

# WATCH OUT

VIDEO content is KING.  
But, HOW can you begin?  
Stars of the (very!) small  
screen SHARE their insights  
– and common ISSUES.

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**W**ebinars, vlogs, stories and live streams. There's never been more options for shining a spotlight on yourself, whether it's to tell a story, promote your brand or just have fun. And you don't have to be a videography expert to get in on the action.

More than a billion hours of videos are watched on YouTube every day, and countless more on Vimeo and Vine. That's not even counting webinar platforms such

as Demio and, of course, social media's video functionality.

But more options can bring more questions. How do you attract viewers in a populated market? How can you cover the cost of making online content or even turn a profit? And, how can novices feel comfortable in front of a camera?

We asked expert content creators to share their insights – and reveal their solutions to some common problems.



# ‘WHAT IS YOUR TIME WORTH?’

**S**ocial media influencer, fitness entrepreneur and public speaker Revie Jane Schulz (known globally as simply Revie Jane) has over 190,000 followers on Instagram (@reviejane) and nearly 20,000 subscribers on YouTube – which makes her a powerful marketing force for small brands. But everyone has to start somewhere. How can you grow your page from ‘sunsets and lattes’ to an abundant income stream? The mother-of-two shares her strategies:

## #1 BE WHOLEHEARTED

One of the first questions I ask when I’m about to say yes or approach a brand is: ‘would I tell my best friend or my mum to spend their hard-earned cash on this?’ Your word and your trust is of utmost importance. I’ve made mistakes in the past but they’ve made me grow a stronger understanding of this space. It’s up to you to right your wrongs.

## #2 BUILD A REPUTATION

Particularly in the early days, only share brands and products that have nothing to do with collaborations, sponsorships or gifting opportunities. I think about the businesses and brands that helped me evolve as a human, as an entrepreneur, and as a mum. The more you share the more trust you build with people. You need to do this before you’ll be able to start sharing collaborative pieces.

## #3 PITCH PROACTIVELY

Think about what brands make your life better and approach them, either by direct message or email. Tell them: ‘I’ve got this amazing community, I believe I have a high engagement, and I think my followers would benefit from learning about your product. Would you be interested in me giving exposure in return for gifted product?’ Even if you just have 500 followers it doesn’t matter, as long as they’re engaged.

## #4 DO YOUR RESEARCH

Ask to set up a meeting with a business owner or a representative, either on the phone or in real life, so you understand their ‘why’. I’ve been to really cool warehouses and met entire teams. For the 20 opportunities I receive per week, I might say yes to only one or two max. It doesn’t go through until an agreement is signed by both parties.

## #5 WHAT IS YOUR TIME WORTH?

Figure out your reach, exposure and engagement level to work out what you can charge. If your Instagram page is set up as a business, you can see your insights and your reach easily. People say you can ‘go’ 1 per cent of your number of followers. So, if you’ve got 500,000 followers, you can charge AU\$5,000 per post. In my experience, it’s true!

## #6 BUILD EVIDENCE

If a small business has seen a spike in sales or website views after you’ve mentioned their product, that’s what you want to track. So always ask for feedback and, if possible, sales reports to add to your stats. That’s valuable to the next person you approach. You can say: ‘I shared this pillow and it sold out,’ or ‘they sold 20 within 24 hours.’

## #7 ESTABLISH EXPECTATIONS

When working with a brand you need to communicate your requirements and expectations. Once I’ve received a product, sampled it for six to eight weeks and I’m loving it, that’s when I’ll go ahead. I don’t appreciate it when people tell me how to do my job or try to put words in my mouth. If someone says ‘I want you to say this on your post’ I’ll say no. It’s like hiring someone you like and trust to do a job, then telling them how to do it.

## #8 REPRESENT WITH DIGNITY

A small business is investing product or money in you, and trusting you to represent them. I’ve heard from so many small businesses who’ve been burnt in the past by someone else – someone who has taken free product and not delivered. Do a good job and do them justice.