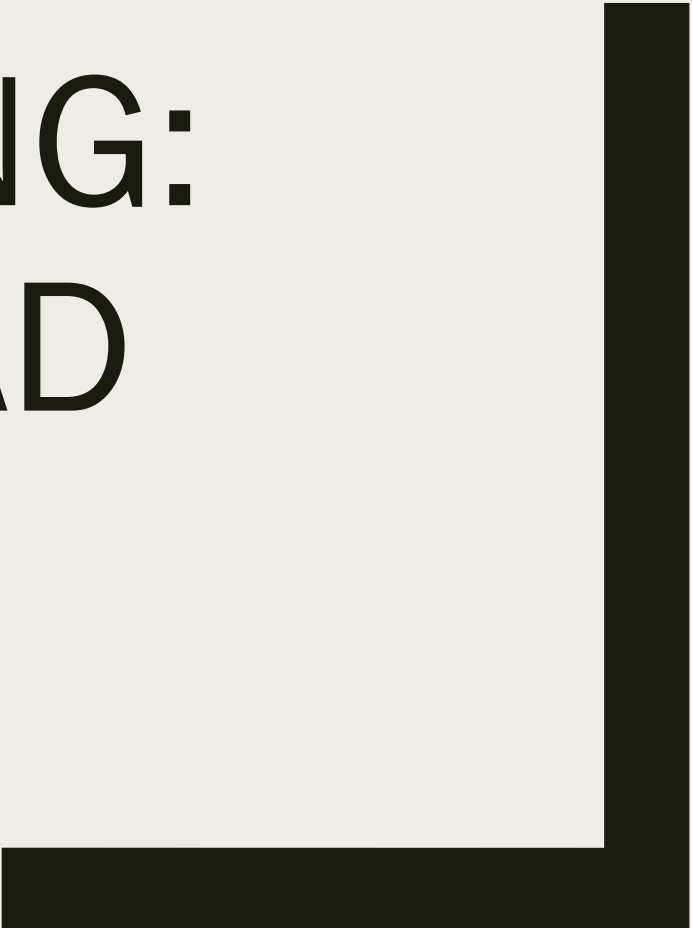




STORYTELLING: ON THE ROAD

Video Tips and Tricks
Presenter: Mira Zimet





ABOUT ME

MIXING PASSION
WITH PURPOSE





THE STORYBOARD PROJECT



Because people say there's a difference

THE STORYBOARD PROJECT

WHY VIDEO?

- Almost **5 billion videos** are watched on YouTube every single day.
- Our minds are naturally built to process visual information. Researchers have determined the **human brain processes visuals 60,000 times faster than text**.
- 91% of consumers want to see **more online video content** from brands.
- A survey by Insivia found that **72% of customers** would rather learn about a product or service by **watching a video**, rather than reading about it.
- Half of social media users **prefer video** over other types of content.



WHY STORYTELLING?

- **Engaging:** We're hardwired to engage in storytelling
- **Emotional:** It's an opportunity to invoke emotional responses
- **Educational:** We process video faster and retain longer
- **Empathetic:** Can develop trust and human empathy





WHAT STORIES CAN I TELL?

AIRSTREAM SPECIFIC

- Are you an expert or do you just have tips you know this audience would love to hear?
- Break it down – everything from what to do before buying your first Airstream to the many how-tos (opening the awning or the stuck windows) to troubleshooting on the road.



WHAT STORIES CAN I TELL?

CAMPING SPECIFIC

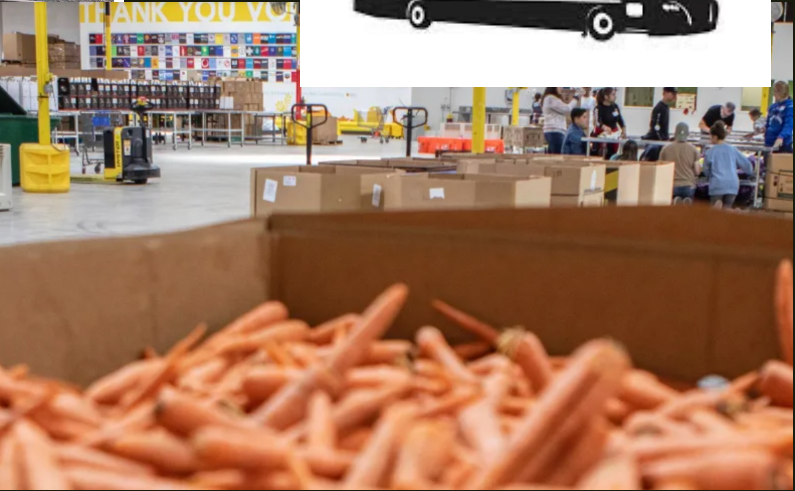
- Share some of the great parks and/or unique journey's you've taken to get there.
- Many of us still are hoping for more boondocking tips – maybe not giving away those great spots away but diving deep into how to do it.
- A great example is: “Keep Your Daydream” they have fully integrated us into their lives while also sharing tons of tips.



WHAT STORIES CAN I TELL?

“YOUR PASSION” SPECIFIC

- Are you great at building or crafting? Cooking? Sharing financial advice or perhaps best tips on starting a business?
- Think about how you can use your years of expertise to give back.



WHAT STORIES CAN I TELL?

VOLUNTEER SPECIFIC

- There are many ways to give back while you are on the road:
- Volunteer at a food bank(s) or organizations such as Habitat for Humanity
- Work at a state, national or RV park
- Camper Gigs and A Year to Volunteer are geared toward RV'ers

VOLUNTEER



Habitat for Humanity®

WHY STORYTELLING ON THE ROAD?

- Each month, travelers make up **over 100 million of YouTube's unique visitors**.
- 64% of people who are thinking about taking a trip **watch travel-related videos**.
- Travel vlogs make up almost half of all travel channel subscriptions. These **vlog viewers** are **the most engaged of all travel audiences**, performing four times as many actions (likes, comments, etc.) as any other travel content audience.
- Create **"authentic"** video, sharing your voice and experience.





WHAT DO I NEED TO GET STARTED?

How much is this going to cost me?



WHAT YOU MIGHT ALREADY HAVE IN YOUR POCKET





BUT WHY STOP THERE?

Maybe it will cost you a little



TRIPOD AND MICROPHONE



Sennheiser Tripod and
Mic:
\$100



Shure Tripod and Mic:
\$249

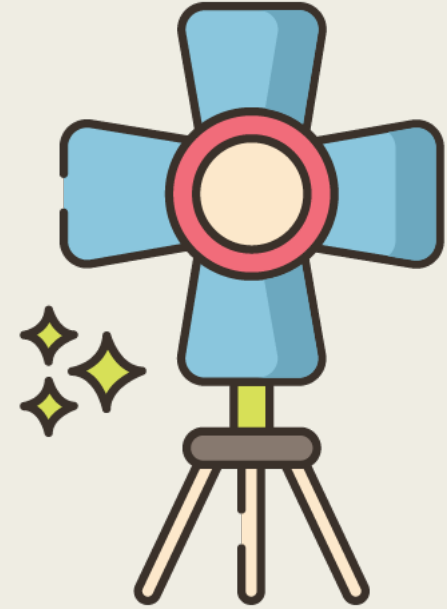
People will forgive bad video, but not bad audio



LIGHTING



Newmowa 60 LED High
Power \$35





LET'S UP THE
STAKES
JUST A LITTLE

GO PRO




Price Points:

Go Pro Hero 11: \$399 - \$482
(w/accessories)

GoPro Hero 11 Creator: \$599





YOU NOW HAVE A TON OF
FOLLOWERS AND WANT TO
TAKE YOUR CREATIVITY TO
THE NEXT LEVEL.

DSLR



Price Points:

Canon Rebel EOS: \$399 – 900+
depending on lens

The nice thing about a DSLR is
you can obviously also use it for
photography, get a long lens and
take photos of the landscape.



The image features two thick, black L-shaped brackets. One is positioned in the top-left corner, with its vertical bar extending downwards and its horizontal bar extending to the right. The other is in the bottom-right corner, with its horizontal bar extending to the left and its vertical bar extending upwards. These brackets frame the central text.

MORE TO CONSIDER

MICS AND LIGHTING



Shure, Sennheiser and Rode all make good microphones. Consider a separate audio recorder as well.

Lighting can range from a hundred dollars into the thousands, but you can get a good lighting kit for a few hundred.

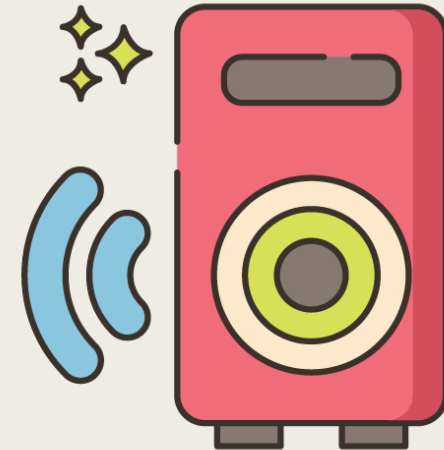
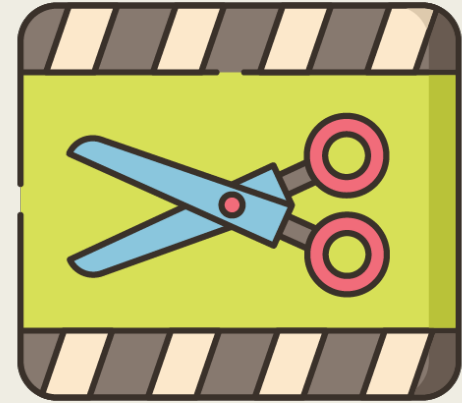
Good microphones and lighting are important if you are going to be doing interviews.

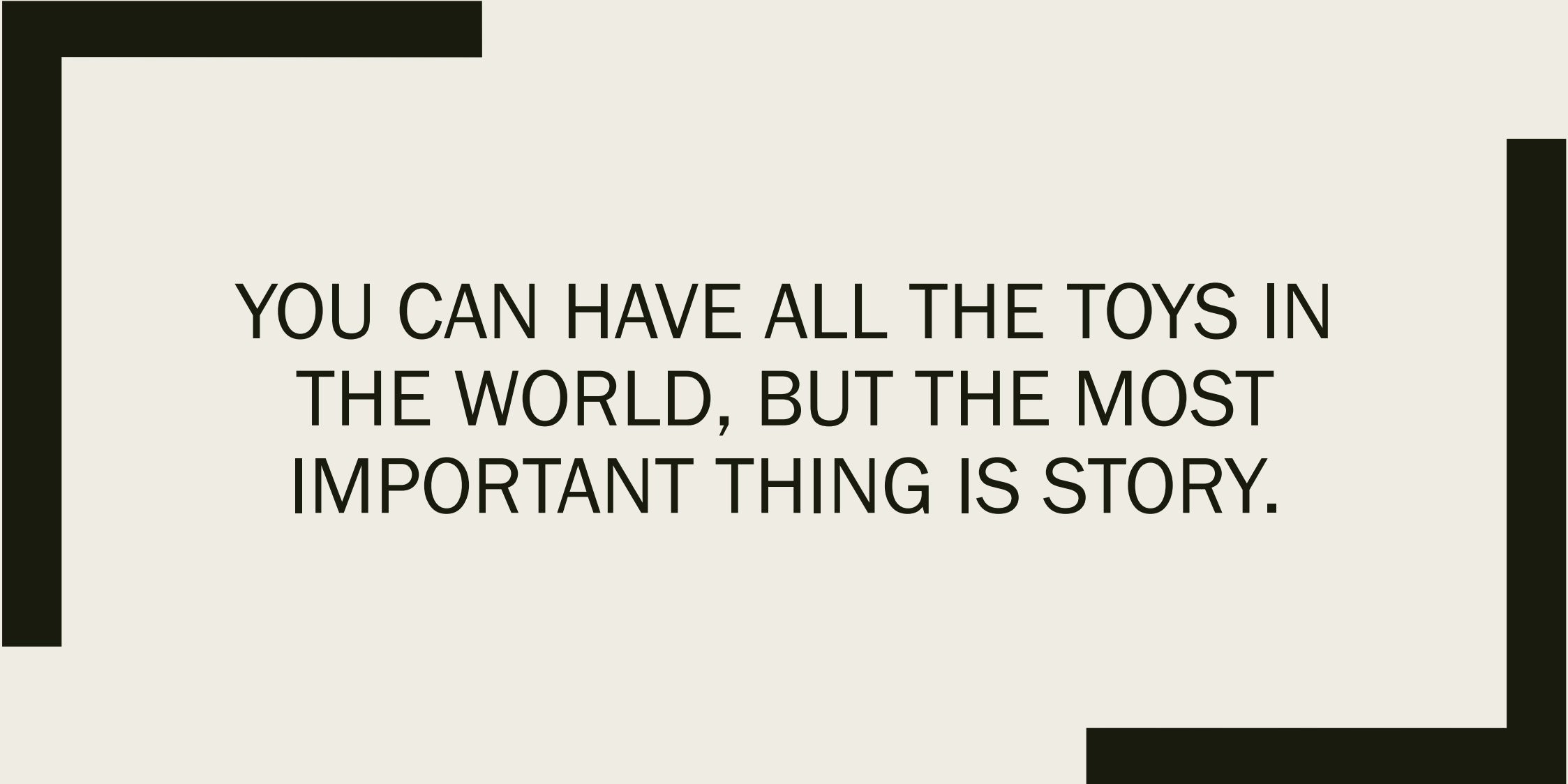


EDITING AND MUSIC

- Cell phone allows minimal editing.
- iMovie and Windows Video Editor are free programs.
- Final Cut Pro and Adobe Premiere Pro have a little larger price point.

- Creative Commons has a lot of free music you can use to add to your video.
- There are also a lot of subscription services that offer royalty-free video, photos and music for a nominal fee.





YOU CAN HAVE ALL THE TOYS IN
THE WORLD, BUT THE MOST
IMPORTANT THING IS STORY.