

# Called to Both Episode 3 Transcript

So today I am diving into one of my favorite topics to talk about. And that is YouTube. It's also a topic I probably get asked about most frequently, I get asked What made you start a YouTube channel? Do you think I should start a YouTube channel. And I'll also get to tell you the backstory, some of the things I've never shared before about my YouTube journey. And then I'm going to get into some answers to the most popular questions, including giving you a few simple and effective ways you could utilize YouTube in your business today.

Hello, and welcome to the call to both podcast, I'm your host Joy Michelle, and you're in the right place. If you're ready to grow your business, while also being the intentional and present mom, you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called to both. Let's dive in.

So for this episode, I'm just imagining we're out to coffee together or chatting about our lives about our businesses, as you know, we obviously would be entrepreneurs. And then you mentioned YouTube, how you've always wanted to start a YouTube channel. But you know, lots of little things have gotten in the way kept you from doing that. And you want to know my take on it. You kind of want to know like the real nitty gritty answers of how long is YouTube going to take you to implement and incorporate into your business? Is it worth your time? And what's my advice for you, so I'm just gonna kind of approach this, like, we're out to coffee, we're hanging out. And this is what I would tell you. This is literally what I have told my friends when they've come to me asking for YouTube advice. And so that's that's kind of the approach that I'm going to take today. Alright, so here is my quick version of my own YouTube story. I started on YouTube, and created a channel at the end of 2016.

But it wasn't until 2017 That I was posting consistently and was kind of putting more consistent effort and thought into the videos that I was creating. At the time, I was a full time wedding and portrait photographer. And I wanted to share some of what I had learned things that were helping me in my business, the gear I was using and stuff like that. Now I thought of YouTube for a couple of reasons. And one of those reasons is because YouTube had helped me a lot in the beginning of my journey I had found and started following some photographers and creative business owners and learned a lot. But I had kind of been surprised to see that there were some gaps of videos that were missing, I think that could help photographers. So that was what got me on YouTube to begin with. Now, my growth was not fast or, you know, viral by any means. But I was consistent. And within a year I had built up a loyal audience. And from that audience, I ended up starting a Facebook group called Photo boss with joy. Michelle, now you might be a member of that Facebook group. And if you are a fellow photo boss, hello, thank you so much for following me over here onto a new platform. But that community is still active today, and sits now at almost 10,000 members in 2018.

So just a year after committing to YouTube, I launched my first online program. And the program at the time was just a beta round. And it actually didn't exist yet. It was a concept for a course that has become my signature course hook and book brides. And I sold that inside the Facebook group. I think there were just a couple 100 members at the time. And I ended up getting 11 of my founding members to join hook and book brides and helped me produce that course, which has now been sold over 100

times. And I say all this the reason I share this with you is because I want to show you the trust that I was able to create with my audience, through YouTube and through videos for my audience on a consistent basis. And that's why I will always be such a big fan of video and why I think every entrepreneur, every small business owner should be leveraging video, and why I think YouTube is just a no brainer to host and produce those videos. Right. So we're hanging out here, back to our coffee chat, right? Let's say that you are thinking about starting a YouTube channel. It's something you thought about for a while you just haven't taken action on it. And you're wondering, all the basic questions of how to get started. How long is this going to take?

What's the investment going to look like both in money and time for you? And that's kind of what I want to break down here next. So is this worth your time should you start a channel? So that's the first question that I get from people and I get it from friends. I get it from family. I get it in the DMS and honestly my answer for you is yes, it is absolutely worth your Time. And I'm not just saying this because of what it has done in my business, but because of how I've seen YouTube and video, work for other businesses and get, you know, more clients, more customers more visibility across platforms. Now I have worked with YouTubers in my private coaching my business coaching that are not photographers, I've worked with athletes or personal trainers, I have worked with VAs to help them start and grow YouTube channels. And so when I say that a YouTube channel is something that you should be thinking about, just know that I've actually seen this work across platforms. And I do think it's a great use of your time and your marketing. Alright, so why should you start a YouTube channel?

Well, I did some casual research for our casual coffee chat here. And I found a couple of statistics actually, that I think are very compelling, because I know how much video is growing. And I experienced this every day in my business. But if you don't currently have a YouTube channel, you may not know this. So I wanted to share these with you. One statistic that I found interesting was that 80% of people would rather watch a video than read a blog post. And I find this really compelling. And to prove the point that video content is just going to be more engaging and more attention grabbing than other types of content. Now, I don't say this to say that if you are blogging, that you should not be blogging or that if you have an email list and a newsletter that you should pull back from those things not at all, more. So just to illustrate to you how helpful video can be to gain attention and hold attention of your viewers. And I'm going to give you a couple of ways that you can incorporate video into what you're already doing later in this episode. The second statistic that I wanted to share with you is that how to searches are increasing 70% year over year on YouTube.

So literally people going in and searching how to on the search bar inside of YouTube is going up every single year. And so I think that this perfectly illustrates that video is not going anywhere and if anything is increasing in popularity. And I feel that what I hear so often from other entrepreneurs is how hard it is to get visibility, and to get attention on the content that we're creating and that we work so hard for. And I think the obvious answer to some of those problems, visibility, gaining attention, and building trust with the content that we create, can be resolved by the use of video. And I think YouTube is the perfect place for this. And so the visibility is one of the most obvious things that you should be thinking about for a reason to start on YouTube and why this is worth your time. Now, to be able to get in front of new people to be able to share your message and grow your authority is huge. And to be able to do this for free is even better. And that's truly what you're being offered by starting a YouTube channel. The other reason that you should consider this is because the know like and trust factor that you can build in a video is far more efficient than anything that you can do in a text based format.

Now, I already said I don't want you to stop blogging, I don't want you to stop sending out newsletters or posting to your Instagram feed. I think that's all really important. But let me put it this way there. I don't have a statistic to back this up. But I think someone if they came across your business and found your Instagram feed, I would have to read probably 30 to 40 of your posts to get the same level of understanding of who you are and what you believe that they could achieve in one long form video content. So a piece of long form video content by by that I mean something that's maybe 10 minutes, like a 10 minute video where you do a full fledged tutorial on something you're going to achieve in that one video far more know, like and trust factor building, then in 30, Instagram posts, right, so way more efficient. The other reason that I think YouTube is appealing to it was appealing to me and should be appealing to you is the potential diversification of your income streams. So for me, I mean, you saw that in my own story how after adding in YouTube, I was able to, you know, start an online course. And I've since started coaching programs and help, you know, entrepreneurs do what I have done through YouTube. So it's diversified my income stream. And I think that a lot of times YouTube can add so much when it comes to diversification of your income.

So if that's something that you're thinking about, you love your business, as it stands, you'd like more of that business, right? You want people to come in and enquire with you. You want to get more leads, but also it would be kind of nice to add another income stream maybe something a little more passive, something a little more digital or some affiliate income, then stick around because that is what we're talking about here. Now, the next question is, is it too late to start on YouTube? Have I missed this trend? Is it kind of too late to invest? What's probably going to be a lot of time in something that's the boat has already passed? Right? This is a super common question. I get this a lot. Because, you know, we don't want to spend our time on something that is not going to be a good use of it. And I totally get that question. But honestly, my answer is no. And here's the thing, I think that some of the biggest brands and influencers that are going to be household names, and just a couple of years, they haven't even started their YouTube channels yet. And they're going to, and it's going to be that they get the fame that they get, because of the YouTube channels that they start, so you're not too late. And I think that there is still room for you to grow and kind of throw your hat in that ring. I'll also say that it's okay if your goal isn't to become a household name.

If you want to sell more of what you do in your business, that is also a great goal. Just the fact that all the statistics are pointing to video becoming more and more important for businesses and brands and influencers tells us that it's not too late. Personally, I believe the best time to start on YouTube is today, right now, all we really have is today, and hopefully tomorrow. And so I want to give you the two ways to think about YouTube in your business. Because this is a common, I guess I would say like confusion or misconception about YouTube. And so I like to break up YouTube into two categories when it comes to entrepreneurs starting on YouTube. So the first way is leveraging YouTube to build your authority on YouTube, right? So highlighting your offers, getting people into your sales funnels, getting them on to your email list and growing the business that already exists. So that's the first way. The second way that you can get onto YouTube is to become a YouTuber. So running ads on your videos, that's what a lot of people see, that pays you through AdSense, getting brand deals and sponsorships, selling other people's things through affiliates. And being seen as an influencer.

That's kind of the second category of YouTube. And I think can sometimes be confused with the first, my recommendation to you is to start by leveraging YouTube in the way that I shared in the first way. So using YouTube to build your authority in the business that you already have. So you already have products and services, you already have a business model. So using it more quickly to strengthen the

marketing efforts that you're already doing is a much more efficient way to be on YouTube at the beginning. And I think it's the way that you're going to see the most return the fastest. Because obviously, as we all know, video takes time, you do have to be invested and committed. And it is going to be an effort that is going to take time from your schedule. So you know how long it takes to produce a blog post, you know how long it takes to produce an Instagram post. And so it is very much in line with those types of things where you're going to have to think about it, generate some ideas, do a little bit of research, and then actually get down to filming.

So another really common question I get is, How long is this going to take me? Like before I commit to YouTube, I really need to know, how long is it going to take me? And how long is it going to take for me to see results. So let me just share with you how long it takes me in my own channel and in my process. So I have a couple of different steps for each video. So we start with an idea, we might research a little bit, gather some data points, outline the actual video, film, edit, and then upload. So all of these different steps in total can probably take between two to four hours if I'm being quick about it. But I have had videos that take me 15 or 20 hours, like if I'm being honest, because they were behind the scenes at a wedding day. And the total time involved was a lot more. But here's the thing, like this is what I want you to come away with YouTube creating videos, this is as complicated as you make it. So just the same way you can make a reel on Instagram, and you can spend two hours on a reel. But then the next reel you posed might spend 20 minutes, it can be the same for creating video content. And I think this is where a lot of people get in their heads and think, Okay, I don't have, you know, five hours per video.

Time to allocate to this. So I'm not going to start on YouTube. And that's where I would say, you know, let's outsource some of these things. Let's go to fiverr to get some editing help. Let's use your cell phone to make the barrier to entry just so much lower. Let's take away some of the perfectionism To get you there faster, because if the difference is going to be what it's 10% Less produced, it's, you know, 15%, less lighting. It's not as beautiful, but you actually made the video, you actually answered someone's question or revealed, you know, a behind the scenes element of your business. And now your audience knows you that much better. Isn't that worth it? So a way to experiment with getting started with YouTube is by using video as a way to enrich something you're already doing in your marketing. So if you blog, add a video to your next blog post. I've also seen people start YouTube by going back and making a YouTube video for their most popular blog posts. Now, this is actually like a search engine optimization tips.

So if you go on Google Analytics, or your Google Search Console, and you look at, let's say, your five most popular blog post that you've ever done, that's telling you that there are search terms in there that people are looking for, and that they found value in those posts and your audience resonated with that content. The next step would be to go ahead and make a video maybe three to five minutes long for each one of those posts. And that way, whenever you're talking in the video, you can say, hey, I have a blog post all about this, or maybe you have a freebie all about it. So by doing this, I think this is a great hack to come in strong with your video content, where you already know that your audience is interested in these topics. But you can add an update your opinion on them or maybe add an extra bonus or something special in that video that the blog post may not have had. If you send out newsletters, I would also add your videos in there as well, it's really going to help boost your views. Get the word out about your channel as you begin it.

Another couple of ways that you could leverage YouTube in your business, as it stands right now is to add a video on your website somewhere so that your clients can get to know you maybe this is your process. Maybe it's your about me page, maybe it's on your inquiry page, after someone has reached out to you, you could have a video, that's you thanking them and saying that you can't wait to get to work with them. You can't wait to talk to them and directing them to other helpful resources in your business. I think having a video anywhere on any page of your website is going to make it far more likely that your message actually gets through to your viewer. Another popular question and I think hang up is the gear so the tech can hold people back honestly, it held me back for a year, I would say I talked about, you know starting a YouTube channel wanting to get onto YouTube, but just not feeling confident in how to actually produce those videos, and more importantly, how to edit those videos. So the first thing I'll say is that you can absolutely use your iPhone or your webcam, if you're going to be creating YouTube videos.

If you have a DSLR or a mirrorless camera, use that that's awesome. But I really don't think it is a necessity, especially with how good quality iPhones are nowadays. The one thing I will say though, is that your sound quality is an area that you're going to want to invest in. And that people are not going to just push past if they're watching your videos. So the sound quality is really important for headphone users. But also, you know, if someone can't quite see what you're doing or your face it, you know, they're going to be a little more forgiving. But if they can't hear you or the sound is very, you know, crackly it, there's lots of background noise, there's an echo, that is going to be a huge turnoff.

So I know that that was one of the first things that I found on my own channel. And it's a fact that has remained in the years beyond. So investing in a good quality microphone should probably be the first thing that you invest in. So my videos are all recorded on a DSLR if you want to see my complete setup, so the different microphones that I use, either when I'm recording on my phone, or on a DSLR and the lights that I use, I have linked all my setup in my Amazon shop. And I will link that in the show notes below. So my first 50 or so videos, I edited myself on iMovie. So that's the free editing software that comes with Mac computers. So this really doesn't have to be complicated. Like I said, you could hire someone on Fiverr, you can use the free software that comes on your computer. But I also know that Canva which is one of my favorite editing platforms for graphics, also has recently come out with video capabilities for editing. Really, really cool.

Lots of options there. And I know lots of entrepreneurs already have Canva, either the free version or the pro version. Now the last thing that I will tell you is to start before you're ready, and that Done is better than perfect. These are two of my favorite mantras in business. And I say this because I think we're waiting sometimes to start things in our businesses to feel a certain way right. I think you know, feeling ready is such a lie. I don't know a single YouTube that would tell you, I just felt ready one day, you know, I knew it was time. And I had more time in my life. And I had the right setup, and I created the right script. And I just felt ready, like, it's not going to happen. So I want to remind you to start before you're ready. If you have thought about starting a YouTube channel for a long time, and you feel like you want to take a stab at this, then just remember that Done is better than perfect, and that your first couple of YouTube videos are probably going to be pretty rough, there's just no way around this, in my opinion, you're not going to get really good video content if you don't start making videos, because there's no way around getting better at something than to just do it.

If you want to feel better about your first videos, go to my YouTube channel, it's joy Michelle photography and take a look at my first I would say 20 videos, they're really awkward. I mean, you don't

need to watch all 20 of them. But look at those first few videos in my early years. And you'll see just how stiff and awkward and just, I'm just still trying to figure out what I'm doing. And they're a little cringy like, I'm not gonna lie, but I left them there on my channel because the content is still good. I stand by everything that I said. But I also want you to see that this is totally possible for you. And everybody starts somewhere. And I think I harken back to those videos all the time. And sometimes I'll just go back and look at them just to see how far I've come as prove to myself that I can do difficult things. And you can too. I could seriously go on and on about this topic. You know, I love this topic, but for the sake of time, I'm going to wrap it up here.

I have loved chatting about all things YouTube in this episode with you, and how it might fit into your current business model. For all the software's tools and programs I've mentioned in this episode, be sure to check out the show notes for this episode at Joy Michelle co slash three. I also talked a lot about how YouTube has helped me diversify my business and give me new revenue streams. And if talking about affiliate income and diversifying your revenue is something that you're interested in, be sure to hit subscribe because there are episodes coming out in the very near future that are going to talk all about this topic and how they have worked in my business and how they could work in yours as well. So be sure to hit subscribe. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcast by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.