



15 SECOND VIDEO COURSE

GUIDE VERSION

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Table of Contents

Course Checklist	4
Video Lessons	5
15 Second Videos	8
Need to Know	12
Organic or Paid	13
Goals of the 15 Second Video Course	14
Click To Join Facebook Group	15
3 Components to a WHY Video	17
The Structure of the 15 Second WHY Video	18
24 types of emotions	19
Here's the foolproof framework to make a 15-second video about your story.	20
Types of Videos	21
Creating Videos Using iPhones	22
Pro Tips When Filming	24
More Filming Tips	25
Four Components of The 15 Second Video	27
Content Planning	28
Filming VS Editing	29
Editing Videos	30
Standard Of Excellence	35
Amplifying Video	36
Dollar a day layering	37
6 Types of Figureheads	39

Course Overview	43
Testimonials	44



DENNIS YU

Host of the CoachYu Show

I amplify exposure and sales of successful entrepreneurs via systems, analytics, and young adults certified in our digital marketing training.

We partner with universities, the military, DigitalMarketer, and GoDaddy to create jobs. Anyone can join our program at academy.blitzmetrics.com

Course Checklist

1. Become a member of our Facebook Group

<https://www.facebook.com/groups/BlitzAcademy/>

- ☐ Social Video Insiders Group: a safe place for members of this course to create and publish their videos, in a supportive setting with other members.
- ☐ **Assignment**—Join the Facebook group and post a 15-second video so the other members can get to know you better.

2. Making a 15-second video

- ☐ 4 components of a 15-second video.
- ☐ Alex Langmesser - Video on making 15-second videos. (see on page 8)
- ☐ Logan Young - Why 15-second video? (see on page 8)
- ☐ Assignment - Make a 15-second video.

3. Content Planning

- ☐ Know your audience.
- ☐ Know your brand - www.blitzmetrics.com/PBC
- ☐ **Assignment** - Identify the three most important items to your brand.

4. Editing Video

- ☐ Save time on editing by not recording more footage.
- ☐ Use free editing software until you are proficient and ready to move to premier software like Camtasia, Adobe AfterEffects, etc.
- ☐ **Assignment** - Clip the head and tail of your video so there is no waste of time.

Video Lessons



[Intro](#)



[Auto Tagging](#)



[Content Factory](#)



[The Dollar a Day Method](#)



[Let's Talk About Sound](#)



[Let's Talk About TikTok](#)



[Managing and Sharing Videos](#)



[Most Common Mistakes](#)



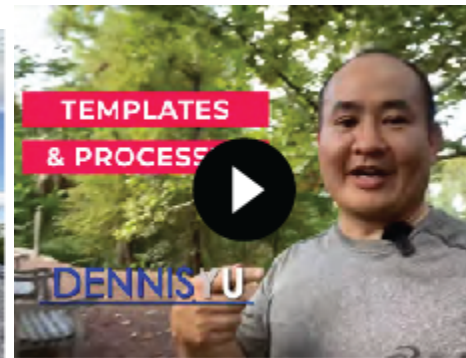
[Optimizing Your Boosted Post](#)



[Overview of the Major Services](#)



[Show Them Your Face](#)



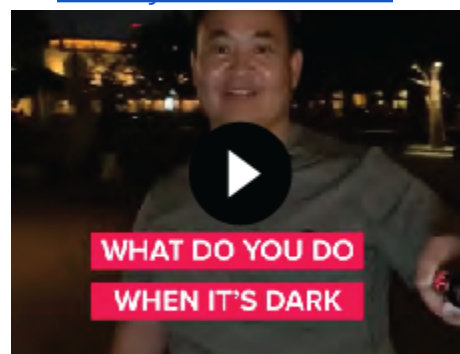
[Templates & Processes](#)



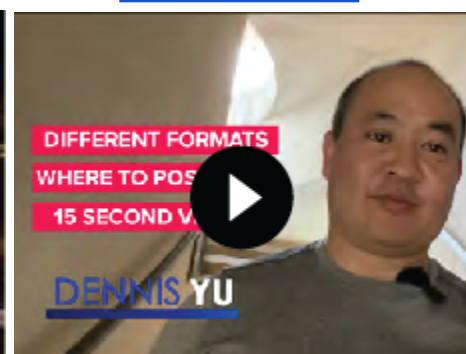
[The Key to Vertical Video](#)



[Transcribe or Not](#)



[What To Do When It's Dark](#)



[Where to Post Your 15 Second Video](#)



[Where Do We Use Our 15 Sec Videos](#)



[Who Should Be Making 15 Sec Video](#)

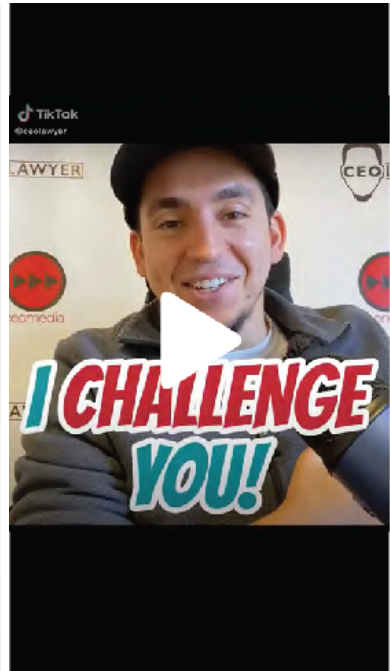
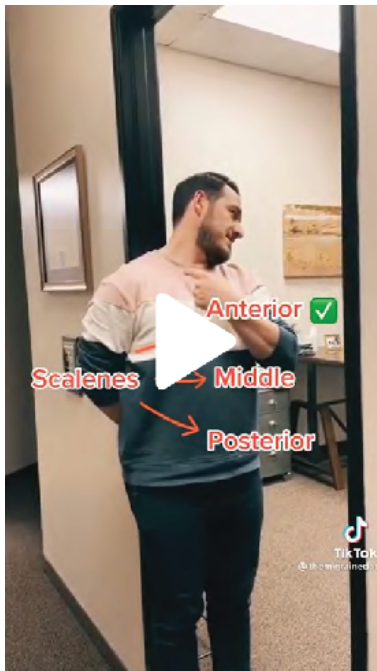
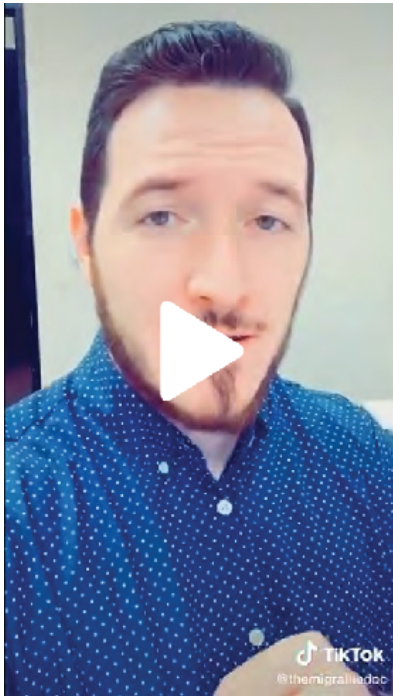


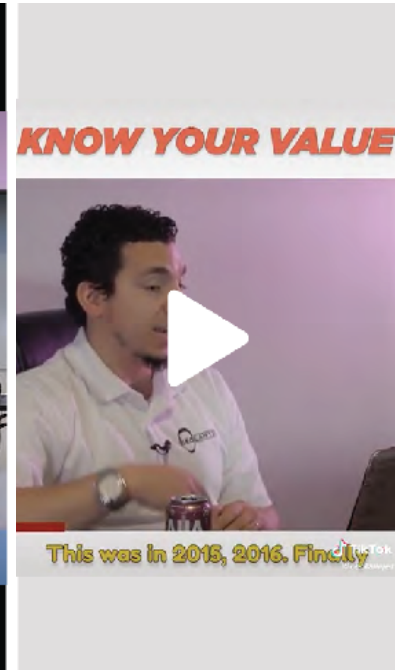
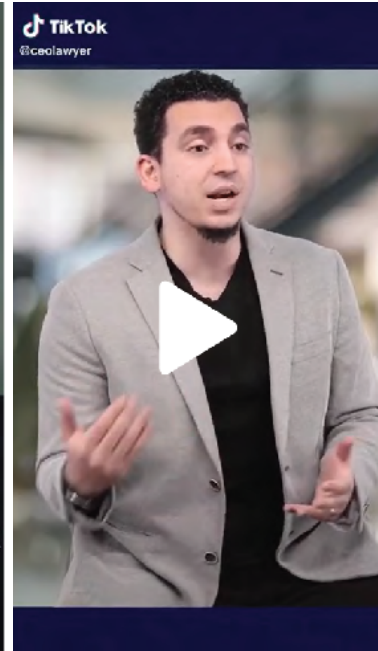
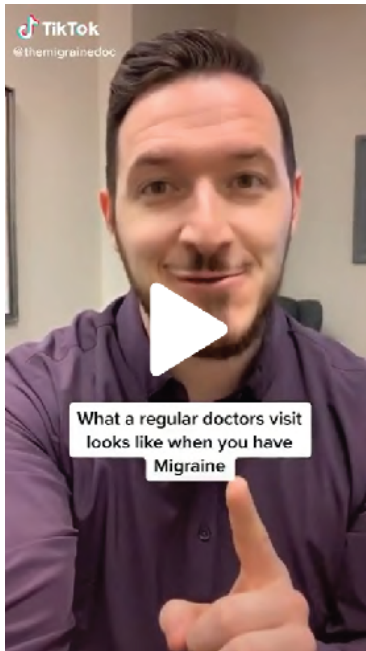
[Why Make 15 Sec Video](#)

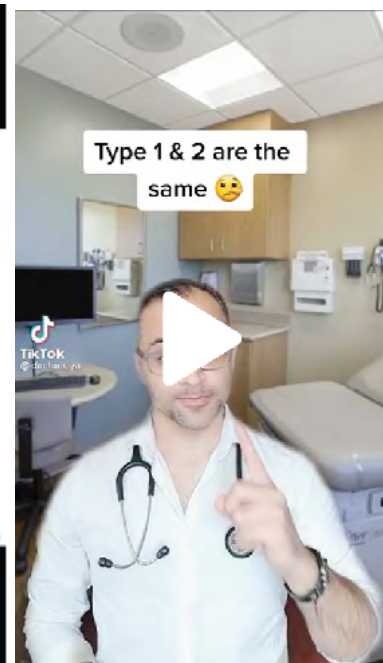
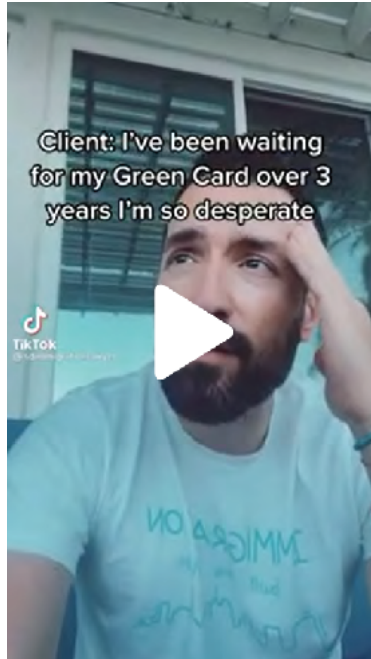
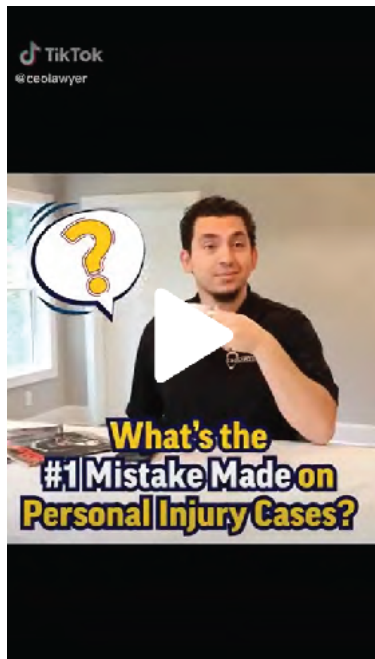


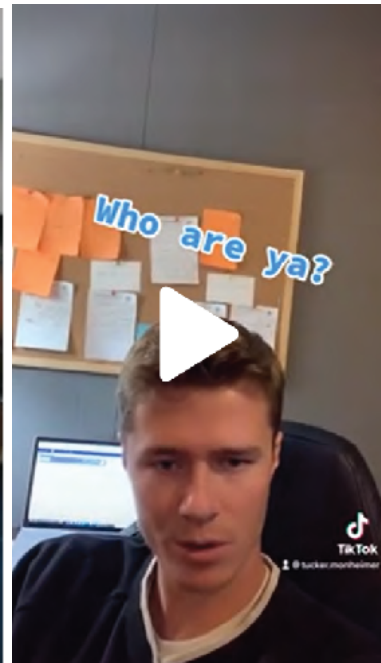
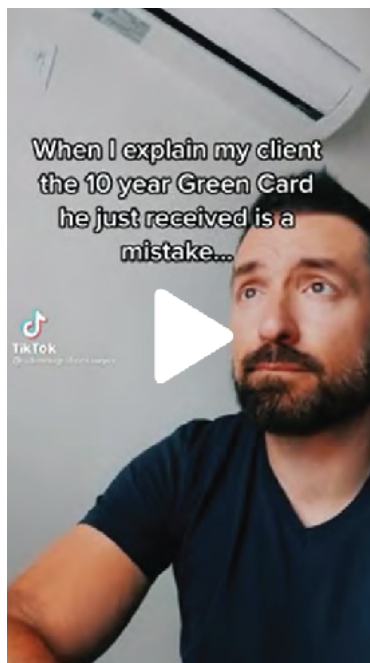
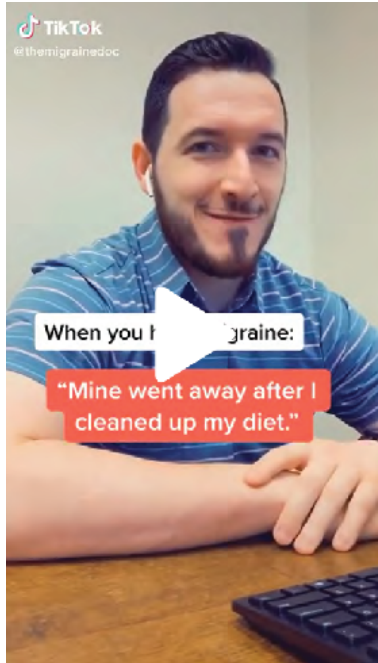
[Closing](#)

15 Second Videos





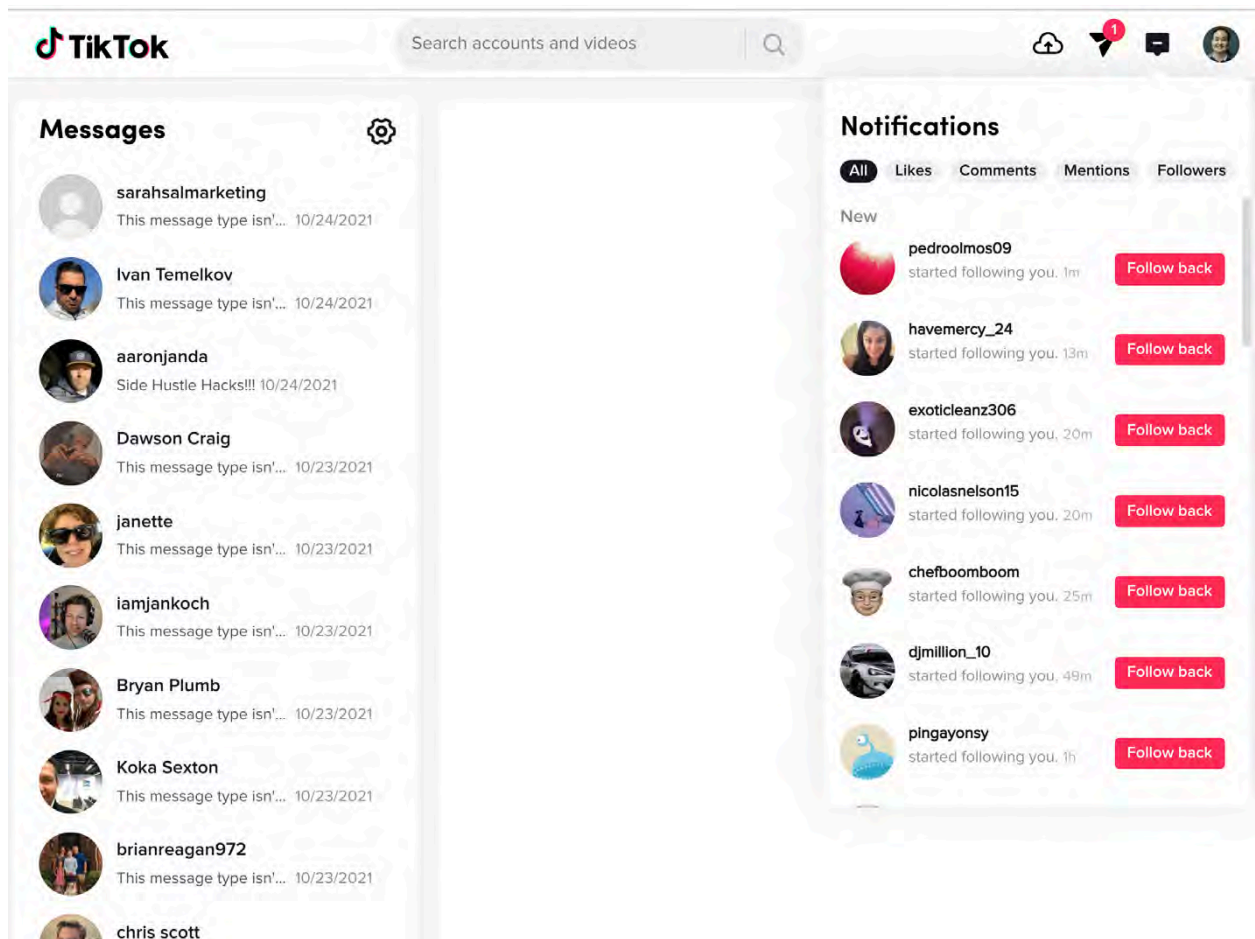




Things You Need to Know

- Create a business account on TikTok (convert personal to business).
- Buy \$50 of credits to be able to boost, which is not as good as the Spark Ads or even regular ads manager ads (3 ways to make ads).
- Understand the general structure of TikTok-- that in-feed ads are everything and that the FYP (for you page) has all the traffic.
- Set general settings in TikTok as a user, which is separate from the Business Center.
- How most of our engagement is mobile, instead of desktop-- though ads we run on desktop.

Organic or Paid



Goals of the 15 Second Video Course

If you want people to engage with your business or your brand, you have to start getting their attention.

People are trading hours of their day scrolling through Facebook and you have to fight for every bit of attention you can get.

The easiest way to get people's attention is through video – specifically, 15 second videos.

No one is going to watch a 3 minute video if they don't know who you are.

Attention spans on social channels are brief. The average watch time for a video on Facebook is only 6 seconds. You must learn to grab their attention quickly and pull them into the story you are trying to tell.

This isn't as hard as it seems, you just have to start.

So, pick up your phone, point it at yourself and tell us why you're doing the work that you're doing. Start with, **"when I was..."** then tell us, **"what I learned..."** and finally, **"what I believe..."** and how that led you to the work you do now.

This course teaches you how to make engaging 15 second videos so you can generate the attention you desire for your brand or business. No one made a good 15 second video on their first try, so start now, make a lot of them.

You can test them and compare them against our [Standards of Excellence](#), put money behind the winners, and capitalize on your most engaged videos. Before you know it, you'll have hours of content generating interest for your business or brand.



Click To Join Facebook Group

JOIN NOW

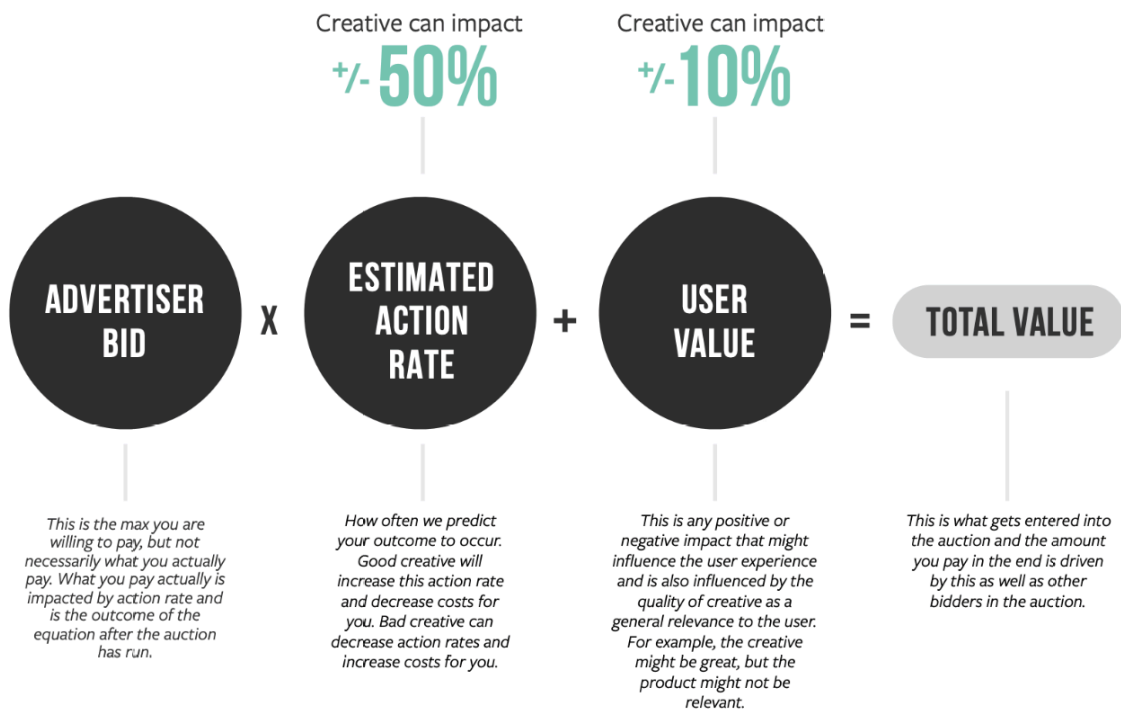
We have created a private group on Facebook where members can post videos to get feedback from BlitzMetrics along with the other students.

This group is a place where you can post videos to ask for help, critiques, and test against an audience that will provide constructive criticism.

You can post into the group to get feedback before you release a video publicly.

Assignment:

- ☐ Post a 15 second video in the group to introduce yourself to other members and the BlitzMetrics team. You must mention you got the 15 Second Video course, since no response to the required field is automatic rejection.



Facebook's Creative Shop, 2019

Types of Videos

3X3 VIDEO GRID



TOPIC WHEEL




3 Components to a WHY Video



1. WHEN I WAS ____.

Waste no time, get right to the story. This is where the "WHY" comes in.



2. I BELIEVE THAT ____.

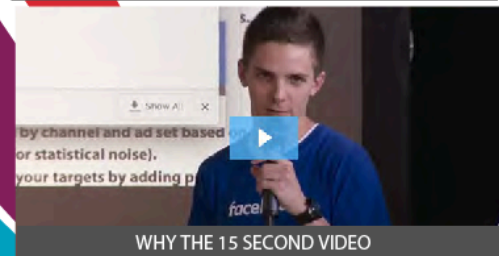
Now go from the emotion of the story you just told to the overarching lesson of what you stand for.



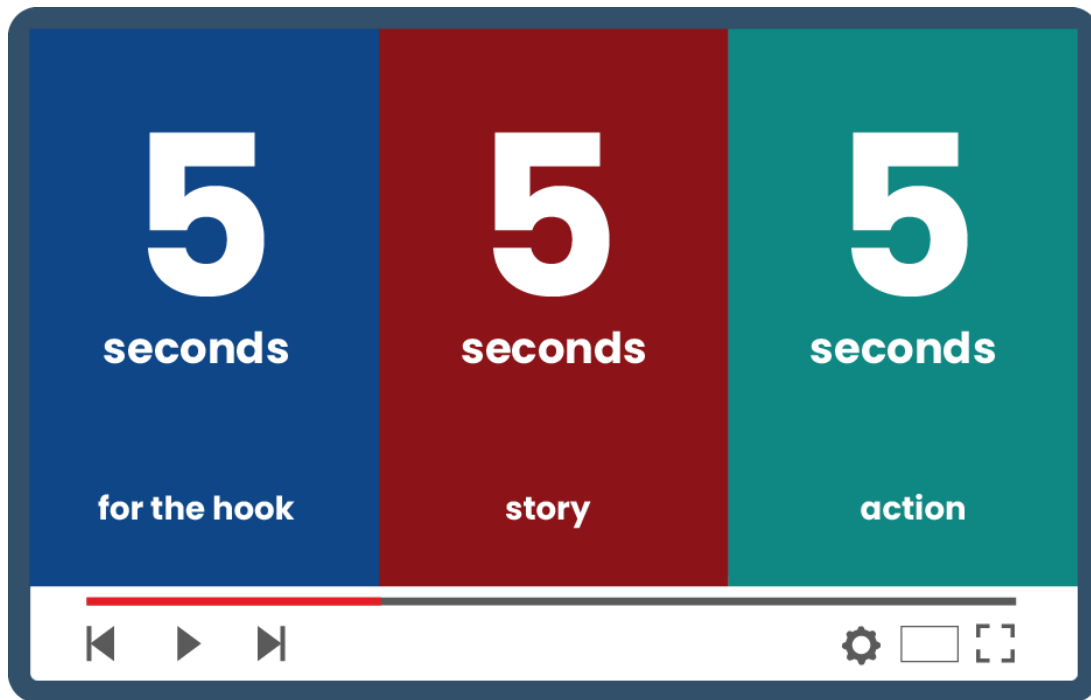
3. I STARTED ____.

Give a brief explanation of what you do. Make sure to be specific and concise.

3 COMPONENTS TO A WHY VIDEO



The Structure of the 15 Second WHY Video

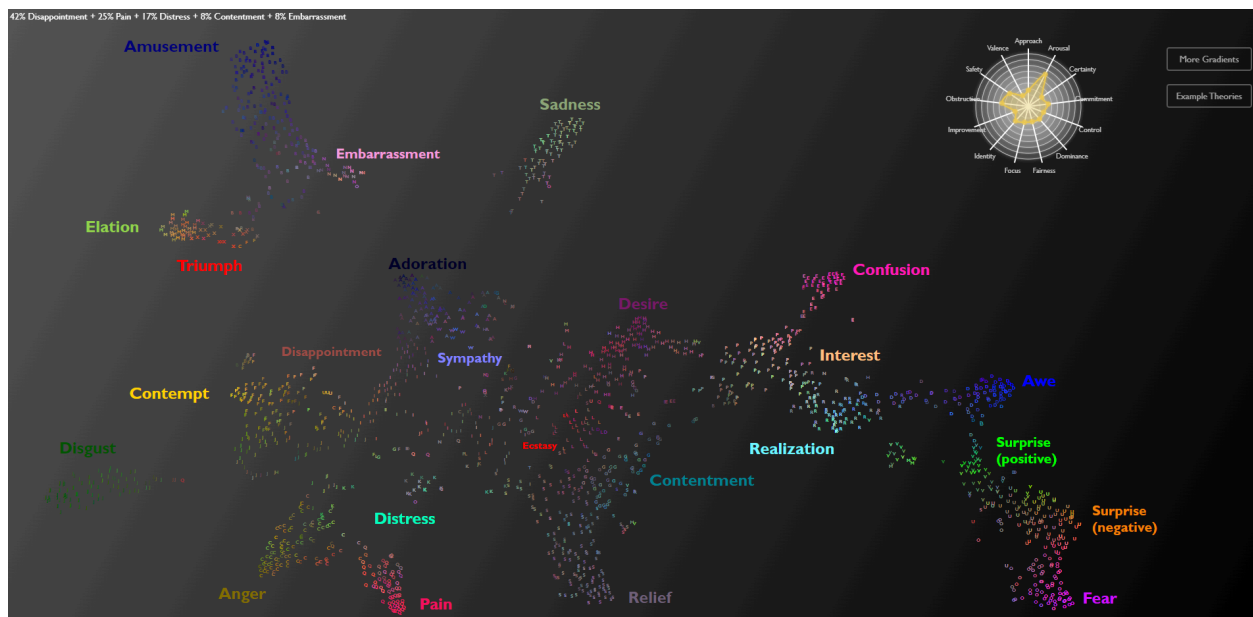


5-Second Hook

From 0-5 seconds, you use a hook that will capture the attention of your audience immediately.

It's not about you, it's about your audience. No need to say your name or use a "video bumper" here.

Hooks can take the form of a question or statement that provokes curiosity or invokes an emotion in the viewer.



24 types of emotions

Place the hook as on-screen text and voiceover (AI voice or your own), to reinforce it.

Because we're using video, a good hook could also be an image of an interesting place, person, or situation.

Some examples of effective hooks:

"One reason why..."

"5 things that X (your target audience)"

"Ever wonder how..."

"When I was..."

"How to..."

"I challenge you to..."

Someone off-camera asking an expert a question

A product unboxing

A short dialogue with an interesting person

Provoking curiosity with an interesting prop or setting your videos in an interesting environment

The foolproof framework to make a 15-second video about your story



Travis Chambers

Chief Media Hacker, Founder

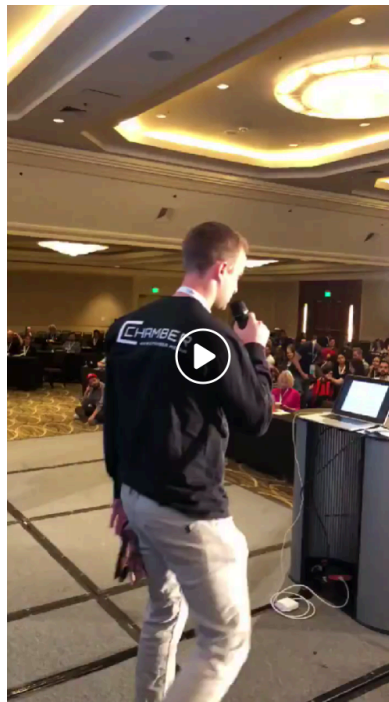
Last week the famous Dennis Yu and Logan Young had me up on stage at VidSummit to demonstrate this style of a personal branding video. You need to tell a story with the following prompts:

1: When I was...

2: I believe...

3: I started...

This format has worked well for me in the past in helping me figure out the best way to tell my story. If you've been holding back, maybe this is a quick step you can follow to get a video out there and start getting some motivation and momentum around your story.



Creating Videos Using iPhones

It's the little details that matter, which show through if you put in enough time to notice. For example, on creating iPhone videos to market your business:

- You cannot switch from front to rear camera while filming with the camera. So you either have to use another app or manually flip the phone in your hand.
- You can reply with a video in Gmail by hitting the attachment icon and then photos icon. Way more powerful than text replies.
- Sound quality is WAY more important than video quality to keep people watching your videos. If you have an iPhone and a regular lavalier mic, you need a TRS to TRRS adaptor (2 lines to 3 lines on the plug) and a TRRS to lighting adapter. I use the Rode Wireless Go and have to buy these two gadgets, which don't come in the box.
- You can comment on a Facebook post with a video, but you can't do this on LinkedIn-- only a picture.
- You have 15 seconds to reply in Facebook Messenger, so learn how to keep it short-- or make multiple 15-second replies.
- You can share your phone screen if you're a presenter in a Zoom call. And everything works great (just like if you're projecting to Apple TV), except when you're recording video-- since the two interfere with each other. So pre-record your videos (stored in your favorite app) or switch to a desktop webcam to show you using your phone.
- Google Photos app is super slow in uploading your videos from your photos library on your phone. So also pay for iCloud, Dropbox, and Amazon Photos (another \$10 each per month) to have your videos automatically backed-up). You will have to keep these apps open every week to let it catch up, since uploads are faster when the app is open.
- Film vertically (portrait mode) most of the time if you're reaching mobile users, but horizontal if it's an interview on a webinar app.
- Zoom records participant videos, but GoToWebinar does not. We had GoToMeeting/GoToWebinar for 10 years but switched because of this.
- Amazon Photos has the smartest facial recognition and easiest way to share groups of pictures (instead of having to select each picture/video, one-by-one) with your external people (like freelancers and partners).
- The way to tell whether someone is an expert in something is not how much they've spent on gear or how many years they say they've been doing it, but if they are deep in the nuances of their craft.

Would you agree?

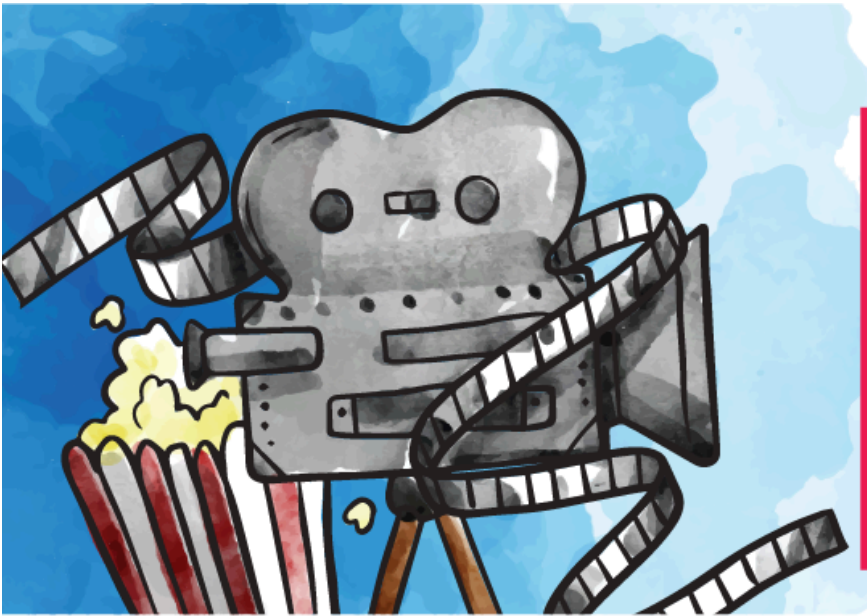


Pro Tips When Filming



- ☐ Once you've built your Topic Wheel with at least 3 topics and 3 people each for you to interview, it's time to seed your Content Library with videos that you create.
- ☐ Start by listing out questions that you can answer in one minute. 60 seconds isn't long, so choose topics you can properly cover in that time-frame.
- ☐ Avoid being too ambitious -- break bigger topics into smaller chunks. Your audience prefers to consume many small tidbits versus sitting through a full hour of you talking, especially with 80% of these being consumed on their phones.
- ☐ If you have an iPhone, use the notes app to keep track of these topics and continue to add, as thoughts pop up. You can use a daily planner or whatever fits with your way of organizing your time.
- ☐ When you're ready to film, make sure you have a well-lit location. You don't need fancy equipment, but having a pro set up doesn't hurt. Just don't let an apparent need for pro equipment stop you from making videos.
- ☐ Avoid using profanity if you're planning on uploading to Facebook since the usage of profanity is against [Facebook guidelines](#).

More Filming Tips



WHILE FILMING

- ☐ Only keep the footage you plan on using in order to save time when editing.
- ☐ If the subject is really shy or psyched out by the camera, you can run the camera continuously, instead of starting and stopping.
- ☐ This requires more effort on the editing side since you can't clap or motion to unmark sequence starting and end points. But the subject can comfortably know they can restart any botched sentence with no pressure of being "perfect".
- ☐ If they do restart a phrase, let them know to wait 2 seconds before restarting, so we can splice cleanly.
- ☐ Another trick to reduce tension for subjects that aren't experienced pros in front of the camera (which is 99% of us), is to use a boom mic instead of a lapel mic. Snaking a lapel mic down someone's shirt can be invasive, adding to the tension. Plus, when viewers see that lapel mic on the subject, they don't have a natural look.
- ☐ A boom mic gives a fuller sound, so long as you're shooting in a quiet environment -- don't do this at a conference with people milling about.

- ☐ If you have two cameras, use both whenever you are shooting your video. Especially if someone is helping you shoot the video, the extra camera set up and file upload takes another 10 minutes at most for a huge payoff.
- ☐ If your equipment allows, ensure that you are doing so in 4k and upload the footage in 4k as well.
- ☐ Choose or set up the background of your videos to enhance visual aesthetics to help create a far better composition of what you shoot, which will lead to more people engaging in the content.
- ☐ When uploading in 4k, use [Wondershare Converter](#) to easily optimize 4k footage for faster upload. Uploading the footage at this resolution allows you to do punch-ins and much higher quality color correction on the files.
- ☐ If you have 2 cameras shooting in 4k, you effectively create 4 camera angles because when you crop for punch-ins, the footage will still be at a 1080p resolution.

Four Components of The 15 Second Video

4 COMPONENTS OF THE ONE MINUTE VIDEO



1

HOOK

(FROM 0-3 SECONDS)



Capture their attention immediately, so no video bumper, saying your name, or reusing what you might have in a TV spot.

2

IGNITE PAIN/PLEASURE

(FROM 3-15 SECONDS)



Users must identify with the problem or opportunity. Ask a question, show success or failure, make clear the benefit.

3

DESCRIBE SOLUTION

(FROM 15-50 SECONDS)

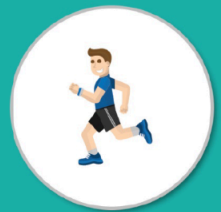


What are you offering, what is the product or service?

4

CALL TO ACTION

(FROM 50-60 SECONDS)



What do you want them to do?

Content Planning

Planning out 15 Second videos

- ☐ Know your audience - <https://www.digitalmarketer.com/blog/the-content-factory-dennis-yu/>
- ☐ Know your brand - <https://blitzmetrics.com/PBC>
- ☐ Know your content - <https://blitzmetrics.com/CMC>



Assignment:

Identify the three items above for your business/brand and upload a word document.

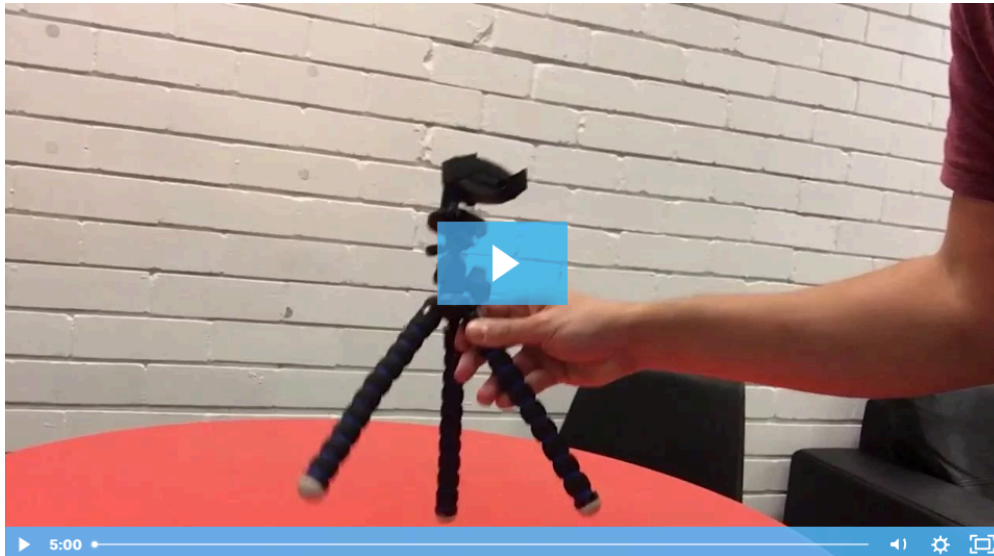
Filming VS Editing

- ☐ Get your camera ready (This can be as easy as holding up your smartphone).
- ☐ If available, set up your tripod, lighting equipment, or hook up your microphone.
- ☐ Watch how to screen capture - [Soapbox](#).
- ☐ Download free editing software - [HitFilm Express](#).
- ☐ Watch how to use FB Auto-captioning - [How To Use Facebook Auto-Caption](#).

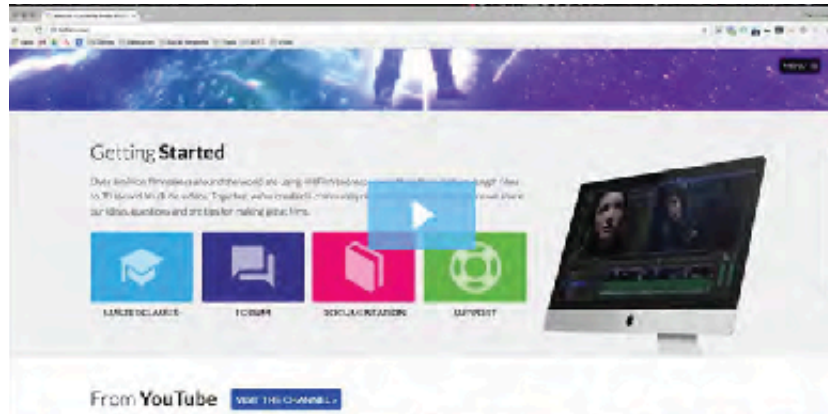
Assignment:

Record a video and upload it without editing to your Facebook page.

Editing Videos



- ☐ Use free editing software until you are proficient to move to Adobe Premiere.
- ☐ Read this article from Wistia
<https://wistia.com/learn/production/shootingvideo-with-an-iphone>
- ☐ Having bumpers at the start of your videos is a good way to get people to instantly STOP scrolling and start watching your videos.



Intro To Hitfilm



Dennis Yu's Speaker Reel

Editing Steps

- ☐ Watch the introduction to HitFilm video to begin editing.
- ☐ Use a square format when editing, which will also determine how you film video.
- ☐ If you messed up when filming your 15 second video, you can trim that section so one good clip will jump to another good clip. This is known as a jump cut and is widely accepted for videos, especially on social media.

- ☐ If you're editing a WHY video, add in light music.

Assignment

- ☐ Clip the head and tail of your video to have no waste of time. Upload the link in a word document.



WHY VIDEO CHECKLIST

General

- ✓ Make sure the spelling of your name is correct.
- ✓ Add matching music.
- ✓ Do not start a sentence with "so".

What Not to Do

- ✗ Do not include an intro bumper.
- ✗ Do not use copyrighted music or images.
- ✗ Do not use images found by using Google or a general search engine.

Intro

- ✓ Add a lower third with your name that lasts 5 seconds at the beginning of your video.
- ✓ Make sure the lower third is placed in either the left or right lower third of the frame.

Captions

- ✓ Must be centered.
- ✓ Make sure the font is readable (we suggest white)
- ✓ Caption lines must not exceed three.

Must not contain:

- ✗ Uh.
- ✗ Um.
- ✗ Hm.
- ✗ Words that have been repeated due to stuttering.

Do not include curse words.

- ✓ Must be placed at the bottom of the video.
- ✓ Must not take up more than 20% of the frame.

Main Content

- ✓ Remove clips where you say "uh's", "um's", and "hm's".
- ✓ Mute audio clips where you curse. Or place a "beep" noise over it.
- ✓ Remove low authority moments such as when you stutter or there is dead air. Also if you use filler terms, and items that take away from the story.

Cut moments that do not belong such as when people say,

- ✗ "This is my first time speaking..."
- ✗ "I'm nervous..."
- ✗ "I'm scared..."
- ✗ "I haven't talked into a microphone before..."

Trim intros and outros as needed.

- ✓ If you have two clips of the same video, transition between the two camera angles.

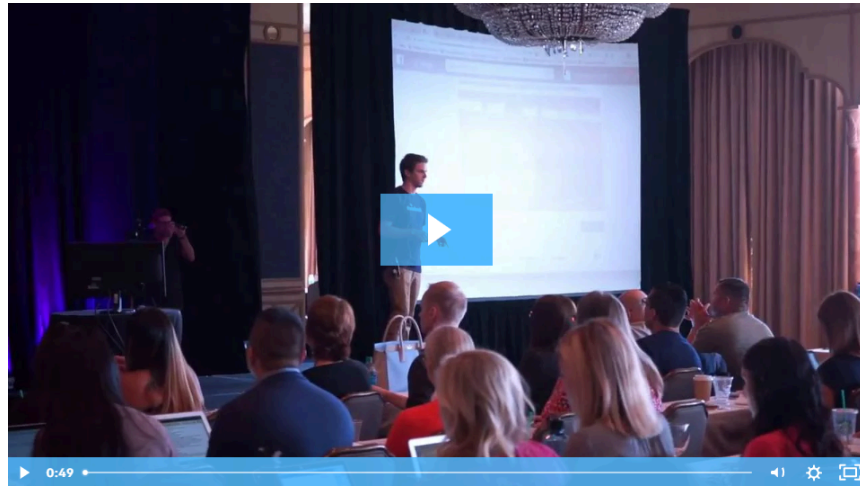
Don't cut off your head when filming your one minute video and be careful not to cut off too much of your body on the side of the video frame.

- ✓ Make sure that the audio is synced with the video.

Outro

- ✓ Add another lower third with your name on it. that lasts for 5 seconds.
- ✓ If applicable, show shots of the audience clapping.

Standard Of Excellence



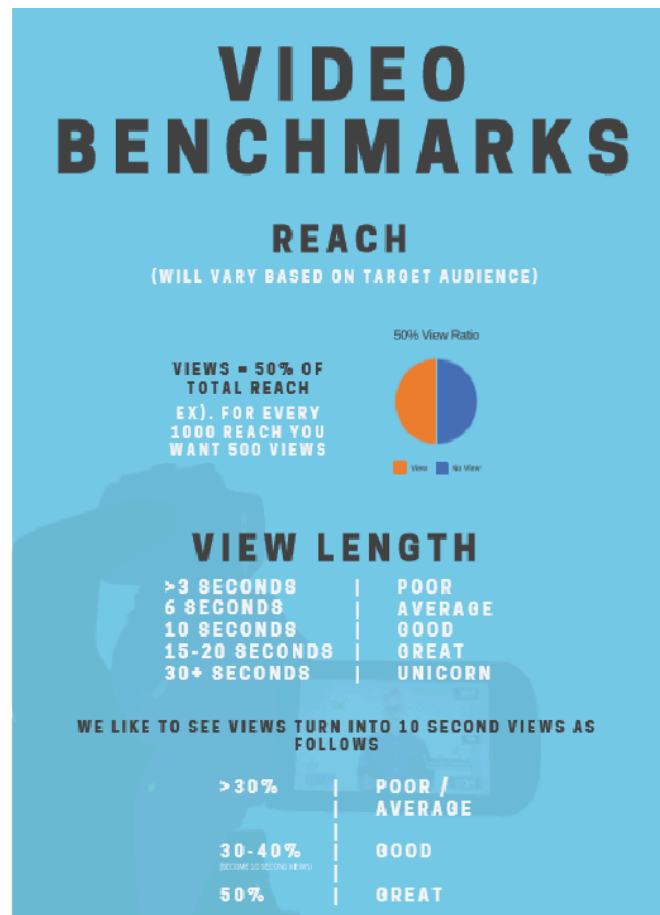
The Standard of Excellence (0:49)

How to know if your video is performing...

- ☐ Read the chart and watch the video above about the Standards of Excellence

Assignment

- ☐ Compare three of your videos against the Standards of Excellence.



Amplifying Video

- ☐ Use \$1/day on Facebook to make sure your video is seen by the people who will engage with it.
- ☐ Micro-target selected audiences to match the content.
- ☐ Learn how to boost posts effectively on Facebook. Check out our [Facebook Dollar a Day](#) course.

Assignment

- ☐ Boost a video for \$1 a day for 5 days.

Dollar a day layering

Learn more with the [BlitzMetrics \\$1 a Day guide](#)



You may boost multiple posts that stack up, spending a dollar a day each. Over time, you might spend \$50 a day across 50 posts, or a budget that makes sense, as you accumulate more evergreen posts for different users at different stages in the funnel.

For example, you may boost a post each day that runs for a week to promote the next webinar you're hosting and end up boosting 5-10 posts over the course of a week that are running together at a dollar a day.



Check out Facebook Mobile Studio to learn tips and best practices on how to film videos with just our phone. FB Mobile Studio teaches you how to "Remix" your videos, how to shoot from scratch, and shares multiple free apps you can use to film and edit video. You don't need fancy software or equipment to film and edit videos. All you need is a phone!

6 Types of Figureheads

Not sure who to include in your Topic Wheel?

Try some of these:

- ☐ **Founder/CEO/Owner:** stories reflecting their values.
- ☐ **LIGHTHOUSE Customer:** high authority expertise sharing.
- ☐ **Employee:** why they work there, what they do.
- ☐ **Partner:** aligned mission and projects.
- ☐ **Subject Matter Expert:** how-to videos, matched with your Topic Wheel.
- ☐ **Media/government:** discuss issues, act like a journalist.

Create public figure pages for founders and employees. Everyone else, you can share their stories via your public figure pages and company page.



1. Become a Member of our [Facebook Group](#)

- ☐ BlitzMetricsAcademy Group: a safe place for members of this course to create and publish their videos, in a supportive setting with other members.
- ☐ Assignment – Join the Facebook group and post a 15-second video so the other members can get to know you better.

2. Making a 15 Second Video

- ☐ Study the 4 components of a 15 second video.
- ☐ Assignment - Make a 15-second video.

3. Production vs. Post-production

- ☐ Set up camera, lighting, tripod and microphone.
- ☐ Learn how to screen capture for free – Wistia Soapbox.
- ☐ Use free editing software – HitFilm Express.
- ☐ Learn how to use [Facebook auto captioning](#) for free.
- ☐ Assignment - Record a video and upload it without editing to Facebook Page.

4. Content Planning

- ☐ Understand and research your Audience/Targeting.
- ☐ Know your brand. - www.blitzmetrics.com/PBG
- ☐ Assignment - Identify the three most important items to your brand.

5. Editing Video

- ☐ Save time on editing by not recording more footage than you need.
- ☐ Use free editing software until you are proficient enough to move to a premier software, like Camtasia, Adobe AfterEffects, etc.
- ☐ Assignment - Clip the head and tail of your video so there is no waste of time.



[Learn More](#)

IN CONCLUSION

Videos are just one component of content marketing.

Now that you have learned the components of a 15 second video, extend your knowledge and learn more about you to improve all of your content marketing.

You're now a 15 second video machine. Now, let's make you a content marketing guru. Check out our Content Marketing Course today.



[Learn More](#)

Congratulations!

Now...post another video in our private FB group.

Let everyone know how you are doing!

By now you should have:

- ☐ A Facebook Page.
- ☐ Free video editing software.
- ☐ At least three 15 second videos.
- ☐ Three key elements of your brand.
- ☐ Access to the private Facebook group.

Assignment

Post in the Facebook group

- ☐ Are you ready for more advanced topics of what you can do with your videos and how you can get them seen online by the people you want?

You're Done!

Course Overview

1. Become a Member

- ☐ Social Video Insiders Group: a place for members of this course to create and publish their videos in a supportive setting with other members.

Assignment

- ☐ Join the Facebook group and post a 15 second video so the other members can get to know you better.

2. Making a 15-second video

- ☐ 4 Components of a 15-second video.

Assignment

- ☐ Make a 15 second video.

3. Production vs. Post-production

- ☐ Camera, lighting, tripod, and microphone.
- ☐ Learn how to screen capture - Soapbox.
- ☐ Free editing software - HitFilm Express
- ☐ Learn to use FB Auto-captioning.

Assignment

- ☐ Record a video and upload it without editing to Facebook Page.

4. Content Planning

- ☐ Know your audience - www.blitzmetrics.com/CMG
- ☐ Know your brand - www.blitzmetrics.com/PBG

Assignment

- ☐ Identify the three most important items to your brand.

5. Editing Video

- ☐ Save time on editing by not recording more footage than you need.
- ☐ Use free editing software to move to Premiere.

Assignment

- ☐ Clip the head and tail of your video so there is no waste of time.

Testimonials



Lisa Nalven (She/Her) • 12:32 pm

Reply with video! I suppose I can quote you on that!

Thanks so much. I can feel your generosity. I guess when your successful, comfortable in your own skin...already having proved yourself, you can give it away. Although I've heard you speak once before, and knew you were great, I'm now one of your devoted fans.

I'm sending a photo, no, it's not a video, but next time!

My Lens and Me, See As We See.

Capturing Love On Life's Terms.

THANK YOU THANK YOU THANK YOU

LISA



Thank You!

