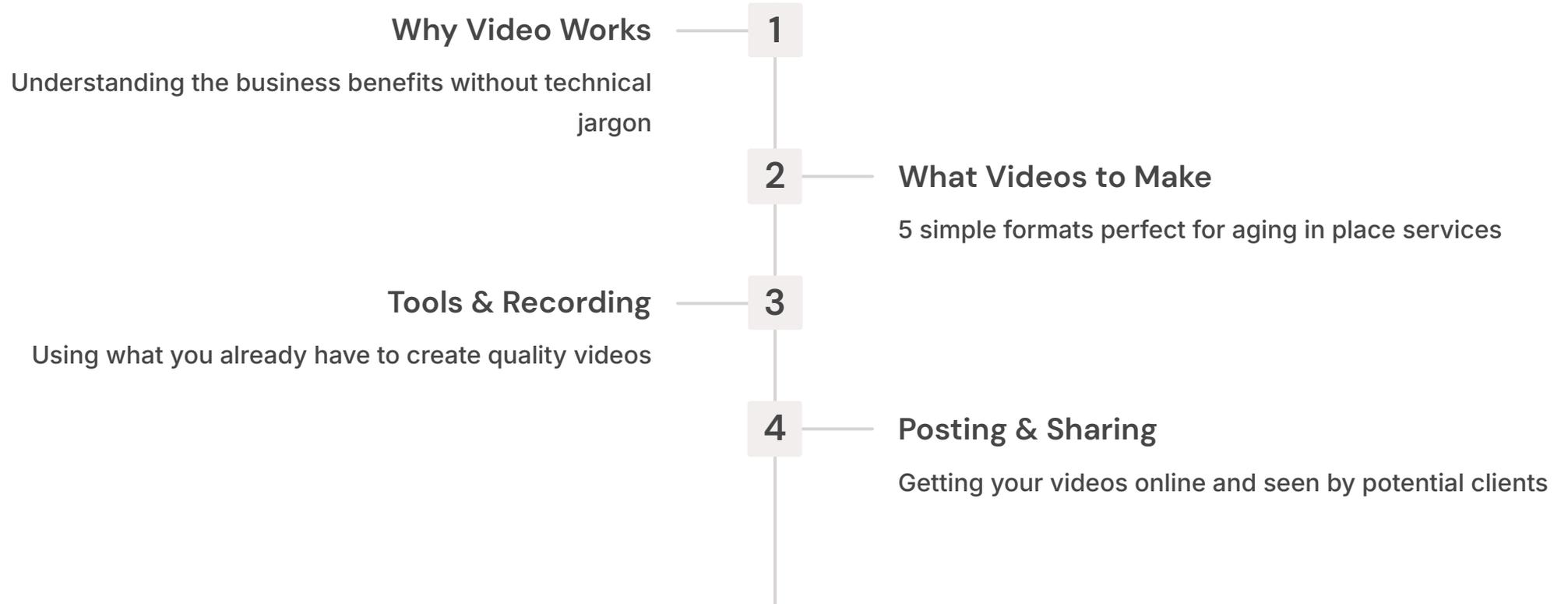




#17 - Lights, Camera, Clients! Easy Video Marketing for Aging in Place Pros

Welcome to this practical webinar designed to help aging in place professionals connect with more clients through simple video marketing - no technical expertise required!

Today's Roadmap



Why Video Works (And Why It's Easier Than You Think)

- **Memorable Impact**

People remember 95% of a message when they watch it in video compared to only 10% when reading it as text

- **Trust Builder**

Especially important when working with older adults and their concerned family members who want to "see" who they're hiring

- **Search Visibility**

Google ranks sites with video higher, making it easier for local clients to find your services

- **No Fancy Equipment Needed**

Your smartphone and natural lighting are enough to get started today



Simple videos showing your expertise build trust with potential clients and their families

What Kind of Videos Should You Make?

Intro Video

"Hi, I'm [Your Name], and I help seniors stay safely in their homes by..."

1

- 30-60 seconds introducing yourself and your services
- Show your face and speak directly to the camera
- Mention your certification or years of experience

Not sure we did that with our welcome video but here it is

<https://www.youtube.com/watch?v=EgFWbr8bKW0>

Before/After Project Walkthrough

Show the transformation of spaces you've made safer

2

- Bathroom modifications
- Stair lift installations
- Kitchen accessibility improvements

This is perfect for contractors, handymen, anyone who does home and/or outdoor modifications.

Client Testimonial

Happy clients sharing their experience in their own words

3

- Ask for just 1-2 sentences on camera
- Focus on results: "I can now shower independently"

This is much more difficult to get than you would think. Most people don't want to be on video but it never hurts to try. I personally like the idea of just interviewing someone instead of having them send in a video.

Quick Tips

Share your expertise in bite-sized helpful videos

4

- Home fall prevention tips
- Bathroom safety suggestions
- Simple home modifications

Here are some of our How To videos...

- How to use a cane on stairs - <https://www.youtube.com/watch?v=-BokaQP1F8A>
- How to calm someone with dementia - <https://youtu.be/GZOkQyIqvEs?si=Opezw6Ghh2CCxdXr>
- How to get out of a bathtub with no grab bars - https://youtu.be/zJyEES_KMUQ?si=Tn6b8IGtngOaN03c

FAQ Videos

Answer common questions clients ask you

5

- "How much does a bathroom renovation cost?"
- "How long does installation take?"
- "Will Medicare cover these modifications?"

There are SO MANY of these that you can do!!

Video Shorts (Under 60 Seconds)

 Perfect for YouTube Shorts, Instagram Reels, and Facebook Stories.

These are short, snappy videos that grab attention and get shared more often.

Examples:

6

- "3 signs a home isn't aging-in-place ready"
- "One simple fix to prevent bathroom falls"
- "What's a home safety check, and why it matters"

 **Pro Tip:** You can repurpose any longer video into a short by trimming a tip or quote!

Tools You Already Have (Yes, Your Phone Is Enough!)



Smartphone

The camera on your phone is high-quality enough for professional-looking videos



Natural Light

Stand facing a window for the best lighting - no expensive equipment needed. But if you do need a light, this one is good.

<https://amzn.to/4ID2Iym>



Optional: Clip-On Mic

For better sound quality, a simple lapel mic can make a big difference. Here's a wireless lapel microphone that works great!

<https://amzn.to/46VauK1>

 **Pro Tip:** Prop your phone on a stack of books or invest in a tripod to keep your video steady. Always wipe your camera lens before recording!

Step-by-Step: How to Record a Video

Step 1: Plan Your Topic

Choose one idea from our 5 video types - start with something you're comfortable explaining.

Here's a ready-to-use prompt that you can enter into ChatGPT (or another AI tool) to generate a personalized list of YouTube video topic ideas:

Prompt:

I want to grow my YouTube channel by creating valuable content that attracts my ideal audience.

My niche is [INSERT YOUR NICHE—e.g., senior fitness, personal finance, DIY crafts, mental health, etc.].

My target audience is [INSERT YOUR AUDIENCE—e.g., seniors, new moms, small business owners, etc.], and my goal is to [INSERT YOUR GOAL—e.g., educate, entertain, inspire, promote a service, etc.].

Give me a list of **30 YouTube video topic ideas** that:

- Are searchable and relevant in **2025**
- Answer common questions or solve real problems
- Mix evergreen and trending topics
- Include formats like tutorials, listicles, comparisons, myth-busting, or reaction content
- Are beginner-friendly but still engaging

For each topic, include a working title and briefly explain what the video would cover.

You can also get ideas from:

- Google's People Also Ask
- Any Keyword Research tool
- Reddit and Quora
- Your clients

Step 2: Write a Simple Outline

Just 3-4 bullet points - don't write out every word (you'll sound more natural)

Here's a prompt you can use to turn a YouTube video topic idea into a simple script or outline, ideal for beginners or non-writers.

Prompt:

I've chosen the YouTube video topic: [INSERT VIDEO TOPIC/TITLE]

Please create a **simple, beginner-friendly video script outline** for this topic.

I want the structure to be easy to follow, and the language should be at a **6th to 7th grade level** so it's clear and conversational.

Format the script in bullet points with the following structure:

- **Hook** (1-2 lines to grab attention)
- **Introduction** (Who I am, what the video is about, why it matters)
- **Main Points** (3-5 clear talking points with brief explanations or examples)
- **Helpful Tip or Bonus Info** (optional, something surprising or valuable)
- **Call to Action** (what I want viewers to do next, like, comment, subscribe, download a resource, etc.)
- **Outro** (Friendly sign-off or encouragement)

Keep everything short, natural, and easy to say out loud. Include emojis or emphasis where helpful for energy or engagement.

You want to be as natural as possible!

Step 3: Find a Quiet, Bright Spot

Face a window for natural light and turn off noisy fans or AC.

Oh, and one thing I always forget to do - Turn off notifications on your phone!!

Step 4: Open Your Phone Camera App

Tap video mode and frame yourself in the center or where best appropriate.

For informational videos, it's enough to just show your upper body and head (but don't be so close to the camera that all you see is your head - that's kinda creepy)

For how to videos, you'll need the camera probably set back a bit to show the entire area.

Step 5: Press Record and Talk

Smile, breathe, talk slowly, and pretend you're explaining to a friend.

Don't be shy about having to step forward or backward to turn the phone on or off. That can always be edited out if you so desire.

Step 6: Watch It Back

Is it clear and friendly? Remember: good enough is perfect!

I rarely edit my own videos. I like it when I watch videos that are more raw than polished. It shows me that the person is genuine.



How to Post Your Video (No Editing Needed!)

Option A: Facebook Business Page

1. Open your Facebook app
2. Go to your business page
3. Tap "Post"
4. Tap "Photo/Video" → Choose your video
5. Add a short description like "Check out this bathroom safety modification we completed last week"
6. Hit "Post"

Option B: YouTube

1. Open YouTube app
2. Tap "+" → "Upload a video"
3. Choose your video from your phone
4. Add a clear title like "Grab Bar Safety Tips for Seniors"
5. Write a brief description with your contact info
6. Hit "Next" and "Upload"

Create Engaging YouTube Thumbnails with Canva

Your video thumbnail is your first impression – it's what makes people click! A strong, custom thumbnail draws viewers in and tells them what your video is about, boosting your views.



T

Clear, Bold Text

Use minimal, large text that is easy to read, even on a small screen. Highlight keywords from your video title.



High-Quality Image

Choose a bright, clear, and relevant image. Avoid blurry or busy backgrounds. Your face (with an expression!) can be very effective.



Consistent Branding

Incorporate your brand colors, logo, or a specific font to make your thumbnails recognizable and professional.



Easy with Canva

Canva (canva.com) is a free, user-friendly tool with templates specifically for YouTube thumbnails. Drag, drop, and customize in minutes!

Aim for a custom thumbnail for every video to stand out!

Elevate Your Brand with AI Headshots (HeadshotPro)

Beyond your videos, a professional headshot helps build trust and credibility across all your online platforms. HeadshotPro uses AI to transform your casual selfies into polished, high-quality business photos.

It's only \$29.00 for 40 photos! - <https://www.headshotpro.com/>

Instant Professionalism

Generate dozens of studio-quality headshots from your phone photos, perfect for LinkedIn, Facebook, and your website.

Build Trust & Credibility

A polished image helps clients connect with you, conveying professionalism and reliability in the aging-in-place industry.

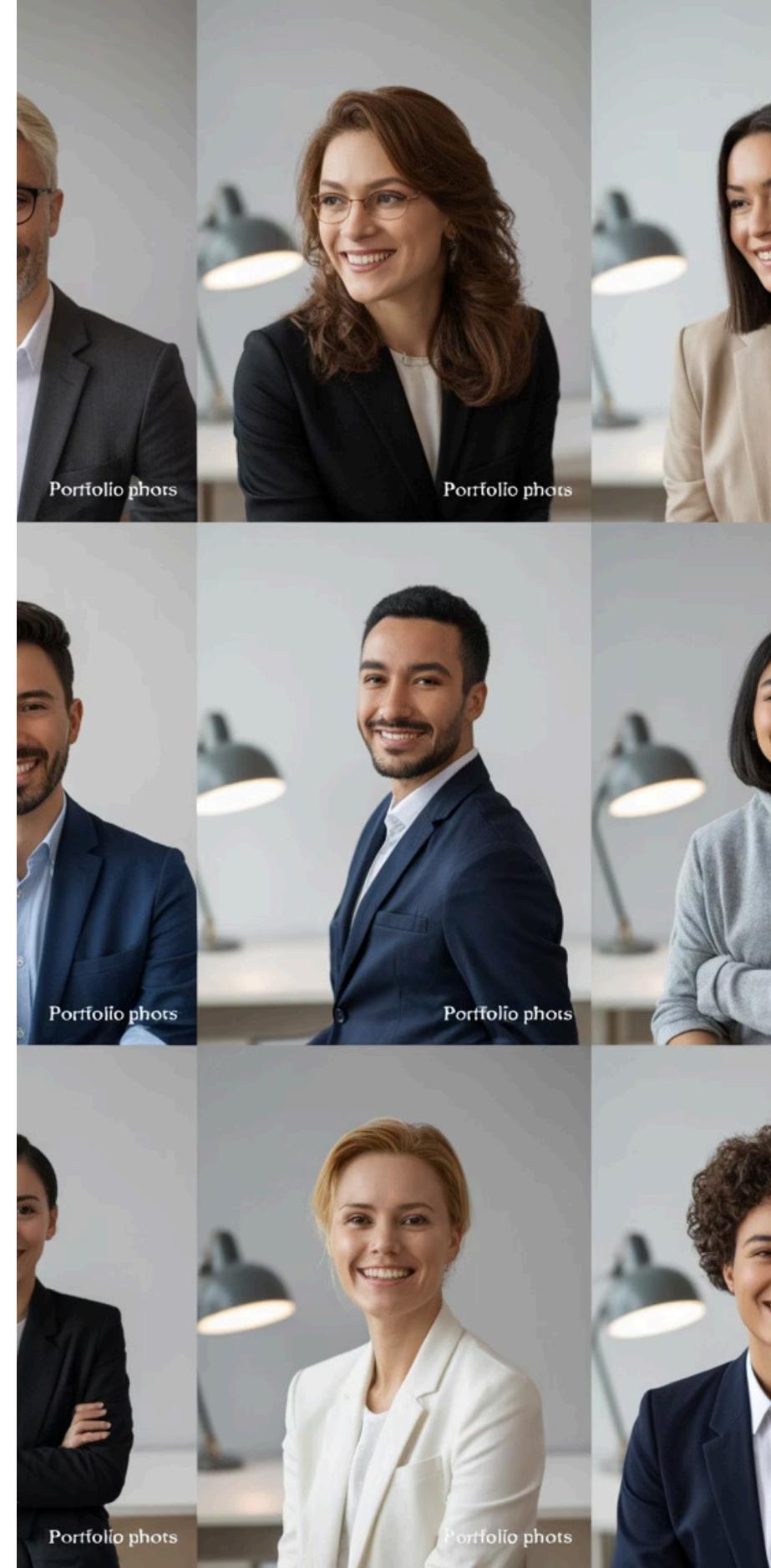
Time & Cost-Effective

Skip expensive photo shoots. Get professional results quickly and affordably, without leaving your home or office.

Consistent Branding

Ensure your profile picture maintains a cohesive, trustworthy look that aligns with your video content and overall brand.

A strong headshot complements your video marketing, creating a powerful, unified online presence.



Where to Share It (And Get More Views!)

Facebook Business Page

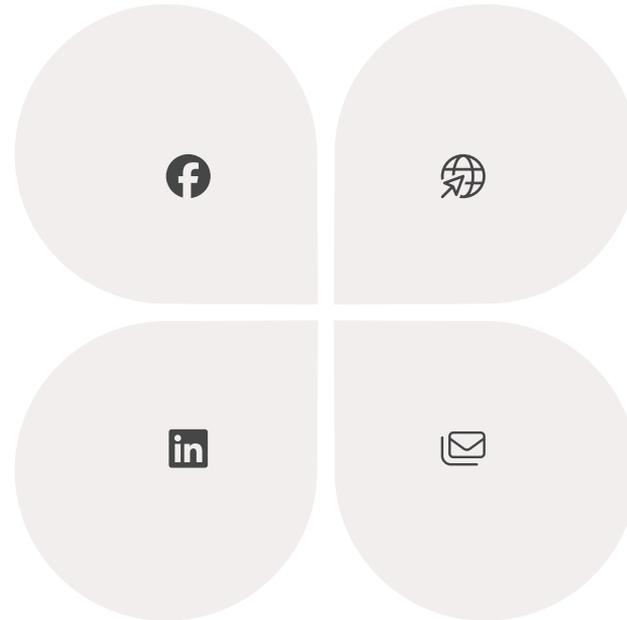
Perfect for reaching older adults and their adult children

Ask viewers to "share with someone who might need this information"

LinkedIn

Great for connecting with healthcare professionals who can refer clients

Add relevant hashtags like #AgingInPlace
#SeniorSafety



Your Website

Embed videos on your homepage and service pages

Visitors stay 88% longer on websites with video

Email Newsletter

Send to past clients with a subject line like "Quick Tip: Preventing Falls at Home"

Just paste the YouTube link or add a screenshot with a "watch now" link

Pro Tip: Always ask clients for permission before posting their testimonial videos or before/after footage of their homes

Keep It Going: A Simple Video Plan

Start with just 2 videos per month - consistency matters more than quantity!

Week 1: Quick Tip Video

- Home safety assessment tips
- How to measure for grab bars
- Lighting improvements for safety
- Doorway width considerations

Week 3: Project or Testimonial

- Before/after bathroom renovation
- Client sharing their experience
- Walk through a completed project
- Show product installation process

Use Google Calendar or a paper calendar to plan your topics in advance - this removes the "what should I talk about?" barrier.

We started with weekly videos until we hit about 1500 subscribers. Then we switched to 2 videos a month.

Personally, I think that we should have kept it at weekly.



Practice by Recording Simple Videos



What To Do:

1. Set up a phone on a simple stand
2. Check lighting and background
3. Record a 30-second introduction video

You don't have to post these videos, just get used to doing them! After a few of them, you won't be so nervous or anxious.

Q&A – Your Video Questions, Answered

"What if I make a mistake while recording?"

Simply start over! Or embrace small mistakes - they make you relatable and authentic to viewers.

"How long should my videos be?"

For most topics, aim for 10 - 20 minutes. Client attention spans are short, especially online.

"Do I need permission to film in clients' homes?"

Yes! Always get written permission before filming in a client's home or showing their project.





Your Next Steps

**"If you post your first video after this webinar, tag me or send it in, I'll cheer you on!
Don't aim for perfect, just hit record."**



Schedule 30 Minutes

Block time this week to record your first video



Choose One Topic

Start with a simple introduction or quick tip



Record & Post

Use the steps we covered today and share your video