

The background of the entire page is a blurred photograph of a professional video camera. The camera's viewfinder and LCD monitor are visible, showing a woman in a dark top standing in front of a bookshelf. The camera's control panel with various buttons like 'S&Q', 'IRIS', 'USER MENU', 'FOCUS', and 'DISPLAY' is also partially visible on the right side.

How to Make Spokesperson Videos To Market Your Business

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Disclaimer: I mention several tools in this article that make creating spokesperson videos easier. Some of these tools are free, some you have to pay for or are optional. None are expensive. I have included some of these tools as affiliate links that I endorse because I tried them and found them particularly useful in creating your spokesperson videos. Note then, I may receive a small commission from some of these links if you click through to view the tool and later decide to buy the tool, but you do not have to use these tools if you wish.

Why Market With Spokesperson Videos?

People prefer watching video over reading text. We learn, are entertained, understand and remember information better if it's presented on video.

Because of videos' above advantages and resulting better engagement (likes, shares and comments), Google, Instagram, Facebook---all social media now---tend to favour [video](#) in its search results and feeds.

If you're the face of your business, like a realtor, coach, etc., especially consider doing spokesperson videos---with you as the spokesperson. People trust businesses more when they see the person who would be providing the service on camera.

Yes, creating a spokesperson video can be daunting and what about not wanting to look like a fool in front of the camera?

It doesn't have to be this way. Here's how you can easily create your own spokesperson videos using either your laptop or smartphone---and look good doing it!

What Should You Talk About in Your Videos?

What should you be talking about on your video?

Basically topics of interest to your customers. Topics could include how to tips related your business, that educate your customers about your products and services or trends and latest developments regarding your industry, etc.

To find specific topics of interest to your customers, find out what they are [searching for on Google](#) related to your industry and answer their search questions in your spokesperson videos. This increases your spokesperson videos' search ranking and gets you found. Google will tend to serve up your videos as they answer what people are searching for.

The quality of your answer(s) in your video should provide value to potential customers and position you as the expert in your field. This builds credibility and trust in their eyes.

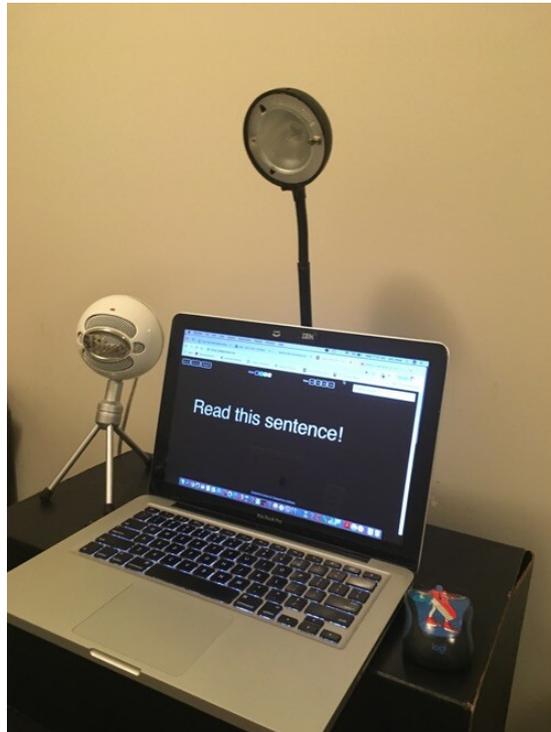
By building trust and credibility in customers' eyes, they will more likely take action so include a call-to-action (CTA) to end all your videos with. Tell your viewers what you want them to do after watching your video, like how to contact you or what and how to enact your offer. A CTA is important for generating leads and sales to your business.

Have an 70-80% mix of spokesperson videos that educate your customers with your CTA. The remaining ones can be about a special that you're currently running if you offer special deals.

1. Make Spokesperson Videos Using Your Laptop

Setting Up Your Video Laptop Studio

Just layout your laptop as shown below with a light source behind the webcam pointing towards you.



Any light source will work, but I'd recommend getting a ring light like the [UBeesize Ring Light](#), or a clip on light like the [Diyife Selfie Light](#). The latter because it can also be used on your smartphone to make spokesperson videos as well (see the second section below shows how to make spokesperson video using your smartphone).

The big plus with these light gadgets is you can adjust their brightness and warmness to make you look good on camera.

As for your webcam, you may not like that you look too close up on your laptop's webcam. If that's the case, try an external webcam like the [Logitech C920 webcam](#). External webcams have a wider viewing angle so will tend to give you a more flattering, natural appearance.

An external mic is optional, but if your laptop's mic's recording quality is bad, try an external mic like the [Blue Snowball Mic](#). Its price does not break the bank and gives you better recording quality.

Setting Your Laptop's Webcam Height



Adjust the height of your laptop so that your eyes line up just a little above your webcam.

This makes it easier to read your script as it scrolls upwards towards the top of your laptop's screen.

Look directly at your webcam as you read your script. This gives you the appearance of looking at your audience as you speak to them.

Alternatively, you may find connecting an external webcam and placing it on the bottom of your screen or onto a small tripod also placed at the bottom of the screen works better. Under this setup, just look at and read your script and it'll appear like you are looking at the webcam and thus at your audience by default.

To get your laptop at the right height, depending on whether you're standing or sitting while shooting your spokesperson videos, you may need to improvise with a step ladder, books, crates to get the webcam at the right height to best give you the appearance of looking at your audience.

Buying a standing desk and adjusting its height can also be another way to get your laptop at the right height for you. Standing desks like the [Certified Data Standing Desk](#) are pricey, but at least they're healthier for you than sitting desks if you sit for long periods of time.

Shooting Your Spokesperson Videos With a Laptop

Now type [Teleprompt.me](#) into your Chrome browser & type in your video script there. The basic app is free.

You can easily record from your webcam by following the setup pictures in this link: <https://www.wikihow.tech/Record-from-a-Webcam>

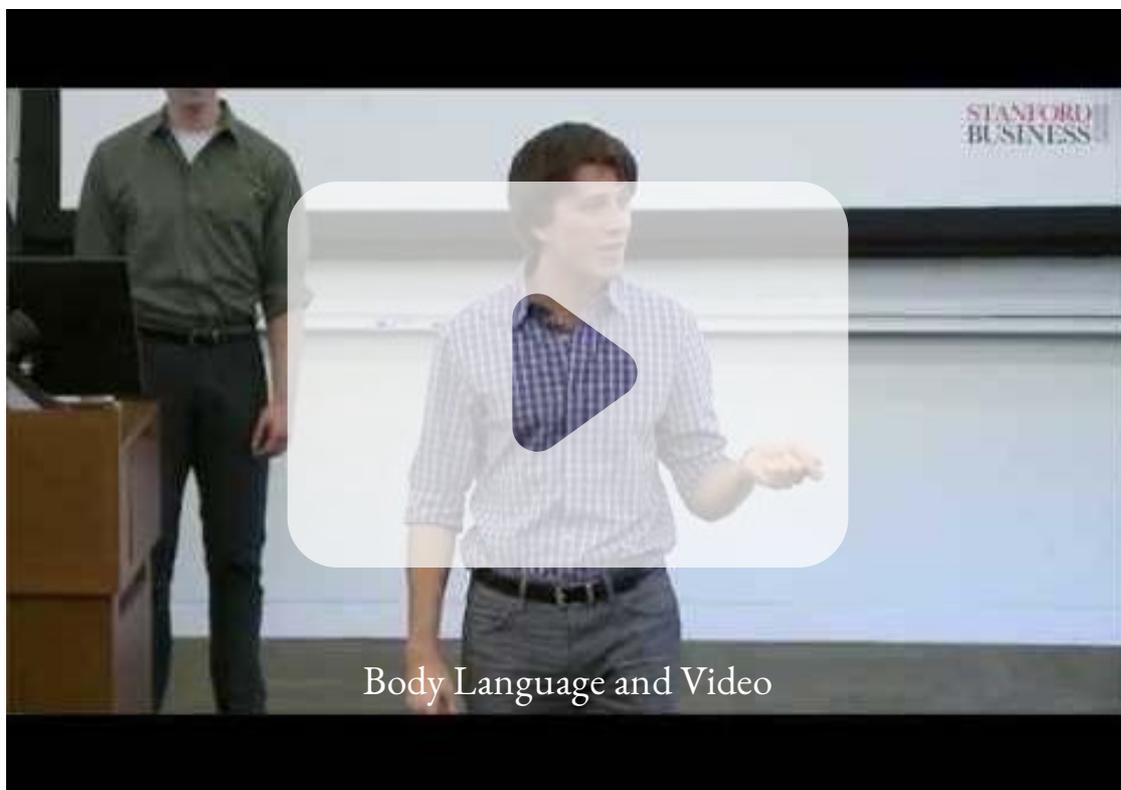
The [Teleprompt app](#) was recently updated as of March 1, 2021. You now have the choice of operating the app in voice activated mode or in auto scroll mode (before it was only voice activated).

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In **voice activated mode**, the app does not auto scroll so you don't have to worry about keeping up with a scrolling script. Your script only scrolls when you talk, so just talk naturally and the app will adjust to you, making you sound and look natural on camera!

In **auto scroll mode**, you can set the speed of the scroll to suit your reading speed.

Face the laptop and look into the webcam to read your script. Breathe and use open body language while talking will increase your trustworthiness as this video suggests:



Do a couple of practise takes and you'll soon get the hang of naturally reading your script out loud when you do your take(s) for real and select the best one to publish.

Note the background behind you should be plain or not too busy when you're recording so it doesn't look like you have anything sticking out of your head in your video!

Also, stand several feet away from your background so that you don't look too flat with the background behind you.

How to Make Spokesperson Videos to Market Your Business

Generally speaking, shoot your spokesperson videos up to 3 minutes long. You will find it's more than enough time to cover whatever you're talking about.

If you have a lot to talk about, shoot them in up to 3 minute segments as part of a series: part one, two, three, etc. Most people's attention span for video tend to suffer after 3 minutes, if not sooner.

For just a straight marketing message (offer, event, news about your business, new service/ product, etc.), you may even find that shooting up to a 1 minute script is more than enough, in most cases.

2. Make Spokesperson Videos Using Your Smartphone

To get the best out of your smartphone's camera, I'd recommend adding the following gear to it. Being portable, with your "DIY smartphone video gear rig", you'll then be able to make quality spokesperson videos for your business .



Lighting

Get a clip on light for your smartphone like the [Diyife Selfie Clip On Light](#). It has many brightness and warmth settings so that you'll be able to find a setting that makes you look good on camera. Remember to face this light when shooting video indoors*.

*If shooting outside, you may find you don't need the clip on light if soft, outside (cloudy) light shines **towards** you. But don't let harsh, outside (sunny) light shine from behind you or from above onto you; harsh lighting from these

directions will make you look less flattering.

Audio

Add an [external clip on lapel mic](#) to your phone. External mics can record you talking with better clarity than your phone's built in mic can because these mics can be clipped closer to you.

Tripod

A tripod secures your phone so you don't get shaky video while recording. Get one that also has bendable legs; it can also double as a selfie stick like this [model](#) does. This makes it easier to shoot video of yourself talking to the camera.

Teleprompter

A teleprompter makes it easier to talk without having to remember a script. Ideally, get one that's voice activated so you can talk at your natural pace.

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Teleprompt.me now also works on smartphones as well and offers voice activated for auto scroll, too.

If teleprompt.me does not work for you, here's another voice activated teleprompter app for [iPhones](#) and the same version for [Android phones](#).

Optional Add Ons to Your Smartphone Video Rig

Wide angle add on lens for smartphones. If you want to sometimes shoot video using your back facing camera, add a wide angle lens to it such as this [model](#). Wide angle lens add ons can make your video scenes more wide angle, and thus look more cinematic. Be sure though that the lens you're considering to buy actually fits your smartphone model before buying one.

A second Mount. A [mount](#) that attaches a 2nd phone to your Video Rig and which also attaches to your tripod if you wanted to use a teleprompter app on a 2nd phone to display your script.

Shooting Videos With Your Smartphone Video Rig

Set your phone on airplane mode so you don't get interrupted while shooting and video to 1080 at 60 fps or 4 K (Settings > Camera > Record Video). The latter is the best resolution.

As you shoot your video, look at the camera lens. This creates eye contact with your audience as you read and talk out loud your script.

Generally speaking, shoot your spokesperson videos up to 3 minutes long. You will find it's more than enough time to cover whatever you're talking about.

If not, just shoot them in up to 3 minute segments as part of a series: part one, two, three, etc. Most people's attention span for video tend to suffer after 3 minutes, if not sooner.

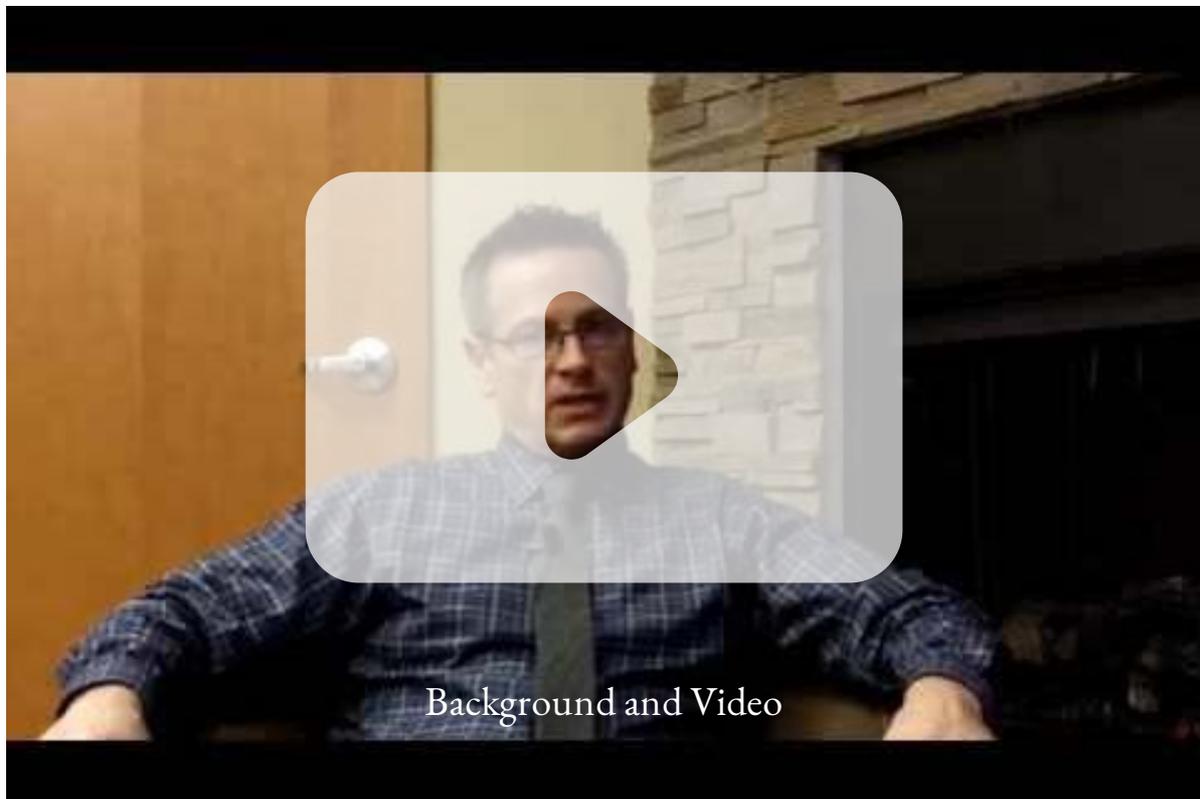
For just a marketing message (offer, event, news about your business, new service/ product, etc.), you'll may even find that shooting up to a 1 minute script is more than enough, in most cases.

How to Make Spokesperson Videos to Market Your Business

Your smartphone video rig is portable. You can shoot your video inside or outside, talk while stationary or even while walking around as you point your tripod-selfie stick towards you. The latter is a good video shooting technique as you're including motion into your video which adds visual interest.

Note, if shooting stationary, the background you're shooting behind you should be plain or not too busy so it doesn't look like you have anything sticking out of your head in your video!

Also, stand several feet away from your background so that you don't look too flat with the background behind you:



Enhancing Your Video Once It's Shot

Add Music to It

This is optional, but including background music to your video will make more video more interesting, especially if your spokesperson videos run any significant amount of time.

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It's easy to add background music to your videos. Once you've downloaded your video, import it into iMovie on a Mac or Moviemaker on Windows. Both have preloaded music. Sample the music and select the one you want to add to your video and adjust the music's volume for background.

If you don't like preloaded music, try a royalty free music site like [Free-Stock-Music.net](https://www.free-stock-music.com/). The following video demonstrates how to do add music on a Mac; it's similar on Windows:



Add Captions to It

This is also optional.

After you record your videos, consider adding captions to them. That's because many people watch videos with the sound turned off.

But manually adding video captions can be tedious and time consuming, but now you can easily add them for a nominal fee with a tool like [Quicc.io](https://quicc.io/).

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All you do is to upload your videos into Quicc and it will caption your videos in minutes. You can also style your captions with it, too. Quicco's AI is 97% accurate, and it allows you to fix any rare captions it gets wrong.

Having to add music and then subtitles to your videos may seem burdensome after the time you've spent setting up and shooting your spokesperson videos.

A Music and Captioning Service Offer

If you rather avoid the time consuming tedium of now adding music and captioning to your finished videos, I can add captioning to your videos for \$25 per every 30 seconds of video.

Adding appropriate music to your video and 'cutaways' are included with this captioning service.

"Cutaways" or "B roll" is where, when you talk about something particular in your video, like product A, for example. The video then cuts away to an image of product A giving clarity to what you are talking about and then cuts back to you as you go on to talk about something else.

Uploading Your Finished Video

Once your video is finished, you can upload it to YouTube or another video hosting site such as Vimeo, embed it on your website's home page and/or post as your latest vlog entry (i.e. video blogging) and across all your social media like Facebook, LinkedIn, Twitter, etc.

Doing all of this will market your business across various online channels, extending your online reach.

Great For Live Streaming Too!

Both the laptop video studio setup and smartphone video rig are great setups for doing live streaming as well.

Boost your video marketing by live streaming on Facebook, YouTube, Instagram, Twitter because most social media platforms prioritize live video in their feeds.

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You can also then download your live stream afterwards to repost on the same platform and on your other social media as your live stream is automatically recorded by the platforms.

Closing Thoughts

As you can see, it's easy to shoot your own spokesperson videos using either your laptop or smartphone with a "video rig" hack.

Now that you know how to, all you have to do is consistently produce and upload your videos to all your online channels to extend your reach online and generate leads for your business!

I hope you found this ebook inspires you to regularly make your own spokesperson videos.

If you need content ideas for your videos, smartphone or otherwise, I can send a free list of content ideas related to your industry to you. These ideas match what people search for on Google so will increase the chances of your videos and business being found online. If interested, contact me via *Contact Us/Find Us* on this page or comment below for followup.

Also, if you find this article helpful and know someone who would benefit from it, please share it. I appreciate it and thank you for reading this ebook to the very end. I wish you the best in creating your own videos.

See the next pages over for an exclusive offer on software that can make creating your own spokesperson videos AND videos where you don't have to be on camera *a lot easier*.

The software comes with text-to-video, captioning, background music and optional voice over.

BONUS: A Software Solution for Making Spokesperson and "Off Camera" Videos

A Solution for Spokesperson Videos & Those Who Rather Not Be on Camera

Though spokesperson videos are the most effective form of video, especially if you are the face of your business, you don't always have to be on camera to leverage the power of video to market your business.

There is software that's very easy to use and gives you the choice of making your own spokesperson videos *and* making videos without you having to be on camera as well.

The software works by just typing, pasting or speaking your text---sales copy, blog post, speech, *any text*--into it. It then automatically makes a video from the text with captioning, images, music and optional voice from your text!

You can also add any images of your business that you may have into the software and include them into any videos you make as well.

Here's an example video, created just by pasting in the text to the software:



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You can try this software for FREE for 14 days. Just click on the image link below to sign up for it. You can make **unlimited** videos with it, so it's perfect if you'd like to make spokesperson or "off-camera" videos to market your business on a continuous basis.



The software comes with a free ebook on YouTube SEO Optimization that yours to keep whether you continue to use the software or not and there are no contracts, cancel anytime.

You're busy enough running your business. Would you rather have others create marketing videos for you?

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