was coming. If there's something dramatic, I let them know ahead of time and if they cringe, and it's the right kind of cringe, then I'm okay with it. If they laugh it off, I get it. We definitely do things to make sure we don't make anybody look absolutely horrible because we're not-- It's not a ratings game for us, this is a reality thing.

**Ray:** Yes. Is there any fear or apprehension that maybe-- People seeing your weaknesses or things that don't go right that that will hurt you as a business? Do you have any concerns about that?

**Mike:** No, and here's why. Remember I work in social media and in the social media world, it's all about authenticity. What makes social so good is that social media marketers were the first in the world to truly embrace the good, the bad, and the ugly and to be completely transparent and authentic. So in my world, I actually have people messaging me constantly and commenting, "I love that you're actually imperfect. I love that you're just like me. That really encourages me. I love that you make mistakes too." In reality it engenders people to me more Ray, than you would possibly imagine. Because I'm not perfect and I want the world to know that I'm not perfect and I actually think that's one of the core themes that you're going to see as you watch that show and I think that's why people love it.

**Ray:** Can we circle back to this topic of content marketing because a lot of people use that terminology. And I'm just going to say this, from my standpoint a lot of what passes as Content Marketing is not, it's very poorly disguised promotion and yet there is a difference. How do you know where the line is between you giving good content that stands on its own or you're just doing something as an excuse to do marketing?

**Mike:** Here's how you know, first of all after people consume the content do they feel like they have discovered some new piece of information or they've been inspired. People are educated, inspired or entertained by the content and they actually feel good after watching it. That's how you know that you're creating something of value. Another metric might be is it something that people comfortably share with others. People only tend to share things that make them look good. They don't share things that make them look bad. The key tenet to content marketing is you create content that draws an audience to you and is either sponsored by or is about whatever it is that you or your company does.



In your case Ray you produce a weekly podcast which is designed to draw a certain audience to you. That is your content marketing. In your case, you are advertising your own products and services. In my case, I do the exact same thing but with *The Journey*, it just so happens to be about how we make the sausage in the factory. We have a very large following and people want to know how we do what we do and as a result, I'm getting messages from people that put on other events in totally different spaces saying, "Hey, everybody on my team is required to watch your journey."

I'm getting e-mails from professors all over the world that are saying, "I'm making my students watch every single episode of your show and actually talk about what is going on inside of those shows." That's how I know that I'm on to something here, you know what I mean? If I could just wax put it for a smidgen longer, think about the most popular reality shows in America, *Shark Tank* is probably one of the ones that would come to your mind, right?

**Ray:** Yes.

**Mike:** Why do people love the *Shark Tank*, Ray?

**Ray:** I think it's because they get to see these entrepreneurs who they look up to who are not perfect and who screw it up. Who persevere. It's the drama of well, let's call it the thrill of victory or the agony of defeat.

**Mike:** *The Profit* is another one of these kinds of shows, *Undercover Boss*. You have all these reality genre shows that are about business and about how the business operates and about how to be successful in business and we are a do-it-yourself society. Even in the podcasting world, you got *Startup* and *How I Built This*. You got all these podcast and all this content about business, and the "how to" of it. We're on an era right now where people eat this like candy. So, I thought to myself, "Why not just create my own show about this?" It'll be about my company and it'll be about my product. But in the end, it will be something that will live on, and hopefully be an instrument in education for people for a very long time. About to either not do it or how to do it right.

**Ray:** Let me ask you; you had couple of things you've mentioned that surprised you. What has been the most surprising outcome from this so far?

**Mike:** Well, first of all I can come back to the question of what do I really hope. My initial hope was to get a thousand true fans to watch every single episode. I said to myself when it launched, "If we can get a thousand people to watch every single episode, then we're going to be set in a major way." It's been substantially more than that. I think that we've had almost 30000 people watch episode number one, Ray.

**Ray:** Wow.

**Mike:** The episode that just came out a few days ago has already had, I think, 12000 people watch it. So, what ends up happening is that people find an episode, then they go back and binge-watch it. I've had a lot of people tell me, "I had spent an hour

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binge-watching your show, and it's freaking awesome." If you think about this is an ongoing for five months, Ray. We're going to run this all the way through March of 2018, so there will be, I don't know I'm bad with Math, but 25 or 30 episodes by the time it's all done.

I could make a movie out of it. I could see that point where people watched every single episode. Every episode is like, if you will, an advertisement for all the prior episodes. So, when people watch these episodes, they're coming in the middle of the story but they're going to go all the way back to the beginning and watch all of these episodes. What's fascinating about that is; where else are you going to get people spend an hour and what will be many hours actually watching a show about your company.

**Ray:** Yes, I'm going to interrupt you because I'm going to tell you how brave I think that is. My son and I were talking about *Star Trek*. Trust me this has a connection.

**Mike:** I know.

**Ray:** The original *Star Trek* is very episodic. Everything was contained in an hours episode and it was done. The later shows, the reason it became even more popular, was because they were not episodic. They had a story arc that carried over time. You got to know the characters. It pulled you through the story. The brilliance of what you've done is you've created that. I know there's other reality shows, you've mentioned some of them, but this is about your own company. You didn't need ask for anybody's permission. You just did it and put it on YouTube and you've got a virtual stadium full of people showing up for every episode. That's crazy.

**Mike:** Exactly. And when I used the word episodic, I probably should've say ongoing episodic documentary. They're all can be totally sewn together into one big story. That's the key to the whole thing, is how to create story, how to create cliffhangers, how to create hooks, they call them, at the beginning of videos to get people to want to watch throughout the entire video. All this stuff is fascinating.

So far, one of the most exciting things that happened, back to your prior question, is that by episode number three, I had someone reach out to me and said, "I love everything you do as a company. I started watching *The Journey* and I just convinced eight of my friends to come to Social Media Marketing World."

**Ray:** Wow. [laughs] You didn't ask anybody to do that.

**Mike:** No. I don't even have a call to action in the video to go visit Social Media Marketing World. There's no mention anywhere about anything other than subscribe to the show, watch the next episode.

**Ray:** I know. It drove me crazy at first. Now, I'm beginning to see the brilliance of your plan.





**Mike:** I want people to follow the story. When they begin to follow the story, they realize that actually, this is a story about a product. They'll eventually understand what the product is. They might ask themselves, "Is this product for me?"

**Ray:** Let me just share this perspective. I know you. I've gotten to know you so much better through watching the show. Not just you, but your team. I knew all these people. I see them once a year at the Social Media Marketing World event. Now, I feel like I know where they're sitting in their office. I know what kind of discussions are happening, I know, like, and trust everybody on the team, including you, better than I did before. It's really amazing what this has accomplished. Can you give us a peek about what's coming up?

**Mike:** There's some crazy stuff coming up, Ray. As of this recording, episode seven just wrapped. Episode eight is coming out this week. Almost every single week, there's something really quite big and new that we introduce. It's not like we're purposely creating something every week. It's just that because I'm on this mission, and there's so much that I need to accomplish, there are some things that I tease about that you don't totally understand what it is I'm talking about. They come up now and again. People are like, "Man, what is that? What's this about?" You know what I mean?

There are some things where we flat out talk about exactly what we're doing and what we're learning. I purposely-- I spend about three to five hours a week working with the editor and going through all that stuff and trying to create these purposeful omissions of information that we can create a little bit of intrigue and mystery because having been a fan of the TV show, *Lost*, I love intrigue. I think people get hooked on that stuff. It's purposely developed in there.

Also, being a fan of *Survivor*, having watched every single episode ever of *Survivor*, I've got the confessional where I'm looking at the camera and talking about what my thoughts are and the realities. By the way, one of the fun things we do, Ray is the outtakes. We work them into every episode. I don't know if you've noticed that or not but they are throughout the episode. The quirky, stupid, little things that I do. I thought to myself, "People love outtakes. Why should we put at the end? Let's just stick it right in the middle."

**Ray:** Yes I think it's a good idea. It makes it a lot more entertaining.

**Mike:** I don't know what's coming is the answer to the question because honestly, the story is unfolding, literally right before us.

**Ray:** That's what I was going to ask. Who's your camera guy?

**Mike:** His name is Mitch.

**Ray:** Mitch is filming and you don't know what the story is going to be. You're just filming what's happening and waiting for the story to unfold?



**Mike:** Correct. But I will tell you when I have an idea in my brain, I will say, "Okay, Mitch we're going to go ahead and crash into Kim's office. We're going to go ahead and crash into Jane's office. They have no idea that I'm coming." And that's part of the surprise. I come in the office and right behind me is my cameraman. And a lot of times even my staff when they're remote, I'll just say, "Hey, we're going to go on video skype." If they're smart they're going to realize, "Oh, we're going to be on the show possibly."

**Ray:** Awkward.

**Mike:** Yes but you're going to see some crazy stuff in the future. It's funny enough one of my staffers said, was having a problem with our website and I called her up and she's all, "This has been the most excruciating half an hour of my entire life." And we went through the whole story and then at the end I said, "Congratulations, you read it on *The Journey*."

[laughter]

**Ray:** That's great.

**Mike:** We got to put the good, the bad and the ugly and then, of course, it's all done in measure. It really is in our form, Ray. But for anybody who wants to do this, I would say, it's not easy but you go to be comfortable with your imperfections to be able to do this stuff.

**Ray:** If somebody does want to do it, where do they start if they don't have a big team like you do? What's your suggestion about how to start doing something like this?

**Mike:** Well I have a little tripod with an adapter on the top that allows me to put my cell phone on it. When my cameraman is not here, I literally will use my Macintosh and I'll do a screen flow. Screen flow allows me to use the video camera on my computer so my computer will be one camera, screen flow will be the other camera capturing whatever is on my screen and the third camera will be my phone on the tripod.

Anybody who has a iPhone 6S or higher has 4K video on their phone, they probably just don't realize it. All you do is you just put the phone in a good position and then maybe move it a little bit later, to get a couple of angles. Then all over sudden you've got all these different camera angles done by yourself and there's quite a few episodes where I film the entire thing myself.

As a matter of fact, that episode with Gary Vaynerchuck, I filmed that entire episode myself on my phone through my selfie stick.

**Ray:** Really?

**Mike:** Yes.

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**Ray:** Good job.

**Mike:** It's just a selfie stick and all I did was I thought about all the camera angles and I held it very, very tight but all that was filmed by me, by myself, with a selfie stick.

**Ray:** That's impressive. Because I was thinking, "Man, Mitch was a genius making this look impromptu."

**Mike:** No, it totally was just me and my phone.

**Ray:** That's great.

**Mike:** So that's the good news, is that literally a selfie stick and your phone is all you need, and then, of course, you're going to need some software to edit it, you can use iMovie or we use Final Cut Pro. But the key thing is, we don't do a lot of super high production on our work. It's all about cutting out the fat. Which means any of the ums, many of the awkward moments, and just getting right to the core of the moment.

Sometimes it's about slicing the moment up, and playing it over the minutes of a video. Like maybe you'll see part of the story at the beginning of the video, and another part of the story in the middle of the video, and another part at the end of the video. It's just watching other people that are doing creative video splicing to see that story thread through.

**Ray:** Yes. There's that thing with Pat, I won't give it away, in case people haven't seen it yet, but this thing with Pat Flynn, which was in a couple times. You don't quite know what's going on until a certain point. It's very very well done.

**Mike:** Absolutely.

**Ray:** What are some mistakes that you think people might make that you would tell them, "Avoid doing the following if you're going to do something like this".

**Mike:** Okay, well, first of all, the audio is really important. I have a really cool piece of audio equipment called a Zoom H4N Pro. This thing was a decent amount of money, but the Zoom is a device that you can literally set on a table in front of you. If you're filming it with your iPhone, your iPhone might have to be set back, like ten feet to get everybody in the room, and your audio isn't going to sound very good. So using a audio recorder like this-- I'm pretty sure it's Zoom. Yes, Zoom. Zoom H4N Pro. It's about a \$400 recorder and clapping your hands so you sink up the audio and the video. That's a cool little trick to make sure that you get a good audio even if you're filming it yourself.

The other thing is, you've got to ask for permission sometime. I tend to film and then after I'm done filming. Especially when I'm on a Skype call. I tend to go full screen on Skype, so I can get really big on my screen, and then I'll put my camera there and I'll

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angle it so that you can see the person that's on Skype really big and me, and then I'll let them know afterwards that I've recorded. Because you kind of want that, "Hey, how's it going", initial greetings, and you also want the, "Hey, okay, see you later." So sometimes we will fake the, "Okay, see you later", so we can carry on the call and my cameraman can go, because you want the beginning and ends of the scenes.

When someone's just entering into the scene, and when someone is just leaving the scene. So just having those beginning and endings are excellent transition points between scenes, when you're doing it yourself. That's the only part I'll fake, is the "Okay, we're going to hang up now". A lot of times they end up hanging up on me. I say, "Don't hang up". The other things are, really just remember that people's attention span is really really small. So be voracious about editing. I really think that if you can keep it to five to eight minutes, that's really the sweet spot right there But if you can even keep it to three minutes, less is more. You'd be surprised. The more you watch things the more you're like, "Okay, I actually repeated myself there," or "I really don't need that there because this is said elsewhere." We probably do 20 iterations in every single one of these shows that we do.

**Ray:** Wow.

**Mike:** Yes. Starts with a 20-minute show and then it gets compressed down to about a 15-minute show, then a 12-minute show, then a nine-minute show, then a eight-minute show, then a seven minute and 46-second show. We just constantly watch it and reiterate and then we add music tracks underneath it, by the way. That's another really cool thing. There's great royalty free music sites. If you can add a little bit of music underneath it, it just adds an incredible a layer of coolness and that's something that we do. In the end, it's not super high production value what we're doing, it just takes a lot of time to say something so succinctly.

**Ray:** Well, not everybody would take the time to be so succinct. At first, I was a little disappointed because it was five minutes long I'm like, "Well, isn't there more?" But as I watch each episode I realize this is again, the right way to do it because it leaves me wanting more every episode. That's what you want, you don't want people looking at their watch saying, "Come on, let me scrub the video ahead and get to the end."

**Mike:** One little quick tip that I learned if I could share this with you, is something called the hook. I didn't learn this until episode three and I was taught this by Daryl Eaves who is one of the Godfathers in the video marketing world.

**Ray:** Yes. I love Daryl.

**Mike:** You go to the last third of the video and you find some tension or drama point in that video and then you preview a little bit of that at the beginning of the video. You've probably seen this happen with other successful people on YouTube. The idea is it's something that people are watching for it so it's a switch that's been flipped in their brain, they're waiting for that car crash. They're waiting for that



dramatic moment. We always try to pick a really dramatic moment to put at the beginning of the episode and we never reveal it until at least two thirds of the way into the episode, which allows people to come stay within, that's called a hook.

**Ray:** Yes. For instance, if you're telling somebody, "We got to fire this person and you get to do it." [laughter] I was like, "What?"

**Mike:** Then she crashes her head on the desk, that was a really good hook,

**Ray:** It was indeed, I remembered it. Where do people find *The Journey*? How do they start watching it?

**Mike:** On YouTube it's journey.show. You can just hit the subscribe button, hit the bell to get notifications whenever the new episodes come out, it's every Friday morning. On Facebook you can go to Social Media Examiner and you can click on videos and you can find it there on Facebook. Right now we have a much larger following on Facebook so there's a lot more people watching on Facebook.

**Ray:** Well, I'm enjoying this. I think it's commendable. You're leading the way. I know a lot of people are thinking about doing this now They didn't think about it before because of what you're doing. So, hats off to you.

**Mike:** Thank you, Ray.

**Ray:** Link's in the show notes to all the stuff Mike talked about. You need to check it out, and I recommend you watch *The Journey* from episode one. Start at the beginning. Watch all the episodes, and keep up with it. I also recommend you go ahead now and get the best price available on Social Media Marketing World, the best conference you'll attend next year. If you found this podcast useful, then give us a rating and review in the Apple Podcast directory, and you'll have our undying gratitude. Until next week. May God bless you with more than you can ask or even imagine, and may he give you peace and prosperity.

[music]

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

**[00:34:08] [END OF AUDIO]**

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