



Ray Edwards Show, Episode 471

How to Grow Your Business in the New Economy with Online Video

Automated Speaker (00:00): Ray Edward show episode four, seven one hour, to grow your business in the new economy with online video. The Ray Edward show. This is the podcast for prosperity with purpose.

Ray Edwards (00:19): Welcome back to another episode of the Ray Edwards podcast. The number one show for entrepreneurs seeking prosperity with purpose, and that's all of us, right? As we move forward in what I'm referring to now as the great reset, I think the number one opportunity for every business owner, whether you're starting from scratch, you're restarting, or even if you're rebuilding from the ashes. In some cases, literally the number one opportunity for you my friend is online video. Now I know this can be intimidating, but it shouldn't be because in order to start marketing with online video today, let me tell you what you don't need. You don't need to buy any equipment. You don't need to learn any fancy video software. You don't need to know anything technical to get started. Marketing was online video today. There are three crucial things you need to know. And the good news is you already know all three. How is that possible? You're going to get the answers as we enjoy a conversation today with Diana Gladney, that's coming up next.

Automated Speaker (01:43): Does anyone want to live a life that has long and prosperous? Spiritual foundations.

Ray Edwards (01:50): Yes. My friends, spiritual foundations are back. Look, if your business isn't growing, I have a question for you. How much of the problem is personal? As in low self-esteem, you know, in a perfect world, we'd all be raised by married parents, who deeply love each other and their children. We'd all be treasured from the moment of conception and raised with tender, loving care with wise guidance, we'd never be picked on by bullies. We'd always be encouraged to do our best. We'd never have a problem with a teacher or a boss. We would come into adulthood full of love and great relationships with people and with God we'd only ever feel great about ourselves, about our gifts and what we bring to the world. Of course, none of us lives in that world. We've all had some combination of imperfect parents, imperfect friends, imperfect teachers, and imperfect bosses. So, my feeling is that to some extent, every person listening to this podcast and every person not listening, have some issue with

self-esteem, depending on your environment, how you grew up your personality type and all the other factors that can vary in life.

Low self-esteem impacts your business and your life in so many ways. It keeps you from entering into relationships that could have a positive impact on your business. Like you may be saying to yourself, they don't want to know me anyway. Or if they really knew me, they wouldn't want to do business with me. If they knew my background, they would not want to hang out with me. We have a thousand stories we tell ourselves; do you find any of this familiar at all? Let me share with you. It's not your fault. But now that you know what the trouble is, it is your responsibility to do something about it. So, grab your favorite notes app. And let me give you a little spiritual backing to have good self-esteem.

Second Corinthians five 17 says, therefore, if any person is in Christ, they are a new creature. The old things are passed away. Behold new things have come. It doesn't matter how screwed up your life may have been. How badly things may have started. What terrible things may have happened to you in the past. What terrible things may have happened around you in the past. Now, when I say it doesn't matter, I don't mean it's not important. I'm not trying to diminish the amount of pain and suffering you've been through. I have empathy for that. What I am saying is your past does not equal your future. And if you're a follower of Jesus, this verse, I just read you means you're a new creation, totally new. If you're not a follower of Jesus, if you have some other belief, you certainly at least can see that you can decide to change how things happen going forward. You can change for instance, how you think about yourself.

Whenever you hear that negative self-talk, start in your mind, put a stop to it and replace it with an empowering thought. Here's an example. I am filled with the knowledge of God's will and all wisdom and spiritual understanding. I'm a new creation in Christ. I am God's work in progress. Look for some of us, we were raised in a Christian tradition that taught us not to have esteem for ourselves. Like for many of us, that's part of the problem, but just remember what the Bible says, love your neighbor as you love yourself, the only way to love your neighbor well is to start by loving yourself. To understand that in Christ, in spirit, you are a new creation every day. Now, if you're struggle with low self-esteem or negative thoughts ever gets serious, please consider seeking out a good life coach or counselor or professional to help you. There are loads of people who are ready, willing, and able to help. If you just ask.

Automated Speaker (06:52): Now simple hacks that make life cheaper, easier, and faster Ray's tip of the week.

Ray Edwards (06:57): Here's this week's tip of the week. I'd like you to put your contact info in my phone so we can text each other. My number is (509) 245-2670. That's (509) 245-2670. If you're listening while driving, don't worry the numbers in the show notes. This is my new VIP text club. I'll send you tips, tools, and tactics to help you grow your business. And I'll also send you encouraging messages to give you hope and positive inspiration throughout the days. And it really is me. It's not a robot. It's not my assistant. It's on my phone. It's on my home screen. It's my text number. I read every single message myself And I respond to as many as possible. So, what are you waiting for? Text me (509) 245-2670.

Automated Speaker (07:50): And now our feature presentation.

Ray Edwards (07:53): Diana Gladney you've met her here before her specialty is helping busy entrepreneurs, simplify video creation so they can amplify their business and their brand. She helps busy entrepreneurs take the seemingly complicated topic of video marketing and make it so simple and easy that anybody can share their purpose, their message, and their business with those who need it the most with those who are in fact looking for it. Whether you're a stay at home mom and you're growing your Homebase business, or you run a full-scale marketing empire. Diana believes that every one of us has a purpose. We share that belief and that video is simply the best way to share that purpose and to share your message and change people's lives for the better.

Ray Edwards (08:47): I am so excited to have you on the show. Diana, my audience has heard about you. They've heard about my brilliant video editor more. They've noticed the brilliant video editing on my YouTube channel. I get comments all the time. Like still you've just really taken off in a big way. I see the interviews, the lives you're doing on YouTube on Instagram, and you just crossed over 6,000 subscribers, I think on your YouTube channel. Congratulations on that.

Diana Gladney (09:15): Thank you.

Ray Edwards (09:15): My question. I'd like to start from this place. You are in a position of talking to so many people who are just getting started or just getting serious about their video marketing. And we're in kind of a new reality. I know people are maybe tired of hearing that, but it's different and it's not. Do you think it's going to go back to business as usual? Because I think a lot of people are like, I'm ready to just get back to normal.

Diana Gladney (09:37): No, I don't think so at all. And I think the, the thing that everybody has to get comfortable with is instead of trying to call it the new normal, instead of trying to wait until things, quote unquote, go back to normal, just accept that this is life currently. We only have today and then we can hope for tomorrow and we know what happened yesterday. So, this is life currently. I don't think we ever will go back to the way things were and in a good way, and for good reasons, like it may have happened in a horrible way and put us in a lot of discomfort. However, I think the most important thing is that it's going to propel us way more forward than it will trying to get back to quote unquote, the good old days.

Ray Edwards (10:23): I love that. And I think that's so right, because there's so much good that has come from the I'm thinking of it. Now as the great reset. We all get a chance to hit the reset button. We got a chance whether we wanted one or not, we all learned we could travel a lot less. We could stay at home a lot more. We could spend more time with the people we live with or around whether we want to do or not,

Diana Gladney (10:44): Or not.

Ray Edwards (10:47): When it's been good for me in many ways. And for a lot of folks, I know it's also hard. I want to acknowledge people, lost their jobs. People have lost their businesses, their companies, and yet in the midst of all that, there's huge opportunity. And I think there's huge opportunity with video. I bet you agree.

Diana Gladney (11:04): Absolutely. A hundred and a thousand percent.

Ray Edwards (11:08): So, what about the person? The, I don't know if there is such a thing, but let's say the average entrepreneur who's just starting out or restarting even starting from scratch or from the ashes. How does video fit in? Cause I think a lot of folks have trouble saying, well, I see how I can use video marketing for my business. I feel like almost anybody and everybody could and should use video as an entrepreneur, as a business owner, as a freelancer. I feel like we have similar opinions about this, but I'd love it. If you could just share some of your thoughts on that whole idea.

Diana Gladney (11:43): So, my thing is that I think everybody can take comfort in that. Everybody's like, because we're in a new economy, we're literally in a new world. Everybody, even if you were in a video before you still can't even do it the same way that you were doing it before. And I think the one critical thing that everyone has to realize is that our customers are not the same people anymore. They're not ever going to be and go back to who they were and that's not going to be the quote unquote, the masses or the large majority. So, it doesn't matter if you were in video before, because video marketing will constantly change, but the way people engage with content, how they prefer to receive information is different. So, none of those things are ever going to go back to the way that they were. So companies, messages, their brands, the way they show up, even if they were doing videos before they can't do that, and all of us kind of felt that when we were scrolling through our timeline and for all of us, it kind of felt like it started to settle in and get like a level of seriousness and severity around about the same couple of weeks. Like, oh crap, like this isn't like the person next door or a person across town or that state is having a problem. Like it's next, it's here, it's in the house, it's on the street, you know, kind of a thing. And when we saw brands still trying to do the same old, same old, and they never turned or altered their ads, they'd never it, what, they were completely being tone deaf. You felt that. And so, as the entrepreneur, it doesn't like average pro, like everybody's starting at the same level. So, everybody's back at ground zero again, redefining what the market is, because again, our people are different.

And so, when we tried to understand, like where do we fit in? It really doesn't have anything to do with us. It's always going to be about the other person on the other end. And so, there is literally, so my, my big thing is YouTube. I absolutely love, adore YouTube. I say I'm a graduate of YouTube university because it literally changed my life. I did nothing from 2016 on forward has not been impacted in my life in some kind of way from YouTube to the point to where. So, I always talk about my challenges with endometriosis stage four, intermediate endometriosis, to the point to where I am looking like one, I didn't look forward to surgery. I didn't look forward to finding out what this is and how does it work. But Google led me to forums. Forums led me to questions and questions led me to video. And though I'm going to watch the surgery that I'm about to have. I'm going to watch the procedure now to the point of an entrepreneur. If I can go and watch a surgery, a procedure, the medical advice that the doctor, even if I wanted to decide to do business with that particular surgeon, or just be able to go into my consultation a little bit more educated there. If you can go from a I've changed oil on my car, radiator, hair, you know, just like coffee. There is literally not any, anything of anything from parenting, co-parenting, relationships, communication, writing, selling business. There's no category that doesn't exist on YouTube or in video

period. So, you just need to understand that your people are already there. You just need to know how now to communicate and connect with them.

Ray Edwards (15:00): That is such a really important point. I've got a surgery I've been considering and, it's for a very small percentage of people in the world, like less than 1% of the people in the world will ever even have to think about having this particular surgery. And I started searching for it on YouTube. And I found all these different people who have the same condition, who documented their journey through having the surgery, what it was like, what the process was like, what it's been like afterwards, how it's worked out. And I just consumed hours of content. And I realized hours into that process. I was like, this is amazing. This is super helpful to me. And it's also, there's a whole market here of the tiniest weirdest niche. And I began to see some of these people were actually using affiliate links and it wasn't weird or tacky. It was like, I'm so glad to have found this person and the resources they offer. So, I think you're absolutely right. Your journey has been interesting for me. Let's talk about how you went, where you were before YouTube, and then what's happened since you got into YouTube and how that's transformed your

Diana Gladney (16:01): Absolutely. So, it's such a funny story because this guy is really big in marketing and Facebook marketing stuff. I was helping him with this camera stuff. And he's like, so hot where you, like, where did you come? You say, you feel like, I feel like you just came out of nowhere. He's like, what did you do before this? He's like, did you go to film school? I was like, yeah, no, I worked at the bank and worked at the bank? And I said, so when you submitted your auto loan documents to see if you can get a car loan, they're like this fortune 100 company, I was the person that got the documents, did the numbers and would send it to the underwriter and things like that. And then eventually moved into titling to make sure that we were able to get our name for the bank on the title and stuff like that.

So, I said, that was my job. And I did that for years. I've been, had been in financial services industries for at least a decade. So, he's like, that's very different. And I was like, yeah. So, everything that I do is none of what I did, like nothing in that job could have helped me or prepare me at all of what I'm doing right now. So, I was working in the bank and it just started to get to the point. I had just moved into a new apartment at the time, and this is circa 2014, 2015. Next thing I know. I remember talking to my friend and I was just like, I'm having pains in my mid-section and it's not going away. And then days went by and it was just getting worse. And so, it got to the point to where I'm just like, I'm in bed, I'm crying and I'm already not like a real crier. So that's a big thing to me. And it was a big thing to her, and she was like, yeah, you should probably go see doctor went to doctor after doctor emergency room at the emergency room, specialist after specialist.

Fast forward, 16 months later, I'm still in pain every single day. And it's not less than a nine. And if it ever gets down to like a seven, it's like, well, medicated on muscle relaxers, severe pain relievers, all of this stuff that they say don't drive on. I'm like, I'm still at doing your loan at the bank. So, if you got a loan, then you just probably, because I was doped up that day. But no, it was just like, um, the thing was, is just like I was operating from that level of pain, not knowing what the endometriosis was or that it was a thing the doctors didn't know. Uh, and so it would've been like super complicated, uh, to the point to where it had infected my appendix, the appendix

flipped and started to pull on the intestine. And it was really, it really became a life or death thing.

Like it's one thing to say that train is moving really fast. It could have killed. Somebody could have, and almost died are very different worlds. So, leaning over into the almost died space, completely changed everything. Cause I wound up having to, I just like literally just barely got to that last surgeon. Cause I was so frustrated and just, he was like, we're going to have surgery like in the next couple of days, wake up from surgery. They're like, yeah, you almost died. And I'm like, yeah, all right. So, I'm like, what are you talking about? Like 20 something. Like, what are you saying? I'm at the best time of my life? What were you like, what are you talking about? But when I woke up from that surgery and you see the pictures and you really like see your own, like the thin line of between being here first, not being here, completely changed everything.

So, it stopped being eventually one day or when I get to my thirties, I want this. Or like the one day is disappeared because the one days is only today. The one days could have only been where, you know, people say like, Oh, imagine your own funeral. That's not really an easy thing, but I did it anyway because at that moment it was very real for me. And I'm in the hospital bed and it was, um, wind up being that was conversation with my sister, and I had to tell her, because she didn't even think before, she's like, Oh, you'll be fine. Then like the whole family's kind of shook about it. And it went from being, what would they say? Like, Oh, she was a great coworker, had some great jokes, makes them, you know, a great peach cobbler, great auntie you know, what could really be said, uh, of what I had done with my life at that point.

So, when I came back to work, which was two songs didn't have enough paid time off or any of the other things. I was a very different person when I came back to work because I saw like that. I did not just want that to be the only thing. So literally at that point it was starting to research YouTube. Okay. I'm like, I don't understand small business. I could do coaching because I'm like, I'm hearing this online stuff is possible. And I see people doing stuff. So, I'm like, it's got to be real. Can't just be like 10 people out there that you just see a lot on YouTube or something. Like, it's got to be something to this. I'm like, I keep hearing. So, podcasts came up as I came across yours, Pat Flynn and cliff Ravenscraft and I'm just like, okay, then got the books.

I ended up finding my first coach business coach that hired through YouTube. And I already had mentors before, but first pay coach through their, through YouTube. And so, when he challenged me to do my first video, he's like, cause if you're going to get into coaching in the online space, you need to do video. And I'm like, yeah, right. I think selfie sticks are stupid. And the people that use them are ridiculous. And I'm like, there's no way I'm going. I cycled the same 10 pictures on Facebook for 14 years. Like what are you talking about over exaggeration there, but not really. And it just winds up being the, after that first video, I was like, you know what, that wasn't too bad. And I needed to do more, more led into like, okay, well I need to get better. And then I saw somebody super crispy DSLR video.

I didn't even know what DSLR was. And I'm thinking it's got to be like some phone company or something.

Ray Edwards (21:20): It's fast internet.

Diana Gladney (21:24): It's got to be. And so, I'm like, I'm going to figure this DSLR thing out. And sure enough, one question led to another question. One problem. Every new video led to another question. Every new question led to another thing. And those YouTube searches changed my life because I'm finding information on how to learn stuff. As I uncovered how to make this simpler and make sense for me as an entrepreneur needing to do video. I'm like, there's nobody filling this space either. They're a beauty YouTuber or tech, YouTube, like they're doing phones and stuff or they're the cinematographer person. It's just like, I don't care about, you know, it's just like all this super stuff. So, I'm like, there's nobody filling this space. And so that's how I got started doing the video side and I left the small business stuff behind and just started moving forward into video.

Ray Edwards (22:11): And then I heard from you out of the blue, because I had been, I got an, I got into YouTube and I was having fun with it. So, I was making a lot of YouTube videos and then I started to slow down because it turned out to be work. And I had to go up to higher standard because I wanted my videos to be edited in a certain way and look better. And so, it got harder and harder for me to get it done. And you, you said you sent me a message that said. Let me see if I get this right. It was something I liked your videos. I wish you'd publish more of them. Do you need me to edit them for you? It's right. In the form of the pastor framework, straight out of the book, it was sales copy. And I was like, dang, this is good. And I went and took a look at some of the stuff you had done. And I was like, she knows what she's talking about. And I don't remember. I think it was one video or two videos you edited for me. And I said, well, I have to pay you for this now. Cause it was that good. And that's how we started our relationship. And you've just grown by now. I didn't have anything to do with that. You, you were growing anyway, but your channel is amazing. You got this real gift for just like when I do searches for stuff about vlogging or cameras or I had to have, I have a question about a lens or something half the time you're in the top five results that come up. I know this because we're connected. I've watched a lot of your videos. It's spooky how Google knows what I'm looking for, but you're just so good at serving up the content I'm looking for and other people are looking for us, obviously working as your channel continues to grow. What's your secret for coming up with just the right videos that you're making for people who watch your stuff?

Diana Gladney (23:43): Well around about that 2017 circle, when you were getting into video, you and cliff, Ravenscraft also were doing videos around about the same time. Um, and I was watching. So that's how I knew what was going on. I was trout tracking along with you. What ended up being the thing you gave away, a book I had already bought it and then you gave it away. And so, I was like, I'm going to get a signed copy. And so, on my desk, I keep wanting it on my shelf. I keep that book and it's just wonderful framework. I don't know if you've ever heard of it before. It's called the pastor framework. And so, while YouTube is video, you also state in that book, that book, that everything is copy. Okay. I believe what everybody says until you give me a reason not to believe it. Like, so if you say these are the Instagram tactics for, okay, let's put it to work. Let's, let's literally put this to work. And so, I said the same thing with that pastor framework, that P being person problem and their pain point. So, what are most people doing when they come to YouTube, they are searching. They're a person. They have a problem. They're looking for their pain point to be resolved through a video. And it has to be something that either potentially could be a podcast where they're going to listen to it, but again, it's still going to give them some level of

a solution or begin them on the journey to giving them a solution. So, YouTube still is that I even teach this to my clients. I tell them where to get the book. I tell them about the framework. I'm like person, problem pain. If you're showing up for you, because you feel like you're smart, so smart and got degrees, they don't care because guess what? That person has a problem. And they want their pain point address, period.

Ray Edwards (25:22): You are so right. And it's funny. I wrote that framework and I lost count of the times that other people around me have had to say, well, Hey, why aren't you using your own framework in this context? And you're one of those people that pointed that out to me, I'm like, dang it. I, I teach this to other people. And I think this is the value of working with coaches, with people who look at you from the outside. Cause you, it's hard to, as we say around here, it's hard to read the label when you're inside the bottle and we're all inside our particular bottle. And it is what people are searching for us solutions to problems. Think about when you go to YouTube, what are you looking for? You're looking for an answer to a question and you find people have the answers. Do you start watching their videos?

Suddenly they are the expert to you. And you have no idea whether they have any like credentialed expertise or not, nor do you care if they have the answer to your problem. And that's how it should be. I, I was watching, Dr. Mike is one of my favorite YouTubers. I love his, he's got a great sense of humor. He's a real doctor and he's got a beautiful couple of dogs, got a Husky, Anna, a Newfie, but stop right there for a minute. See what I know about him. I've never met the guy. He's, I've never consulted with him about medicine, but he said something interesting in a video I was watching him do recently where he was answering questions and he was commenting on how medical students, when they get out of medical school. A lot of times they're reluctant to admit, they Google a lot of stuff.

He's like, listen, folks, the game as a doctor is not about how much can you stuff into your brain? It's about how fast can you find the most relevant information? And Google is a great resource that helps me get to your answer faster as your physician. So, don't look down on that. That's a great thing that your doctor is using Google as a tool to help find your answer faster. And I thought, first of all, how helpful, how refreshing for him to have that attitude? And secondly, how instructive to all of us that people are going to Google, looking for answers and who owns YouTube, remind me?

Diana Gladney (27:21): Google. Something must be there.

Ray Edwards (27:24): It was just the chance that whatever the problem is that you solve for people, they might be looking for it on Google or on YouTube, and you can solve that problem for them. And yes, you're giving away stuff for free. I teach my whole framework on my YouTube channel for free as do you think that gives me fewer customers or more customers more? Well, you know that for sure.

Diana Gladney (27:45): So much more.

Ray Edwards (27:47): If you're open handed and you give freely and you help people in advance, they know they can trust you because you've earned it. You've helped them in advance. And do you encounter, or there's still a lot of people that are reluctant to do that at first? They're like, I don't want to give away all my secrets.

Diana Gladney (28:04): Oh my gosh. It's so annoying. I really can't do those kinds of console calls with people because it's so I'm like, listen, like you cannot expect to keep and hold onto a secret. And we're literally like we're advancing beyond the. We have advanced beyond the information age, we're in the, what I'm calling the implementation age. People have the information already. They may not have the order. They may not have the specifics and they may not have your direct expertise in you're helping them like in a one to one thing, that's the difference. But they already have the information we're in the implementation age. That's what makes the difference. It doesn't matter how many people are giving away all of the things. Just like the pastor framework absolutely works. There's not probably a piece of copy that you write in your company that still doesn't use the pastor framework and your writers know to use the pastor framework. So, it works, but there some disconnect that people may have. However, it's like the fact that people still feel like, like, but I still got something that's, no, you don't like relinquish that because it doesn't exist. It's a fallacy to make yourself feel good. That makes yourself, put yourself on a pedestal.

And it's just, it's not like that. People want people that are in the trenches that know the work can do the work and show up and be with them, not be on top of them. Why would you want to, as the Bible would say, be lording over people who wants that? So, we're in the implementation age, get out of it for real.

Ray Edwards (29:34): And as counterintuitive as this may sound, I feel like having a YouTube channel using social media to distribute your, your very valuable advice and information and help people start implementing so they can change their lives for the better. I think that makes us more connected in a more personal way to more people than ever before. And I know people will cry out against that and say, no, it's social media divides us. We're more isolated only if you allow that to be true for you. And I've reached out and made so many friends and some of those friends have turned into clients and some of my clients have turned into friends because of my connection through YouTube, through social media, both directions, it's a conversation. It's not just a lecture. One of the fun things I get to do is answer comments to my videos,

Diana Gladney (30:23): Right? It's like, it's crazy. Would you say it's? And I would imagine people said the same thing. I actually take that back. I have watched this a show or a TV show. It's called something that alludes to my mind at the moment, it feels like a Western show. And they were so against just the fact that a Telegraph machine was coming, and they were like, Oh, this is going to be so like, who is going to talk to people with these things? And they were like, well, a letter is the same thing. You just talking to somebody from a distance. And it was the same way when the telephone came. And it's just like, at the same time, you're saying this there's advancements in technology that improve our level of depth in communication too far in one area will lead you away from others, obviously. But it's just improving the depth of communication. Everybody always resisted, whatever was new, but I don't think that that's true when it comes to social media. And honestly, it's like, I see that a nonprofit space a lot because they don't want to like, feel like, Oh, we only can do this one thing. That's not true. That's not true. And the thing that that people fail to miss is that you're going to miss connecting with them because you refuse to just embrace where they are and how they, how they want to be communicated to.

Ray Edwards (31:44): One of the most interesting stories about like an unlikely business that grew quickly because of somebody making good use of social media

and YouTube in particular was, I can't remember the guy's name, now. I feel terrible about this. He has, he's called, he's known as the sales lion. I think he was selling swimming pools and he just got the bright, the brilliant idea. One day, if I'm just going to have a blog, I'm going to take like the top 100 questions. People ask about swimming pools before they buy them. And I'm just going to answer the questions. That's my content. And he made little videos answering each question. So, I was like, do I need, should I get an in-ground pool or inflatable pool? And he just answered the questions. He didn't pitch. He didn't sell. He just answered questions. And suddenly he started seeing an influx of customers into his store, his physical store that was in one city. And he became like the top seller for the company. Maybe I don't have some of the details. Correct. What a Dale Raul story is correct. He became this huge sales expert and his expertise. His secret technique was I answer people's questions.

Diana Gladney (32:49): It's interesting. Imagine going to the store like a target or your favorite wherever, and you need help. You see all these red shirts, colored red shirts walking around, and everyone looks at you and they walk past you. That's what you're doing. But the person that walks up that helps you, especially if it's something that may be commission-based personally, that walks up, that helps you. You have more respect and value for them, for them. The other five people that walk past you, like you didn't wear deodorant today. So, the fact that you're showing up to help people nobody's showing up to help people makes a huge difference. I literally just got a new coaching client yesterday. The first thing she says, uh, because I'm usually checking, I'm an old technical I'm so nerdy. And I'm just checking like the audio, the video stuff. Whatever's, lady's so elated.

And all she's saying, it's like, Oh, I feel like I know you already up been watching so many of your videos, I've binge watched your content. I didn't even know this lady was in my audience specifically, unless she was leaving comments, which she hasn't specifically. It's like, then you get to see the names over and over again. I never have seen her name stick out. She's never sent an email or anything other than when she was ready to sign up or whatever. But she, she was so excited to see me. That's not the point. It was the fact that she said, I feel like I already know you, period.

Ray Edwards (34:09): I've had people say to me, I met you on your YouTube channel, which at first, I thought it was weird. Then I realized, no, I feel that way about lots of people. I mean, I meet people at a conference, and I started talking to them as if I know them. And I realized, Oh, we've never actually met you're right. She introduced me.

So, I just put myself in the position of somebody listening to this conversation right now saying, okay, I get all that, that all in concept. That all sounds good, but I'm totally overwhelmed. I don't know where to start. I have a massage therapy studio, or I have a nail salon, or I have a coffee shop or I'm a coach or whatever, whatever it is you do. How does somebody get started? Do they need a lot of gear? Is it technically imposing? How does somebody get started using video in their marketing?

Diana Gladney (34:52): So, we can go one or two ways. We can go the tech side of things or, and we can do both, but just which one do you want to go first tech site? Or do you want to go like marketing side?

Ray Edwards (35:01): I think the tech thing scares people more. So, let's start with that.

Diana Gladney (35:04): Okay. I have a huge secret about that. It's going to blow people away. I don't even know if they've ever even ever heard of this before smartphone.

Ray Edwards (35:15): Really? Is your smartphone really good on her? Cause I see people with these big fancy cameras. Like I know people, not that I'm one of these people, but I know people on camera stuff that apparently, they need for their YouTube channel or their Instagram. And you're saying you can do it with your phone.

Diana Gladney (35:33): And the thing is, you've already invested in a camera. You're not buying that phone for a \$1,000 or \$800, even \$700 because it does email so well, you're buying it because it has a camera and they improve that over the last one and the efficiency of the battery so that when you're doing videos, it doesn't drain on it so bad. So, when you run the other apps that you need this, like it's all based around, like it's just the little hidden secret. It's like the thing that sits out in the open, that's a secret or it's supposed to be hidden, but it's in plain, plain sight. It's the camera. It's not because it does email really good oh man. We send your Gmail so much faster than it's the camera. You already bought one. You already own the camera. Like you don't have a phone that has a camera. You bought a camera that has components of a regular phone or a little tablet in it.

Ray Edwards (36:26): And most people have in their pocket right now, a camera that does, for those of you who knows the numbers that does four K video, it does super slow motion, like 120 frames per second or faster. It does all the fancy things you ever want it to do. And you could go along with, I mean, there's, there's people who have millions of subscribers to their YouTube channel. Who've only made videos on their iPhone.

Diana Gladney (36:48): Most people don't realize some of the recent movies have clips from smartphones and some have been entirely done on like iPhones. If your picture, the picture that you can take, the quality is sufficient enough a couple of years ago to have the whole shot on iPhone movement, to where they can put it on a billboard. Like what are we talking about? You know, it's like, so it's only now a question of, do you want a dedicated tool specifically for video only so that you can reserve your phone and do it for some other things and have that also you, but the big thing though is your phone. I started with my phone and there's not really anybody. I know that started with the phone because when you're introducing a camera, that is a dedicated tool. You have to understand that you're introducing now. Some learning curves. Anytime you add too many learning curves, though, you're just going to wind up in a circle. However, you have a straight line with your phone. You can add in by the camera and start learning to use it, do a couple videos, but nothing is stopping the show because you already have a tool that you could use and be ready to go and looks great with your phone. So, it's just a choice. If you want a camera, I prefer one, but it's just at the same time, you already own a camera in your pocket.

Ray Edwards (37:59): So, you don't have the excuse of not having the gear. You've got a phone with a great camera, and then you could make the videos on the camera today. You could post one today to any of the services, to YouTube, to LinkedIn, to

Instagram, whatever, wherever you want to post a video. So how do I get my phone and my video idea connected to my marketing.

Diana Gladney (38:18): Okay, I'm going to go back to something I said earlier, which is the secret sauce for anything. Napoleon Hill would say that faith is the most important thing. However, when it comes to video marketing, I would say the P is the most important thing. The person, the problem, and their pain point. However, I'd add the little, little detail on current pain point. That's the difference with video when you're doing other things or whatever, it's always still going to be the person, the problem and the pain. However, when you're getting ready to get started in video, whatever your marketing is like. So, you're talking about the person that does like massage therapy, they're doing a yoga studio or whatever the case is. It literally doesn't matter what the, what the person at the problem. And now think of your customer's current pain point. Since the virus hit and quarantine shelter in place, hashtag all the things the current pain point has now shifted three more months from now, the current pain point will shift because people are going through different phases of things that they need, want or are questioning and needing help with.

So, if before they're having issues, like if you're doing yoga or something like that, they could go to the studio, they could set an appointment. They could like things were moving more fluidly or what have you. Now they've been sitting at home at a desk that they didn't have a proper chair or desk set up for the proper ergonomics and like all they've been to stationary. So now their yoga treatment is changed. So, their current pain point, isn't about how do I keep up consistency with this? And what happens if I miss a day and blah, you know, things like, for example, their food intake potentially saying, Oh, well I can't cook at home. Whereas some good, fast food places that I can go and get healthy food to help, you know, whatever with the yoga stuff. So that's one pain point. Now life is different. So, they may be saying, how do I get back? My mobility after being stationary for so long? So, the current pain point has shifted. So, it's still going to be the person it's still going to be their problem. But think of their current pain point, that is the number one thing. Nothing else moves without knowing their current pain point. And if you can begin to identify what that is now, you'll always be able to stay on pace on board and then just the right lane. Like you're always feeling, they'll feel like man, you know me so well, you're addressing my problems before I even realize it it's coming up. That will help you tremendously.

Ray Edwards (40:45): Yeah. And I can't tell you how many times during this whole quarantine thing from beginning right up until right now, I've relied on YouTube to find people who I could see evidence. They were on top of the current situation. Like we're looking at gyms here in Spokane to see who's open. What are they doing? Most of them have posted nothing current. That tells me nothing. It makes me assume they don't, they're not doing anything current, which is probably not true. But the people who have posted to let me know, like there's a couple of massage therapy places here. I get a lot of massage therapy because I have some neuromuscular problems and it's important to me. It has been very difficult during quarantine because I haven't been able to get the therapy I'm usually accustomed to, but getting on watching someone's videos of people, I've worked with demonstrating self-massage techniques, talking about what they're doing to get ready for when they can open back up has been very helpful and reassuring. And then I've been looking at some Other things recently, like we were looking at, um, travel trailers because we're like, I don't know if we're going

to be staying in hotels anytime soon in the next six months to a year. So, we looked at travel trailers and I found this guy doing these reviews of Airstream trailers, all the good reviews. There's lots of people reviewing Airstream trailers. All the good ones are done with this one guy. And I finally got curious. I'm like, who is this guy? He's got these great reviews. I find out he's he works in New Jersey at the Airstream dealership. He's the number one Airstream dealer salesperson in the world. Why? Because he answers people's questions and he walk into a trailer like you were right there. It's like, let's start me outside. This port is where your outside shower is. This is where you plug into the black tank. This is the storage, bin. He just walks to everything you'd want to see. And he has these great, not fancy camera work. It may be shot on a phone. I don't know, but it's just clear. It's well lit. His audio is good and he's answering my questions. That's all I care about. And he's the number one Airstream salesperson in the world. He never says that in his videos, I found that out through the comments, somebody said, did you know, this guy is the number one salesperson in the world. I'm like, it doesn't surprise me cause he's doing this right. So, answering current pain problems, should we be concerned that that's going to go out of date? Do we need to leave that on our channel or on our blog or wherever he posted? Where should we post it? If we're making or going to start making videos with our camera, with our phone and we're going to answer questions or we're going to talk about how we're, how our gym is operating. Now they're able to open back up. There's going to be more social distancing and all that kind of, we're trying to explain that. Where should we post those videos?

Diana Gladney (43:07): I think the what number one question to ask. Cause I, I will always just default to YouTube because there's literally every niche, every person, everybody on there. However, I would say, figure out where your ideal client or customer prefers to be because it's not just only YouTube. I think YouTube is extremely important. I think every single business needs to be there regardless. But that also may mean because if your audience is older or they're navigating on a different platform, for example, like maybe Facebook, then you need to be where they are also. So, you may be posting in two places, but the number one place for sure would be YouTube. And then you may also want to back that up by adding specifically, where do they, if they're not on YouTube, what are they frequent? Do they prefer to watch clips five-minute videos, even on Instagram or ICTV or maybe some story stuff or do they prefer to kind of jump on a live watching thing on your page and stuff like that because they more frequent Facebook outside of YouTube? So, it may be two places if you're not only like your audience, isn't only on YouTube.

Ray Edwards (44:16): Good advice. And I would add one little piece of advice. I'm trying to think through the person watching or listening to this podcast and the problems they're facing with their video marketing and how they're thinking about it and the pain they're feeling. And I'm thinking I don't want you to fall victim to the get rich on YouTube schemes because there are plenty of those. Don't let those things distract you. But there are people who know how to do this stuff who can help you from the beginner level. Even if you're more advanced, there's somebody who can help you. And I would recommend you start with Diana's channel because you have the heart of a teacher. That's one of the things I love about you and the way you make your videos, the way you interact with people, where does that come from?

Diana Gladney (44:59): I would say, goodness, I've honestly, I've taught even as early as like elementary school, like they let me go do something and it just would be that the way I think about something is completely all the nuts and bolts. I'm going to pull an all-nighter until I get all my questions answered internally so that when I say or do something, I can translate that. And my mom really pulled that out of me, at an early age because it baffled me that she would ask me questions and I'm like, well, you're the mom? Why, why are you asking me or go ask daddy or the other five siblings that I have? And she was like, no, you know, you'll go find the answer. You'll research it. You'll get all of it, all of the details. And you'll bring it back to me and you'll be able to answer just the specifics of what I need, but also have the additional information in case there's something that I may not be aware of that, you know, and you like doing it because you like to go and research and dig deep and you know, not knowing I was an IMTJ for a personality type until honestly a couple of like last year, even. But that, that was something that it just was early on. So, I would say my mom really drew that out of me.

Ray Edwards (46:08): Well, you do have the heart of a teacher and I love that about you. And as people are contemplating this journey, I would like to add these thoughts as you're considering using video in your marketing, we are in a new economy and I believe everything you say, whether it's through your voice, through print, through video, online or offline, it's all copy, which is either selling people on the idea that you have the answer to their problem or selling them on the idea that you don't. And I think the single best way to get to know people and let them learn from you and become your customer is through video. And it doesn't mean you have to be a movie maker or a cinematographer, or even think of yourself as a YouTuber. You're just teaching how you help people through video. If you think of it that way, just answering people's questions. And I would recommend you start with Diana, where can people find you online? We'll put, we'll put a link in the show notes, but in case they're just listening to the audio and they want an easy way to find you. Where do they find you?

Diana Gladney (47:06): You can find everything at dianagladney.com. And then of course, if you put my name in search on YouTube, I will also come up with my YouTube channel called Entre Woman TV. And then of course @DianaGladney on Instagram.

Ray Edwards (47:20): And you've got great videos for people who are absolute beginners. So, don't be intimidated by the technology part of it. Diana can hold your hand and show you how to do these things. And she's got so much great free information. And then if you need more thoughts about equipment that you may want to buy, you don't have to buy a bunch of equipment, but if you, if you're like me and you're like new hobby, I want to buy some stuff. She'll point you in the right direction and make great recommendations. I love the care you take. You don't make recommendations lightly. You believe in stuff before you recommend it. I appreciate everything that you do, Diana.

Diana Gladney (47:51): Thank you so much Ray. I really appreciate it. It's been such an honor to be here. Thank you so much.

Ray Edwards (47:56): Well I'm sure we'll have you back and I'm going to let you, I know you're a busy person. Like we all are these days in the new economy. And I just say to everybody listening, love this new economy. This is like a fresh start. You've

got the opportunity to design your life the way you want it to be. What might that look like? Could be fun.

Diana Gladney (48:14): Very fun.

Ray Edwards (48:16): So now here's a question for you. Where are you in your video marketing journey? I would love to know why you don't send me a text and tell me (509) 245-2670 is my text number. I'll send you tips, tools and tactics. I'll send you motivational messages was a positive, inspirational thought for the day. All you have to do is text me at (509) 245-2670. Put your info in my phone. You'll see how, when you do this and then it'll be me, answering your texts directly. So, what are you waiting for? Text me already (509) 245-2670.

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Automated Speaker (49:55):

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