

Episode 101 - Utilizing Video in Your Business with Tyler Herrinton

Laylee Emadi

Welcome to so here's the thing, the podcast for small business owners, entrepreneurs and creative educators who are ready to take their business to the next level, through candid conversations, tactical approaches and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love. I'm your host, Leila Madi, a coach for creatives and founder of the creative educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey, friends, welcome back. Today we have the one and only Ty Herrinton he is you guys probably already know who he is. But he is like the king of all videos. So he is a filmmaker. He's a content creator. And he helps businesses of all shapes and sizes thrive by utilizing video. So I have seen Ty and you guys probably have seen Ty produce a lot of YouTube content for someone we all know and love the one and only Caitlin James, who's also been on the show. She's a photographer, and educator. So he has done stuff from YouTube to filming courses. I've seen him a lot at conferences, which is where it's where we met actually was, you know, the behind the scenes of conferences that I've spoken at. And he's been creating video for. So if it involves video in any way or audio, he can help. And I'm really excited to have him here to help us today. And specifically, as you guys know, I'm a little bit selfish. And I want him to help me with all things video because I struggle here too. So I'm really excited Ty, I'm gonna let you like introduce yourself to our listeners. And just, I'd love to hear like, how this became something that you have become so passionate about and just so into educating on.

Tyler Herrinton

Oh, that's good question. Well, hello, everyone. Yes, Ty Tyler Herrinton here. Nice to see ya. Yeah, it's so funny. So I am actually self taught in video 100%, which a lot people don't necessarily know, I have a background in photography. So taking three classes when I was in high school, I actually have a degree in graphic design, and enough photography credits to have a degree in that as well. But you had to choose one or the other. So I chose graphic design. But I've never really taken like video class or anything like that. So everything I know about video, I learned on the internet, basically, through YouTube, which is kind of funny and ironic that I find myself here today. But yeah, my wife and I, we were we were we run our business together. And we were wedding filmmakers for a long time photographers, and then filmmakers. And about two and a half, three years ago and my daughter was born, we knew we kind of wanted to move away from weddings. And just the lifestyle of kind of shooting 30 weddings a year just wasn't something we wanted to pursue while we you know, had kids and growing our family and stuff like that. So I started trying to figure out how I can kind of pivot away from weddings into something else video related that wasn't weddings. So it's kind of been a two and a half year long journey. But basically what I'm at now is like you mentioned, I do a lot of YouTube stuff, I help a lot of other businesses run and manage their YouTube channels. And then I also just do video content of all different kinds for lots of different businesses. And it is fascinating the scope in which my, the content of my videos will range from one week. So like, right now I'm working on a video for a eyelash extension company. I also have some church sermons to edit and some fountain pen content I need to

make so it's really all over the board. But I just love I love video a lot. And a lot of reasons why I love it, it has to just kind of my personality. But I also love teaching people on how they can use video better because I think video is really important.

Laylee Emadi

I love that I love the variety and what you're working on. That's always fun to hear, like what people are actually working on behind the scenes. And I definitely wouldn't have guessed those things. But thanks for sharing that. That's okay. So I am really excited to talk to you all about video. But specifically, we and we were chatting right before I hit record. Obviously, we're talking all about the different platforms that people are using in their businesses when it comes to video. Initially, when I was like, Oh, I'm going to have time on the show. We're going to talk I'm going to ask him all about YouTube because selfishly, as Ty knows, and as he's actually encouraged me to do I really want to start a YouTube channel this year. However, I have never first of all, I'm not like the sounds crazy, but I don't really use YouTube that often like my extent of understanding of YouTube is like, back when I was dancing in college, we'd put our our dance videos on YouTube and that's all I know about it like that is literal end. So as somebody who doesn't know that platform, I have looked at all the other places to use video my business so like Tik Tok and Instagram and all the things and I'm excited to hear from you, Ty, like, what are the differences in these platforms? And like Who should we using what let's like dive into all the things I don't know if you have thoughts you want to just kick us off with and then we can just see where it goes.

Yeah, so I don't want to talk about YouTube, I think that YouTube is really important and can be a huge, valuable factor to a lot of different people. And I can manage YouTube channels for people. It's a huge part of my business. I love YouTube. I'm the opposite of you. I think that in the last 10 years, a day has not gone by that I did not watch a YouTube video, I watched more YouTube than I watch TV, I just I watch a lot of YouTube, which is part of the reason why I really wanted to start doing YouTube and why I'm so passionate about it is because it's been something that's been a part of my life for such a long time. And I think is a really valuable tool, but you have to understand how it works. So okay, so first of all, before we kind of dive into the platforms, let's just talk about video in general, because I think that right now, everybody knows video is hot, right? Every every platform, Instagram, Facebook, obviously YouTube. They're all pushing video and trying to promote video. Tik Tok is obviously the biggest, fastest growing social media platform that probably ever existed. Video base platform video is kind of just where life is at, especially in the current climate of the world that we live in with everything going virtual and video and all that sort of stuff. Video is huge. It's super, super important. But I think that we kind of take it for granted. And maybe we're just like so close to it that we kind of forget why we should be making video. And the number one reason we that video is important, why we need to be considering it is because it's all about connection, right video allows you to connect with your audience in a way that has really never been possible. Up until now like the one of the best things about YouTube and why it's so revolutionary. And why it's changed the world so much is because prior to YouTube, if you wanted to put a video out into the world for lots of people to see, there was a million steps in the way there were producers and TV networks or you know, movie studios or whatever, there's a million different things that needed to happen. Or maybe you're like, I don't know, old school, Tony Robbins kind of deal where he would like sell DVDs at conferences and stuff like that, right? Either way, there wasn't like a super easy way to reach lots and lots of people. And then of course, or there was you know, speaking in conferences, things like that way to get your yourself out there. But there was no real way that you could just have complete control over what you're going to say how you're going to say it and just put it out into the world to get that instant feedback in that is where YouTube kind of started and why I was so

popular because you're right, you could take your dance videos that maybe the 80 people that were at the football game, or whatever, you dance that or dance competition or whatever, right would be there to see. But in order for lots of people to see and experience your dance that you work so hard on choreographing, there was like, how else are you going to share it with them? Right? So that's kind of what YouTube became such a big popular thing. But it's all kind of different now. So I want to I want to talk about the three different platforms, because one, it's not like one size fits all, like yes, video is really important. And yes, in 2022 videos will be more valuable than it's ever been. But I think that we need to understand what what these platforms are and what their purpose is and how they can fit into our business before we just go out and say like, Yes, I'm going to make video content.

Laylee Emadi

Yeah, absolutely. And I feel like I hear and I've actually been guilty of saying blanket statements before, like, you know, if you do one thing this year, like let's get you on Tik Tok, or, like, Let's push out some reels, or you should start a YouTube channel. But there's so much more that goes into it. And, you know, I feel like even I've been seeing I'm sure everybody else has been seeing that as people are trying to utilize video more, we're seeing a lot of things that kind of make a stop and think like, Is that the best way to actually utilize this platform? So let's talk about it all. I'd love to know, I heard you mentioned just now that you know, it's not really the same as it was when YouTube started. So like, what makes it different now and what something people should be aware of before they get started?

Yeah, so the number one thing when it comes to video, just kind of content in general on the internet is a really in the market of people's attention, right? People have a finite amount of time in their day to give their attention to different things. And if it's not something, you know, work, or kids or whatever it may be, you have all these other things that are vying for your attention. So that's all different apps on your phone. And that's why there's like this huge, big war between all the different social media platforms, because they're just trying to get as many eyeballs on their platform for as long as possible, because that's how they make more money off advertising and all that sort of stuff. So we need to kind of understand that in how we're thinking about the content that we're creating. And who does it we're trying to appeal to because people are so inundated with content, like really good video content now, that the days of just like, Oh, I'm just going to sit down in front of my camera and talk for 10 minutes and throw it up on YouTube and it's going to be this huge big hit or like it's going to get all these views. Those days are kind of over. But again, the value of video across all these things is that you can basically multiply yourself and you can the message that you have can permeate time and space and like you make the video one time it lasts. Well, depending on platform, it's gonna last forever, and you can reach more and more and more people, the three. So the three main areas I think that entrepreneurs in 2022 should really be focusing on in terms of like growing their business. Again, there's so many different ways to use video, but the three main ones that we should talk about are going to be tick tock slash reels, YouTube, and then video in terms of courses, and things like that. So where do you want to start, which is most important, more most interesting to you.

Laylee Emadi

Okay, let's start with let's start with YouTube. Okay,

so YouTube. So the main thing we need to know about YouTube is like, what makes YouTube valuable in what makes YouTube valuable is that it is owned by Google, and is the number two search engine in

the world, right? It is in terms of the purpose of YouTube, and like, the main benefits of YouTube is going to be discoverability, longevity. And the value of YouTube grows over time, whereas a lot of the other platforms have either stay stagnant or maybe even falls off over time. For example, so if you post a YouTube video today, you it'll live on the YouTube platform, and is the ability to be found through search through recommended videos, to YouTube to the algorithm through what else whatever, for literally years, and years and years to come. So the more YouTube videos that you make, as you start to grow this back catalogue of YouTube videos, the more people are finding them on a regular basis. And obviously, some will be more popular than others or whatever. But you'll get to a point where, you know, I have videos that I made five years ago, that still get a couple 100 views a day, right, so I've done nothing in the past five years. With that video, I made it one time spent the time on it, put it onto the internet, and it's still being found and discovered and links are being clicked on and all that sort of stuff in sort of perpetuity, right? So forever. So the more videos that you make, the longer that you're involved with the platform, the more valuable your back catalogue becomes and your eyeballs become. When I think of YouTube, I think of it as a very much like top level of a funnel in terms of just trying to get as many new eyeballs and has like the best opportunity for discoverability. Right? Podcasts are great because you grow a really deep connection with your audience. And you can grow deep connection with your audience on YouTube too. But it's you know, something special about spending an hour with somebody on a podcast every single week or whatever, right, but discoverability on podcasts is super low, right? You very rare. So we're just gonna kind of search the internet and find your podcast, it's possible, but it's not really their main thing. It's usually people from your audience that already exist, whether that's social media, whatever, like you like your personality, listen to your podcast, YouTube is kind of the opposite. YouTube is one of the only platforms where you can really be discovered just by random people, right. And as the most obscene if you understand how to play that game, in terms of optimizing your videos for search ability, and for you know, having a good title, and thumbnail, and all those different things. Those are super, super important for YouTube. But what YouTube used to be was where people would like, Oh, I got like, a couple minutes, I'm gonna go like peruse YouTube, it's not really as much like that anymore. So a lot of people come to YouTube, either because they will need to, like figure something out or learn something. So they're searching for how to do X, Y, or Z. Or they're going there for some sort of like, they want to be entertained, right, they want to, instead of watching TV, they're going to go watch some YouTube videos or whatever, which just means that you need to either be squarely in one of those camps, and you need to be providing one of those two value propositions, either providing some great entertainment, which most people in this listening to this podcast are probably not going to be on the entertainment side of you need to providing some really great education. And you need to understand again, you don't We don't want to waste people's time with our YouTube content needs to be valuable, make it worth the time to watch it. But at the same time, we have a little bit of flexibility in terms of it doesn't have to be super short. It's obviously not like a tick tock or some like that, where you're, you have six seconds or a minute to capture their attention, you can have a little bit more meat a little bit more substance.

Laylee Emadi

Yeah, that totally makes sense. And I feel like so many people now are kind of coming across two things. One is that they're maybe realizing like, Okay, I'm frustrated with the fact that I'm creating all this content that then disappears on Instagram, and nobody's gonna ever see it. But I've spent so much time creating it. So YouTube is a really great solution to that. Because like you said, over time, I mean, it's there forever, and people are discovering it, no matter when you put it out. Sometimes it's even better over time. But then you run into that second, like the second realization, which is okay, I'm not trained in like, how to play the game, as you say. So how do you know how to play the game because I

look at like, the general crit or I look at myself, you know, I can put together an Instagram reel or a tic tock, extremely easily. That's not to say I do because you know, everybody procrastinates, right? But I could like if you if you showed up at my house, and you were like, Hey, you got to create three rails today. My brain knows how to do that, because I spend so much time on Instagram so much time on tick tock. So how do you know how to play the game on the back end of YouTube to make that successful?

It really takes like, you've got to research like anything else, you've got to learn how to do it. There's lots of ironically YouTube channels dedicated to growing YouTube channels, which is very, very meta no matter what. Yeah, I mean, it's one of the things where, and it's the problem with this is why YouTube is so hard and right. Why it's like, yes, it is great. And there's so much value to YouTube. The thing about YouTube is that it's the only the only platform that actually pays its creators, right. So like, if you can make it big on YouTube, you can get to a point where you're bringing in a good number of views, you can make money straight from YouTube, which is not really something that's possible on Instagram, or Tiktok. Not in a way that is with YouTube, or just straight ad split. With YouTube. It's like, I think a 6040 ad plus whatever YouTube makes on your ads, you get 40% of that, right and takes a while to get to that point. But yeah, so when it comes to you, again, when I in the past, it was like, yeah, just make a YouTube channel, just like throw some stuff up there. Whatever, it'll be fine. Now it requires either having somebody in outsourcing to somebody who knows what they're doing, like knows, understands what YouTube is and how to do it and how not to do it. Spending a lot of time just like researching and kind of figuring figuring it out. And the the best and kind of worst part about YouTube, I would say is that it it just takes a long time. Right? It is not an instant sort of thing. And this is why I always hesitate to somewhat tell somebody like oh, yeah, you you're like looking for a 2022 You know, New Year's resolution? Yeah, you should start a YouTube channel, because it's not one of those things that you're gonna find instant success overnight. Okay, I made I wrote some analogies, this will be interesting for I said that tic tock, right? It's like playing slot machines, right? In terms of making money, right? You're just trying to make as many tic TOCs. As you can, you're pulling that lever and you're just kind of hoping maybe that one of them is going to win the jackpot, right? He's going to get you 500,000 views or a million views or whatever. And the more times you pull the lever, the more chances you have, it doesn't really matter if you have a following or not. Whatever you can get on your first ever tick tock could theoretically get millions of views, right. And that's how tick tock was designed. Because it came so late in the game. It was designed after what looking at 10 years of social media, like what do people hate about social media Getting Started starting with zero followers posting something and having four views on it, right. So they're like, let's solve that problem. Just give people lots of views, regardless of the size of their platform or their audience, right. So that's tick tock, I think if YouTube is like investing, like a Roth IRA, right, like, it's not very much fun, like takes a really long time to see any sort of a return. But you know, that's kind of like the right thing to do. So there's lots people who just post YouTube videos every single week, and they may even be doing the right things with thumbnails and titles and whatever. And it just takes a long time, like, a year or more to start seeing any sort of a return. And it's one of those things where after, you know, four or five years down the road, then you can start really see some some some momentum, and then it becomes a really big, valuable thing. But at the very beginning, just takes a long time. He's kind of trust that like, every video that I make every step of along the way, I'm learning, I'm growing, I'm getting better. And I'm just like, adding to my, to my back catalogue. And that's the courses are kind of like a an investment property, like a lake front property or something, right? Where it's like, it's a lot of investment upfront. It's a little bit more fun, maybe, and the returns a little more immediate, but it still requires a lot of upkeep and a lot of managing.

Laylee Emadi

Yeah, I really love that analogy because it's completely true and because it's hilarious. But But honestly, I do have something to add in that because I'm thinking about the Roth IRA like and YouTube and how you feel like it's the right thing to do. But it takes so long. So let me ask you this, just like quick tangent, what do you say to people who think? Is it too late for me to start a YouTube channel? Like, if it's gonna take that long? What's the benefit? Like? Is it worth my time?

Yes. So when it comes to YouTube, again, as I'm saying this, I'm realizing, I guess sounds very pessimistic. Like I'm saying, like, you shouldn't do YouTube or like, unless you know what you're doing. You shouldn't do it. But like, no, that's not the case. I think that it comes down to your expectations, right? Like, you need to understand that like, when you first start off with YouTube, you need to go into it the mindset of like, Hey, this is a long term game. My first however many videos is going to be me to learning getting better on video understanding out like, all this is going to take time and effort and repetition. And as long as you're okay with that, and you understand that that's just part of the game and you realize, yeah, like, you're like investing in it a little bit every single month or whatever. And set realistic expectations. Don't start off saying I want to do a video every single week, maybe it's two videos a month or one video a month or whatever, but as long as you're kind of like constantly pursuing it, and you're okay with it taking a little bit of time. Yes, it can be super valuable in the long run, and it's definitely worth your time and investment if it's but if you're looking for something that's gonna be like a quick fix now like I've got a launch coming in three months, I'm gonna start a YouTube channel so that three months from now I can have like all this momentum behind my launch. Like, that's not, that's not how it works. So in order to do YouTube and to do YouTube, well, you need to be invested either in just like your time, like learning how to do it, or in monetarily paying somebody who knows how to do it to do it for you. And that's the only other kind of like, way around, it would be if you don't, if you're not interested in learning all that stuff. And you just want to be able to, you know, make the videos and have a YouTube channel or do whatever, there's plenty of services and people out there who will can edit for you who can help you with filming and all that sorts of stuff, right? Like, that's all I do for Kaitlyn, she doesn't have anything to do with her YouTube channel. Hardly. She, you know, shows up and she speaks on camera, and she does whatever, but the rest of it is up to me. And it's great. It's a great partnership for both of us. So there's people out there who you can find. But again, if you just as long as you have that mindset when you come into it, then you're going to be okay. But if you come into as a quick fix, it's gonna give me a ton of notoriety and all sorts of views and whatever. That's not how it is anymore.

Laylee Emadi

Yeah, absolutely. And that's, I mean, I think that's always really good to hear. And I think it's encouraging, I don't even think of it as pessimistic, maybe just my personality. And clearly I have a whole podcast dedicated. It's like unpopular opinions and being a little bit sassy. But like, I like knowing what a realistic expectation is, before I go into it, especially in business. So that's definitely good to hear with having realistic expectations. And with knowing like, let's say for myself, I know, I just don't, I don't really super have an interest in learning everything about YouTube. But be I just I also don't have the time. I know it's something I want to do. I know it's something that my team and I have discussed putting together for art for our company. But I don't want to do it. So what are some options in outsourcing? I mean, I know I have been researching a little bit. And so I know that there are like full

service agencies and producers out there. But are there other options and outsourcing where you can do a little bit and do you know, share some to someone else?

Yeah, I think that there's lots of different ways if you get creative with how you want to outsource stuff, especially when it comes to YouTube. One of the also most underrated things, I think, when it comes to a successful YouTube channel is the editing, right? Like it's not necessarily just like what you say, but it's how you present it. So a lot of times with Caitlin's videos, for example, I'll sit down with 32 minutes of like raw footage. And even if I cut it all down, it's still 23 minutes long. Well, I know that it needs to be in like the 10 to 12 minute range. So the act of going from the 23 minutes into the 12 minutes. That's where like the magic happens, so to speak, right? So there's plenty of people in the world that you can pay to just do the editing, maybe taking a taking either some sort of a course or I something we've been talking about like that is something I want to provide to people is like getting you up and going with YouTube in terms of getting the right equipment, getting the all the technical stuff out of the way, because that's only like a small part of the problem. Like if I can, if I sat down with you for an hour, we could get you set up with a good camera and a good light and a good microphone situation. And you'd be good to go in terms of just like recording good looking video content. Again, people spend so much time focused on that and forget about all the other stuff. So just kind of learning some general rules about YouTube. And then having a somebody who you outsource just the editing to or maybe somebody just you outsource just the thumbnails or whatever, right? Like, there's so many different ways that you can do it kind of whatever your budget may allow and associate at the very beginning, it may not make sense to go with a full fledged, you know, outsource to somebody to do the whole nine yards when you don't even know what your style is or what you want to say or whatever. So you kind of need to be able to get in there and learn yourself. You don't want to outsource it to too soon. But I think just like looking for people out there, there's plenty people who are like me, who love stuff like this in love editing and want to help people but don't necessarily want to have their own YouTube channel or don't have the time to or don't have the audience or whatever. Because I always say the biggest thing about YouTube is that the value you're probably gonna find most likely is if you already have systems in place, right? You already have a bunch of sales funnels, you already have a bunch of stuff, you just need to get more eyeballs and more people in your sales funnels. That's where YouTube is most valuable. So if you don't have a lot of that stuff established, and you're just trying to make, don't go on YouTube, you're gonna make money off of AdSense, right? Like you can, but like that shouldn't be your number one goal. So finding somebody who can maybe like said like me, who hates sales funnels and hates marketing and hates all that sort of stuff. That's why I don't do any of it. I just like to make YouTube videos, right. So those people out there you can find people at a at a reasonable price at a rate that'll make sense for you socially get up and get going. And then you can kind of evolve things over time.

Laylee Emadi

Yeah, I love that advice. And I think it's really just encouraging to hear that there are options out there for people who maybe don't have a massive budget but want to get things going. I also before we switch over to talking about the other platforms that I do, I would Do you want to take some time for that? I love what you said about making sure that you have, or I don't know, if you said making sure that you have, but I was hearing it that way, like, make sure that you have the rest of your funnel set before you try to get on YouTube in order to gain traction and visibility. Because what I like to tell my students like inside the creative educator Academy, who are typically like, course creators or educators, or speakers, and they, maybe they don't have like their entire funnel in one place, but they're like, I need

to gain visibility. I always say, like, clean up your funnels first, like, make sure you have somewhere to send someone because if you get on YouTube, and you are gaining traction, like how much of a waste would it be to not have somewhere to send them. So let's let's work in order. So I like that you mentioned that. And I just wanted to like, pinpoint that for a second. But

yeah, and again, the nice thing about a YouTube video is that it does live forever, right. So if you have a link in there for your sales funnel, and it exists in that video for the next five years, and anybody in the next five years can kind of, it's the only one of the only ways we will just like kind of stumble upon your stuff. And if you only make one sale a month, or whatever it is, you know, like that's most most for most people, that's all you really need to make. And again, the value is that it continues to have just as much value from day one until day 187. Whereas with Facebook ads or something like that, in terms of discoverability as soon as you stop paying for that Facebook ad, it's gone. Like it's there's no longer any value, no one's ever gonna find it or click on it or whatever. So it is a good long term investment for people, especially who have courses to be able to sell online products to have your, your models in there. And you can always you can go back and update, you know, descriptions and stuff after the fact or whatever in conclusion, YouTube can be really valuable. It is a great tool. I think that people should be on YouTube. But I think that people just need to have the right expectations going into it. If I had to like wrap it all up in a pretty like you need to know that it's not going to be like a quick thing it needs. It requires dedication, consistency, and trial and error and learning and just like trusting this can be a little bit slow at the beginning. But it has like really great upsides on the on the back end. So hopefully that makes hopefully that makes it a little more optimistic because I feel like it sounds too negative. I love it. It's my favorite.

Laylee Emadi

I don't think any of it sounded negative. Honestly listening to this. I'm like, Yeah, I really do have to get on YouTube this year. No more excuses. Okay. I love that. Let's take a second and talk about the other platforms that you mentioned. Because I think that it's, I have a lot of thoughts. So I'm gonna let you go first.

Okay, let's talk about tick tick tick in reels. Okay, so the reason why tick tick is so valuable and so popular and why I think people love tick tick so much is because it's the perfect, like, bite size media that you can consume anytime, anywhere. It doesn't matter how much how much time you have, if you've got three hours and want to sit and watch three hours as a tic TOCs, you won't get bored. If you're standing in line at Starbucks and you or whatever, if people stand in line for anything anymore. I don't know. But like you're standing in line, and you got five minutes, two minutes, one minute, you can still go on tick tick right. It's always kind of just like the default, it's easy to to go back to tick tick right. So the advantages to tick tick is that it has the discoverability is like off the charts or like not even discoverability less, but more of like the potential of you going quote unquote, viral is the highest of pretty much any platform. Like I said, you could create your account tomorrow, you could post a really good tic tick and you could get 5 million views and 30,000 followers or whatever, right? The thing that's hard about tick tick is that it's hard to take those followers and do anything with it, right? So the growth on Tik Tok is huge. That's why it's been so popular with creators because they see all these big numbers and like, Oh, this is great. Like, there's all these eyeballs, this video got so many views, whatever. The problem is, then what do you what do you do with that? There's not a great way of monetizing not as great of a way as monetizing tick tick audience, as there is a YouTube audience, you

have to have a significantly larger tick tock audience to be nearly as valuable, I would say as a 10th of the size of that of a YouTube audience. Right. But that doesn't mean that you shouldn't use tick tock right. But the difference is with tick tock is that it's all about providing this I mean, it's like all you have value in terms of entertainment, or education or whatever. What you don't need to be doing is just like doing the latest trend, or the latest like point thing on the screen, which is what I feel like a lot of entrepreneurs do they just like I don't really have to do so I'm just gonna like point to stuff and it may be like good information or like not incorrect information. But I think we need to kind of pause and ask ourselves, why, like, why are we doing this? Like what is our objective of tick tock? And I'll say the objective of tick tock is to make people aware of who you are, right like, again, the Chances are people are like finding you. But again, I don't know about you, but like I scroll through a lot of tick tock and I, like may recognize people but I never click on it, I don't even have to even follow up. I just like to see them on my for you page. So I think that as an entrepreneur, man, I don't know, it's like, it's really tough you it's really hard to sell somebody in 30 seconds or six seconds or you know, whatever it is to, to find it, you got to show up again and again and again and again and again, in order to like permeate into somebody's consciousness to be like, oh, I want to go find out more about this person, or whatever. So what is your experience been with tic toc and like your students and so that that's something I'm, I'm interested in hearing what people like, does anybody because I know a lot people who have like decent tic toc followings, but like in terms of selling courses, like how do you turn that into a course?

Laylee Emadi

Yeah, I think something that's really interesting about that is I have seen, I mean, I'm not gonna lie, I do think that everybody should be utilizing the tools that they have, especially when they're free. So things like, you know, Instagram and Tiktok. And yeah, I think everybody should be doing all the things that they can that they have the capacity to invest their time into. However, I will say that I have done a lot of digging on this. And in terms of like, what I've seen firsthand, is the majority of people that I've seen utilizing Tik Tok are either doing it to the point of they want to get on there, but they don't know what they're doing. So instead of having an actual strategy, they're just trying to recreate something that they've seen somebody else, you know, find success. And so that's where you're seeing a lot of like, the pointing or the dancing, which I'm not judging, because I love a good Tik Tok dance. I was joking with Ty about that earlier, like, I love to learn all the Tick Tock dances, but you won't see me post them. I do it because it's fun, I will never post one of my business account because it has nothing to do with what I teach or what I sell. And so I want to make sure that anything I'm putting out there is consistent with if somebody does click to my page, they're not surprised. And I have a great example of this that's firsthand, that won't sound judgy at all, because it was me, I had one real go viral. It happened to be one that I made while I was tipsy at a pool over the summer with my friends and had nothing to do with my business. And I gained a ton of followers. And then a week later, I lost probably every single one of them. Right? And none of them clicked over to buy anything. Because why would they? And so I think that was a really good just kind of lightbulb moment for me and probably for anybody else who I've talked to about it because it's like, you do want we see those like, quote unquote, vanity metrics. And we see the numbers and we want to replicate them. But like you said, it is hard to get clicks, no, we'll say I've seen some of my, some of my students gain clients who are service based, like, let's say, you're a wedding photographer, and you post your photography, behind the scenes, I've seen people but clients do that. I've seen students of mine actually switched away from educating in the small business realm to become full time content creators, because their personal content has gone off the charts. So they're getting sponsorships, and they're getting brand deals, and things like that. But you're right, I really haven't seen a ton of now I have seen some. So I don't want to discourage anybody who's out there trying and I'm trying to so I get it. But I haven't seen a ton of like, really quick and good return

for the amount of time that people are spending on there, which is again, why I'm looking at YouTube personally.

Right. And there's a lot of I mean, even the biggest tech talkers, they all create YouTube channels after they are on tick tock after they blew up on tick tock that a lot of it's like, oh, no, I'm gonna be on YouTube or, you know, whatever. And I think with all these different platforms, I think the most important thing is we talked about you were saying that, like, you don't do things on your podcast that you hate doing in other podcasts. And it's like, the same thing is true with video. But I feel like either people who are trying to create tick tock content, they don't actually use tick tock, right. They don't use it on regular basis. They're not a regular user. So they're just like, I need to learn about this tick tock or even reels. They're like, Oh, let me get on here and see what people are doing. They'll watch a handful and I think they understand the platform. And the reality is, like, I said, how it works, right? And even a lot of times, yes, there are plenty of really great creative education based Tik Tok channels that do dances and do pointing and do whatever. But if you really were to dive deeper and studied there, like, overall strategy, that's just like one video they've posted, maybe they posted 10 videos that week. And that's just one of them. So you can't just come along and say, Okay, I'm gonna post that one video this week on my tic toc or my rails account and expect to see the same growth because it's not the whole story. You're not so you're missing the whole rest of the book. You just you're just on page 87 And that's all you have, you don't have the rest of the book. You need to the whole strategy has to be there. So I think what the best thing I would tell people to do, if they want to get better at Tik Tok is find it channel that you really love or a counter, whatever that's either that's either in your niche or even just an issue that you're passionate about, but that you find either educational or funny or whatever. And then really take some time and kind of evaluate. Okay, go on to the tick tock, what is this person doing? Like? Well, let's look at all of the content. Let's if you want to get really like nerdy about it, you can kind of write okay, there's this many education ones, there's this many trend ones, this many, whatever, you can kind of start breaking it down and figure out okay, what is it they're doing? And that's working? What are the videos that are most popular? What are the videos that don't have hardly any views or whatever. So you're not just recreating the one video that you saw. Because that's all you've seen. That's all you know of. And that's the only part of the strategy that you've figured out something that would be super helpful. The best thing about tick tock is that it's the lowest barrier to entry, I think in terms of just like equipment, gear, knowledge about video, in general, pretty low bar. And actually like, the better the more that you film on your phone, I think the better it is for tick tock because it feels very organic. To the platform. There's a handful of people who've gotten away with like really high quality, like cameras and stuff on tick tock, but most of the biggest creators on the platform, just use their phone, maybe like a ring light, but they're really intentional about their editing and about their strategy. So I think those are the most important things to focus on. When you're focusing on Tecton.

Laylee Emadi

Yeah, I love that so much. And one piece of like unsolicited advice for anybody who's listening is just, if you're going to do anything on any platform, my biggest piece of advice would be to like, make sure that you're doing it to the best of your ability. So if you're going to do a lip sync video, make sure that you're actually like on, you know, on track with the lip sync, if you're gonna do a dance, or a point, make sure the words show up at the right time. So it is a low barrier of entry. But let's like, let's try to make sure it's,

yeah, it's lower barrier to entry in terms of like gear investment and things like that, then something like YouTube. But yes, you're right. It does require some time, some understanding of the platform. And

Laylee Emadi

yeah, I mean, I think people get excited, and they, they want to make sure that they're like, Oh, I'm doing good. I'm just gonna do the thing. A lot of people think to themselves in this situation Done is better than perfect. And that is true to an extent. But at the end of the day, like what you're putting out there does represent you and your business. So you probably want to make sure that it's like halfway decent. Yeah,

yeah. And the thing with tick tock is that it's all that it's a numbers game. It's a pure volume game. So right and you want to make it doesn't have to be perfect, perfect. Like the lighting doesn't have to be immaculate, and it doesn't have to be the most like, whatever, you don't have to be all glammed up or whatever. Like there's so many other barriers that you don't have to worry about. But you do want it to be good and such or valuable, right? And figuring out what's most genuine to you. Like if you're not a dancey fun, plainy kind of person, then don't do that. Like there's plenty of tech talks I watched that are very dry. They're super educational. And they're great. Like I love them. And I learned a lot of things that I learned so many random things on Tik Tok, and way too much time on tick tock. But there's so many things, there's so many different ways to approach it. I think people just get stuck and whatever. First thing that they saw was and that's what they have to do. Yes, that's not true. You can make your own niche you can do whatever. And again, tick tock is so early in the grand scheme of social media that everyone's kind of still figuring it out. And, you know, if we think back to Instagram in 2000, like 11 2012 people were posting so much random stuff on their insert. If you look at your Instagram feed from back then right, it was like, embarrassing because we didn't know anything. We didn't know any sort of strategies or whatever. We're kind of still in that a little bit of tick tock where yes, there is some experimenting to be had, but it's also there's plenty of room for people to blaze new trails and to kind of set their own trends or whatever. So yeah, I think that tick tock is can be really valuable in the right context and just understanding like what it's what it's for. The best thing I would say about tick tock is that really does help you get more comfortable on video and with like video editing, like on a much smaller scale. I've listened to some really interesting podcast episodes, people talking about how like this next generation is going to be one of the most like affluent video editing generations we've ever had. Because most people like even our age, in our our old wise age, in our mid 30s You know, most people don't edit video. I mean, obviously I do but like most you probably don't have you ever edited video to like a

Laylee Emadi

Yeah, I have. But it's only because of my dance background. So I can edit a video but but our age don't.

Yeah, or if you have you have like a very limited scope of it or something you're doing on a daily basis. Whereas, you know, this whole new generation of content creators, young young ins coming up or editing and learning all these different things and whether they realize it or not, they're learning how to edit just on tick tock in doing whatever so there's definitely value to tic tock but again, it's more like playing the slots. In sure some people are out there like the old lady with like nine different buckets and she's like playing nonsense. machines at the same time, like, so simple are really good at it and but like it's still okay just to walk up to the single machine and just, you know, pull it, you know, put your penny

in and just see what happens. But it definitely is a different approach and a different strategy than something like YouTube. And again, the big thing with YouTube who's making money tick tock, you're not gonna really make any money on tick tock YouTube, you can make money off of partnerships like sponsorships more and more than tick tock at least at this point, and AdSense and then really just like paying people to your courses, so those should be like the main places on YouTube, we're trying to see your your money back in your return. Tik Tok is more like, you can have the just trust that the ROI is in those eyeballs and that you have all the other pieces of your whatever social media it is, I mean, even though tick tock are like, Yo, check out my Instagram, and then from Instagram, they send them to their website or to their, you know, whatever. So you've got to make sure you've kind of got all your ducks in a row, when it comes to tick tock in Rails, do you post on both tick tock and rails or just rails or, you know,

Laylee Emadi

I so I do both. If I do create a tick tock, I'll post it on rails either later or, you know, like, I'll let a little bit of time pass. But honestly, like, like you said, it's just so hard to get people off of that app, and where I want to send them that I only do I truly just try to share educational content. When I do use it. I don't, I don't necessarily like have a massive strategy to get them off of my social and onto my website. I'm just trying to get a little bit of education out there to get people used to me and to have that content out there for them if they stumble upon me. Now we'll say one piece of encouragement as we're wrapping up this piece of the conversation is that while I do you think it's important to do things like to the best of your ability and all of that I will say like, I love what you said about you don't have to you don't have to be like all done up there. One of my favorite tech talkers to follow is Elyse Meyers, and she literally just, she's a content creator who's hilarious and I highly encourage you to check her out. She goes on there. Like when she says it all the time, no makeup or hair is not done. She doesn't have the best lighting sometimes uses a ring light. Sometimes she doesn't. But she's a creative editor. She like her content is good. It's to the point you learn whatever it is she's putting out there right away. And so I want to encourage anybody's listening to this. I'm not saying it has to be like perfectly done in a beautiful aesthetic way. I just mean it needs to be like quality content. So

and again, it goes back to studying the platform and studying what works. If you look at her stuff, like yes, she doesn't have any makeup on necessarily. But she spends a lot of time writing, which is gonna say choosing the story, she's going to share, adding the editing, like that makes a huge difference. And what's on the screen when they swipe that initial swipe whatever's on the screen, wherever what's happening on the screen is so important, right? There's so many like little nuances or things like that, that have to do with like, yeah, these different platforms with tick tock that you need to just learn. And the best way to learn is by doing it. So yes, you need to get out there and you experiment, but at the same time, you need to be intentional, you shouldn't just be throwing random stuff with no thought whatsoever. If you look at her, Lisa's channel, right, she has a lot of like, she has themes, like she has stories that she tells, but she also has like every once in a while she just do a random tic tock because it's doesn't matter as much like it's not gonna hurt you to have random ones. But you all she also has like some strategy and some cadence to the other types of content that she's creating. So kind of just like looking at all those things. And kind of figuring all that out, is really important. If you want to find success. Again, if you want to just throw it up every once in a while just for fun, and you just, it's an enjoyable thing or whatever. That's fine. But again, if you want to see like really long term, like growth or success or whatever, you just got to be more intentional. And it doesn't, again, doesn't have to be through lighting, it has to be intentional with your strategy.

Laylee Emadi

Yeah. And that's, I mean, I get that that's hard too, because I I want to share reels of my cats and my niece and nephew all the time. But it's like that doesn't really have anything to do.

So but again, the good thing about tick tock is that you actually can and won't hurt you YouTube is little bit different in that the way that the algorithm works for YouTube is that if you if they like consistency, and they like knowing what to expect from you for a lot of different reasons, but if you randomly post a video about your cats on YouTube, and then you're posting educational content, you're kind of all over the place. It's not as much there's not as much freedom in terms of YouTube, but you need a little more like niched down a little bit more focused and intentional. And it'll it'll can get punished by the algorithm using air quotes by the algorithm. If you are if you deviate too far from what YouTube kind of expects from you or whatever it was with tick tock it's not really like that like there's no real punishment for it. So you do have more flexibility to experiment with tick tock but the only thing you're doing is just experimenting in random cat videos, then that's probably not going to be great strategy, but it's okay to post them every once in a while. Yeah, I

Laylee Emadi

mean I do so that's good.

I need to find you on tick tock. I don't think that's the thing. It's hard about tick tock tick tock is very the are very focused more on the consumer than they are the creator, like tick tock or YouTube is very focused on the creators and the experience of the creators and giving them the tools that they need to thrive and make money and grow businesses. Whereas tick tock doesn't really care as much about the creators, they're more about, like the experience. So they'll do everything they do is about the experience of the person swiping, not as much geared towards you. So that's just another like nuanced thing to know about tick tock and like, what separates it from the other ones?

Laylee Emadi

Yeah. Oh, my gosh, okay. Well, you've given us a lot of content to think about a lot of really great information. But as we kind of wrap up here, I have to ask our signature question, which of course, as per usual, we've kind of made everything in this episode and unpopular opinion. But if you had to pick another unpopular opinion, to talk about for video for small businesses, what would it be?

We've learned so yeah, I think we've already talked about a lot. I would say, what I wrote down for my unpopular opinion, is that DIY video is not realistic for everyone. Right? I think that random people can do video, right. And it's possible that anybody can learn and that it's, you know, especially now, like our camera phones are so good that people always say, oh, it's the best time to get into video or whatever. And I do think that that's true to a certain extent, but I still don't think that it's for everyone. Because with video, there's so many things that can go wrong. And there's so many things that have to go right. And there's so much we talked about in terms of the not only like the editing, but the strategy and the formatting, and the whatever, that if you're not interested or dedicated to like, at least figuring out part of that, or all of it, you're gonna have a really hard time with video and it's gonna, it's gonna suck a lot of your time, energy money, etc, etc, etc, etc, etc. So depending on where you're at in your business, I

don't because people say like, oh, everyone needs to be doing video. And I've kind of, you know, I don't think necessarily everybody is built for doing video themselves. I think everyone can utilize video, but I think more people should be outsourcing video than actually do. Maybe that's what I should say,

Laylee Emadi

oh, yeah, I really like that. And especially because like, again, that's more encouraging to me than anything else. Like, even though it might be an unpopular opinion, it's encouraging to me to know, like, I don't have to do it all myself, because I because I won't

write Oh, and some people will like, that's my personality. Like, that's how I got into this mess to begin with, like no one taught me I just like, sought after it. Like, that's how my brain works with anything that I become interested in, I just, like, obsess over it and do everything I can to learn about it. But if that's not you, or if you're not really passionate about video, I just think it's gonna be really difficult. I think it's really difficult for you to like, use that and make it a huge part like the key pivotal part of your marketing strategy for your business and the growth of your business. And in just how fast time how fast the world is moving right now, and how many resources are out there in terms of like, ways to make great video content that doesn't involve you doing it yourself? I just think that they're, you need to like look yourself in the mirror and be like do, am I built? Is my brain wired for figuring this out? Is something I'm passionate about? Because if not, then we need to, like explore some other options. Or if if you're really early in your business, do I have like, the time really like the time to dedicate to figuring all this out? And if but if you're more established like you are then yeah, outsourcing probably might be a better option, then, because your time is so valuable that figuring it out. may not be worth it. Does that make sense?

Laylee Emadi

Yeah, absolutely. I mean, I think just like anything else, that my students who are listening to this are probably like, Okay, we get it lately, but I always say like self awareness is like number one. So just taking that hard look at yourself and knowing and being realistic with yourself is probably key here.

Yeah, if you struggle, like figuring out how to take a photo with your iPhone, right, like, it's gonna be tricky for you to figure out like the lighting and the audio and the this and that and the cards and the editing and the downloading in the whatever, right. And that's not to say that you shouldn't ever do it and that it's like a mountain that's in surpasses like, you can't overcome it. But if you're not interested in figuring all that out, then then don't forget, like figure out another way of overcoming it that doesn't involve just you does that I mean,

Laylee Emadi

yeah, absolutely. So it does make sense. Yeah. Um, well, thank you, Ty. This is all incredible. Can you we will of course link all the ways to get in touch with Ty in the show notes but like just right off the cuff like where can listeners connect with you most easily? Oh, that's

a good question. Um, my instagram i i posted three Instagram posts in 2021. So I'm trying to the least double that and 2022 So keep make sure you follow for that, you know, double the content that's really great there. I do try and post Insta Stories that are like behind the scenes and stuff like that. So Insta Stories is more my jam than Instagram feed. I have a YouTube channel go and check that out. I do

have some good content on there for people who are looking to make video content and things like that. But yeah, this is great. This is a conversation that I've wanted to have for a long time. And I like to think about a lot, but I've never really had anybody to chat with about it. So hopefully, my thoughts can come across too jumbled or scrambled up and that we're able to have make some value for people out there. But yeah, I think this is this has been great.

Laylee Emadi

Thanks. I was great. I loved it. For show notes and resources mentioned on today's episode had to so here's the thing [podcast.com](https://www.thethingpodcast.com). This show is brought to you by the creative educator Academy, where we teach creative entrepreneurs how to teach, because I believe that industries thrive when experts can share their knowledge. Well, if you're enjoying the podcast, I'd love to read your review in iTunes or see your rating on Spotify. Thanks so much for listening, and I'll catch you on the next episode.