

ian: 00:00 Hey, it's Ian Altman. I'm joined this week by my good friend Marcus Sheridan for a repeat visit to the same side selling podcast. We're going to talk about why Marcus has been so passionate about video and how it supports not just sales but also marketing. We're going to discuss the top seven categories of videos that you can create that will drive revenue and build that hockey stick growth that you're looking for. And we'll have a deeper dive about the, about us video that companies invest in putting on their website. You're going to learn a ton from Marcus Sheridan.

Ian: 00:41 Marcus Sheridan, welcome to the show.

Marcus: 00:44 Oh Man. Dude,

Ian: 00:47 I am so excited to have you on here. And um, most people know that you and I are good friends, known each other for a long time and um, have shared the stage probably together more than I have with anybody else. Absolutely. Absolutely. My number one twin onstage. Gotta love it, man. So Marcus, start by, I know all these things, but share something surprising about you that our audience may not know.

Marcus: 01:14 Well, like, uh, yeah, like you, I am fluent Spanish fluent Spanish because I lived in Chile for two years of my life and in fact, Chile was where I learned that I was supposed to be a speaker. Really, that that was actually the place where I learned it. And so, um, it was an amazing time of my life and there was, um, many, many wonderful things that happened down there, which by the way, if you've never had Chilean empanadas before, you haven't lived a full existence. And so I would, I would strongly recommend that, uh, if you haven't done that, you consider it.

ian: 01:56 Yep. All right. So the Chilean empanada not the same as the Americanized Empanada.

Marcus: 02:02 No, no, that's not even, that's fried dough. Chilean Empanada is where you find there's this place between Earth and heaven and that's what's in the middle

ian: 02:14 essentially. Anything that's awesome. There's a, there's a visual for everybody. So listen though, though many people may have you on their podcast to talk about the nuances of Chilean empanadas. Yeah. Um, you've been beaten us over the head about video video, stick with the video stick for a while. Why?

Marcus: 02:41 You know, I really, well, let me, let me, I'm going to pop up a quick quiz on you. See how good your your history is. Oh, okay. Yeah. See how good you are. Do you remember the year that email became mainstream with businesses? And I'm going

to give you, I'm allow you to give it a two year window here because it's debatable.

ian: 03:00 Mainstream. I would say 1989.

Marcus: 03:08 Oh, early buddy. Little early people are laughing at you right now. 89 now email became Maney run businesses really between 95 and 97 with 96, hotmail didn't come out until 96 it didn't go mainstream really until hotmail. That's when it started to happen. Okay. So you say, why am I talking about this? Well, what's interesting about this, and you may know this, uh, you know, as a sales pro, and I've, you know, spent a lot of time with sales teams too. And I'm, in fact, I was, I was with a really big pharmaceutical company in Scandinavia last week and I brought this up and that is, uh, there's a few of them that had been in the room. She been with the company for over over 20 years. And I asked him, I said, so you as salespeople, when email became a thing, how many of you pushed back?

Marcus: 03:56 And it was amazing how email, we all think. It just, just immediately just took off. There's a lot of salespeople that pushback that did not want to do email because it was new. It was different. It was change. Right? But ultimately they seeded because that's what happens when the marketplace goes there. You have no choice. Right? Sure. Well, we are today in 2019 with video exactly where we were in roughly 1996. 97 with email. Those that do not get on are going to be left behind. We have decided there is a better way to learn it, to see it, to talk about it, to teach it, to show it. And um, hopefully companies are starting to catch that vision. That's why I believe this is so important. It's not going to go away. It's only going to grow in importance.

ian: 04:43 And you know what, I think it's, I think it's totally the case. I mean, and, and I, I guarantee that my adoption of video, um, was partially influenced by you and I believe one half of 1% remaining was influenced by other people. But I'm pretty sure that 99.5 came from you saying, dude, Altman, you gotta be doing video. And I will tell you that for years, for example, for me, for many years I wrote a column every week and Inc and Forbes online and today I don't do that yet. Every two weeks we put out a video on linkedin and I get more engagement on those videos then we did in those articles.

Marcus: 05:29 Yeah, it is so sticky. And plus you can, plus you can track them such better in terms of, you know, uh, seeing who's watching them, especially if you're, if you're using linkedin premium and stuff like that, it's, this is a no brainer. And here's the one thing about this though. Let me say two things before we dive into this. The mistake that a lot of companies make is they see video as a marketing play. Fundamentally, video is a trust play

that is all about sales. That happens to benefit marketing. That is the order by which it needs to be understood in the company. In too often it's like, ah, it's a marketing play and we talk of it like it's a marketing tool.

ian: 06:13 So it was Ricky said to Lucy explain. So

Marcus: 06:18 so here's a way to look at it, right? And anybody that's in sales would really appreciate this because I'd love to ask what percentage of the people that you meet before you shake their hand, feel like they have seen your face, that they've heard your voice and they truly feel like they know you? What percentage? And it's astoundingly low if we're being honest with ourselves, right? Yeah, sure. It's astoundingly low. So what happens is we go, we have these sales relationships in the first portion is, is this thing called building relationships of trust, right? And we try so hard to do that because we're attempting to quickly humanize ourselves with the prospect. Well, nothing humanizes like seeing you in hearing you and watching you in learning from you. And that's the way we can do it. Now the other thing is when you see this as a trust play, you don't, you don't just bucket it right when you bucket it into marketing.

Marcus: 07:21 Sometimes the sad reality is it gets marketing dollars. Marketing is still the redheaded stepchild of most organizations, right? And so sales has a greater, always has still to this day has, is seen as having a greater influence on the bottom line of the company. And the mistake that many companies make with video is that they, because they're doing fluffy marketing pieces and not saying, okay, so what are the videos that would help our sales team today? Then they ended up asking themselves things like, so is this actually working? Like I see where getting some views, but is it leading to any business? Whenever that conversation is occurring, we've got a problem in, we didn't have a problem. Right? And so we need to make sure that it's seen as primarily a sales tool, but above all of that, it's the thing that allows you to become the voice of trust in your space, arguably sooner than anything else if it's done the right way.

ian: 08:25 Yeah. And and so, so the, the message, I want to make sure that people here, because I don't want people to gloss over this, is that it's not about creating the ultimate professionally produced marketing slick wizbang video, right? It's people within the sales organization, let's say, or within the organization, across the board and saying, look, this is, these are the types of questions we're hearing from customers. We're going to address these. Just you and I are having a conversation and let people connect authentically with us. Not someone gets overproduced with a whole bunch of graphics, but as just kinda more in the raw so that we

win. When that individual shows up the client's office, it's almost like a star just showed up. Is that where you're going?

Marcus: 09:14 Well. Yeah, I mean, and it hopefully we'll get a chance to talk about the types of videos specifically to that point, right? That buyers really want to know about. And I, I want to say two things while they're on my mind in to what you just said, because people hear this and there's always doubts, concerns, and in excuses as to why we don't do this. It's amazing to me how many people will say I'm just not good on video. They actually believe that. Um, interesting. Because if you go to almost anybody that's in sales or anybody that's in leadership or management and you say to them, so would you say that you're a people person? Almost every single time they're going to say yes almost every single time. Right? But yet they'll say, but I'm just not good on camera. I'm like, oh, so do people see something different face to face? And then they do on camera. The problem is

ian: 10:07 there's still the weight, they're just stuff, people, people. So it's like I'm going to stop people personally.

Marcus: 10:13 So, so it's, it's a situation where at the moment we start seeing the camera as a customer, as a real person and prospect and stop seeing it as a camera and therefore communicate we like we would with a prospect, everything starts to change. That's the first thing that I would say to that. Second thing is people ask me all the time, Marcus, um, so do we, do we, you know, like a lot of work here, a lot of prep work and a lot of the scripting and all this. I'm like interesting to me. So when was the last time you were meeting with the prospect and you said he or she asks you a question and you said, oh, wait a second, let me pull out my script here. So the answer to your question is, and you read them the scratch. I mean, it just never happened before, right?

Marcus: 10:52 No salesperson has ever done that. I certainly hope not. Not if they went to the Ian Altman school sales, because they know that their job is to keep going and, to address the thing the best they can. Right. And so when we carry the same mindset like we do with a prospect and just have that conversation with the camera again like we do with the prospect or the customer, it gets so much easier. Ian, I've seen so many companies now because what happened was, is my company @impact, we have an agency and about two and a half, three years ago, I said to our team, so would it be possible to teach companies how to, how to have a culture of video in house where they didn't just outsource it, they did it in house and everybody said, no, mark is, you can't really do that. Because you know the people that will never really get good on camera or they would have to produce their own videos and that wouldn't go ride. I said, but boy, like we've done it. Why can't other companies do? And

so we went on this mission and I've seen these things play out over and over again. I would say nine out of 10 people, and I'm really mean, the scene can be very good on camera. Yeah,

ian: 11:58 no, and that's, that's the thing is I love the fact that you covering things that here's all the stuff that people were going to give us, excuses why they can't do it. And this is not true. And now I have seen some people who just freak out. They get in front of a camera, they freeze, they get anxiety. And a lot of it comes back to kind of the performance side of it. We've, we both had the good fortune of working with our friend Michael Port. And Michael always says, look, if you're worried about how people are judging you, you get nervous. If you're thinking about how can you impact other people, then you become less worried. So that's maybe why you and I have that weird gene where our heart rate probably goes down when we go on stage rather than up.

Marcus: 12:38 Well, yeah. And that's it. That's exactly right. And we're talking about intentions here, right? Yeah. And I really, in that mode, I'm obsessing about are they getting what I'm saying right now is this message that I'm trying to carry it to them. Is it making a difference? But what do you say? We talk about the videos that move the needle?

Speaker 2: 12:56 No, that's exactly, that's exactly what I want to go is now, now we've got people on board and people say, yeah, you know what? Okay Marcus, you convince me videos growing, I can do this. So now what videos, actually, you're going to make a difference because my guess is if companies start with six or seven videos that move the needle, then there's a pretty good chance that they're going to have no problem doing the next 20 or 30

Speaker 3: 13:21 yeah. So we have found as we've gone on this journey in that there's essentially seven videos, seven types of videos that move the needle. And what's cool about each one of those videos that I'm going to talk about right now is they help the sales team immediately. So again, you start with sales. Marketing becomes a beneficiary as well, but we're starting with sales here. So I'm going to blow through these. I'm sure you're going to just stop and ask questions about these. But, um, it's, it's powerful. Let me just say this one other thing. The number one video that companies produce is the about us video. How many salespeople do you think are saying, man, if I could just send this about us video out to the client. I bet you this deal close. The fact of the matter is about us videos for the most part do not generate revenue unless they are done a very specific way, which I will mention on the seventh type of video. Right? That will be the seventh one that we talk about but about us videos, if you're looking to spend a lot of dollars for little results, that's where I would suggest that you go.

ian: 14:29 so if so just as a note to people if you want to spend a lot of money and not get a lot of results, that's it. I don't know. I don't know if you saw, I had a, I had a video recently that said why the about us part of a website actually repels clients.

Marcus: 14:44 Yeah. It, it's just we want so bad to tell them we're good looking but they can see us, they can figure out very quickly if we are or not. Okay. So video number one, video number one is what we call the 80% video, right? And you'll certainly, you've heard me talk about this one many times in, but so if you talk to most salespeople and you say what percentage of the questions you get on a first sales call or conversation or essentially the same questions every single time, you're going to hear generally a number somewhere between 70 to 90% okay? So in other words, we are hearing almost the exact same questions every single time we meet with the prospect. Yet we continue to answer these questions over and over again. And every salesperson is listening to this is saying to them, like if I said to you are, are there certain questions that whenever you hear them on a sales call, you just roll your eyes and you say to yourself, how do they not know the answer to this question? Right?

Ian: 15:37 Or, or, or it's a matter of every time we meet with this type of organization, this question always comes up. And the funnier part is what organizations will say is, well, you know a couple of our guys are really good at answering that and some of the people not so good and I'll say, well, so what if you created a video of the good people that the people aren't so good, could then share it and then look at you like, Oh my God, we knew we could do that. Yeah, my man Marcus said to do that.

Marcus: 16:07 Yeah, so so but you brain stormed the top questions you are getting redundantly right in these sales conversations and what we suggest that the number we found is best is choose the top seven. It's top seven most important questions and then you're going to produce an individual video on each one, but then you're going to mash them up and produce one video. Now you might be saying is that longer video? Yes, because we've seen time and time again that these stupid stats that all video should be less than 90 seconds are fundamentally false. It's completely not true. Just like the idea that people have the attention span of a Goldfish is a total myth as well. This is one of those myths. It has more to do with social videos. They get shared and Facebook it's not, we're talking, listen, if somebody is getting ready to spend a bunch of money potentially with your firm, with your organization here in the very near future, like tomorrow maybe don't you think they might be willing to watch more than 90 seconds of video to make sure they're not going to make a mistake? The answer is of course, yes.

ian: 17:04 Sure. So if you're going to do a

cat video, less than 90 seconds, if you're going to create something of any value, don't worry about the time. So much

Marcus: 17:12 we say so try to be as concise yet thorough as possible. Yeah, and so it's a double edge sword but be concise, yet thorough as possible. That's the 80% video. The key though to that video, Ian, is that you integrate it into the sales process as soon as possible. So in other words, ideally in a perfect world, you want to send it to the prospect before you meet with them so that by the time you get there, they already know the answer to those 80% but they've heard it from you, they've seen it from you, they've learnt it from you, and now we're spending more time selling less time teaching. That's the idea of the 80% video. Very simple, but almost nobody does it.

ian: 17:50 If you want to learn how companies go from 20% to 90% of their team hitting their numbers or how companies grew from 17 million to over a hundred million in three years, then get your preorder copy of same side selling. In fact, if you go to same side selling that com, you can see a number of bundles that will get you a bunch of bonuses. If you preorder right now, just go to same side selling.com to learn more.

Marcus: 18:18 What's the next one? Number two is bio video. Fast and furious with this one. Bio video is a shorter video that talks about two things regarding you. This is your buyer few video, your bio video. It talks about why you do what you do in the workplace and also talks about a little bit of you personally, professionally, but here's the key and this is the part that nobody, I shouldn't say nobody, many people do not do well and that's integrate this bio video into your email signature. Here's what we have found. When you have a bio video in your email signature, if you're a typical salesperson saying out sending out a hundred more emails a week, you'll find that you get an additional 25 to 30 views of that bio video per month. That's 25 to 30 more people that again have seen your face and heard your voice and start to know you a essentially before the call. It's a beautiful, the best tool that I've seen for this is called why stamp Wisz stamp, is the best email signature tool I've seen for salespeople, especially for professionals. It's very inexpensive. It's extremely professional. If you want to world class signature email signatures are are underappreciated in terms of their efficacy as a sales and marketing tool in. Cool.

ian: 19:27 So we've got the 80% video, we have the bio video, then what

Marcus: 19:31 number three is a service product pages on your site. So here's the quick one on one on this. Usually outside of your homepage, your service product pages are some of the most viewed pages of your site. So we want to have one specific video

for each one of those. Here's the big fat key to those. They of course are going to do what almost everybody does, which is talk about what the product is. Hopefully the problem that it solves, right? Who's it for? But here's the part, Ian, that nobody does that they need to do. This is the most important part of a product or service video, who the product or service is not for. Of course, you understand the psychology to this one's crazy is most people don't. Everybody's like, it's great. It's wonderful for everybody. When the moment you say what it's not or what you're not, that's the moment you become dramatically more attractive to those who you are a good fit for. I'm sure you have a point about that one Ian.

ian: 20:21 Yeah, so so the, the idea what mark is talking about, there is something I have I often speak about and instead it was Marcus about disarming. So the idea is that if, if you walked into a place and said to somebody, Hey, what I do is perfect for everybody, people are going to think of themselves, well, but just not good for me. If you walked in and said, well, what we have is great for some people and if you're left handed and your right foot a slightly shorter than your right leg is shortly, slightly shorter than your left leg, then it's not a good fit for you. Then what happens is psychologically the other person goes, well, I'm not left handed and my legs are the same length, so this must be a good fit for me.

Marcus: 21:03 Yeah, it's a, it's a, it's amazing. And when you do this, now all of a sudden you waste way less time and you, your, your, your buyers become much more attracted to you and they sense a greater sense of trust with you because nobody else has been willing to say what's your not yup. Right. If I'm willing to say, like as a pool guy, look, fiberglass pools, they don't get longer than 40 feet wider than 16 feet deeper than eight feet. And so if you're looking for a pool that's longer than 40 why do the 16 or deeper than eight within fiberglass might not be a good choice for you? Now all the sudden people are like, holy cow, I can't believe he's willing to call a spade a spade.

ian: 21:37 Yeah. And then what they do is they convince themselves, you know what? I guess we're okay having a pool that's, no, we were thinking 45 but 40 is probably enough.

Marcus: 21:45 Well, even if they don't like I, there's been many people that, you know, I said we wanted 60 long and I'm like, well great. At least we now know that fiberglass is not the best fit for you. And that's okay. That's okay. Yup. Great number four landing page videos. I love this one. And this one is so masterful in terms of its impact. Again, almost nobody does this and that is this, when you're going to Laney page in this context will be any page of your site where you could fill out a form, right? Yep. And the problem is he in when somebody is filling out a form, either your prospects or even you, when you're filling out a form online and giving away your

information, there's four major psychological fears that buyers have. Okay. First major fear is are they going to spam me to death?

Marcus: 22:22 You know, second is are they gonna call me to death. Third is, uh, w w you know, privacy of my information. What are they going to do with my information? And then fourth is so exactly what is this process going to look like if I fill out the form? Yup. So here's what you want to do. You want to put in a video that addresses these concerns immediately next to the form that you're asking them to fill out. But here's the very important part that people still screw up and they miss. You must have a very visual title, clear, obvious, to see title of the video, right? The title should sound something just like this I can see exactly what will happen if you fill out this form. I love it. Now the reason for that is obvious because that's what they're thinking. And if they're thinking it and you say it exactly the way that you're there thinking it.

Marcus: 23:11 Now again, psychology steps in and they can't help but to watch the video and when they watch the video, they might hear something like, so you're sitting there and you're saying to yourself right now, should I fill out this form? Are you guys going like spam you to death or call me to death? Okay, calm down. Let's talk about exactly what this process is going to look like. So that's the intro to the video. Ian, here's the magic behind it. We've consistently seen that for the companies that do this, they get on average an 80% lift when they put that video next with the title next to the form. Think about it, if percent more people filled out your contact us or get a quote page over the next year, what type of financial impact would that have on your business?

ian: 23:52 So number. So as we've gone through 80% video, bio, video service, product pages, the landing page video, when you're filling out a form. Now what?

Marcus: 24:01 Now? The major, the elephant in the room that anybody has ever heard of the name Marcus Sheridan definitely knows about which has cost videos. Okay, the how much does it cost? Why this? Well, we don't have the time to go into total psychology of this, Ian, because we could go on and on and on. But the fact of the matter is, when we can't find out the price for something, we actually, it leads to inertia. Ignorance leads to inertia right? And we go somewhere else where we can't. Now, this doesn't mean that you put a price list. What it means is here's the major components of a cost price video that you openly talk about. What drives the cost up and other risk factors, variables. You talked about what can keep it down. You talk about why some companies are very expensive, why some companies are cheap.

Marcus: 24:45 And then the third part is you talk about where your company stands, why you chose to be where you are,

right? I would suggest that you give ranges, at least give them a sense. But here's the reality. When you do not teach the buyer about why things cost, what they cost, what happens is they see two things. They think they're the same thing and they end up choosing the cheapest one. That's called commoditization. So through the power of education, we can decommo-ditize the things that have been commoditized, right? This is why people pay so much more for you, Ian. Then some dork off the street because you actually generate way more revenue for the companies that bring you in. Then somebody else that just says, I'm a sales trainer, right? Even though there might pay more with you.

ian: 25:26 Yup, exactly. So, so now we've got, we've got the cost videos and the one thing that, let me just dispel all of the anxieties that people have and and Marcus does this way better. And when you buy, they ask you answer, you will better understand this. But the idea is this is that your competitor already knows what you charge and, and the whole notion of well we can't give our pricing because it depends. Part of your answer is here's what it depends upon. So all right,

Marcus: 25:56 So let's decommo-ditize three education. Number six is the customer journey video. So a lot of us are starting to get, you know, basic reviews. We might get testimonial quotes, you know, we might have a customer face and a quote on our website that is not enough. Maybe case studies. What we need is visual stories that show what we call the customer's journey. Otherwise known in other parts is the hero's journey like you see with Disney. Now Hero's journey, although it has traditionally 12 parts, it really has three fundamental parts, which are, what was the problem that the person experienced the problem or need? When did things go south? Right? That's number one part. Second part is the journey they went on to solve set problem in generally that journey is with you, your company. Third part is where they are today because they went on that journey with you and they got your service or products. In other words, the happily ever after. It's amazing how many people will actually agree to do these. If you ask them and you make it easy for them. Some people tell me and there's just no way that our customers would agree to that. Well, you know, unless you're like a bankruptcy attorney, I don't know. I mean in most cases they will. I can tell you that.

ian: 27:02 You know what, it's interesting. We actually have, um, we have a case study format right now with the, with the new release, the same side selling that as for clients and it says, what's their background? What's their background, why it mattered, what are their results and what were their keys to success. And that's it. It's a short one pager for each one. And guess what? Every single one has the company, the individual, their picture and who they are. And now you've prompted me that we got to get videos up

until

Marcus: 27:34 yeah, yeah. And what's amazing, and we're actually doing the same thing with, they ask you to answer the book. So they asked you answer. The book is coming out with an entire promo video of real companies that have gone through. They ask you answer journey. I know the same thing has happened with same side selling. And so this is a great, great tool to use. Last one, number seven, number seven. Number seven goes back to what an about us video should be. And that is the claims that we make. Okay? So every company makes claims where the best is where the most that we have the best such and such, this and that. So here's the activity that you want to do. You want to write down the claims that you make as a company. You might make these claims on your website or within your sales messaging.

Marcus: 28:14 And he asked yourself two questions. The first question you ask yourself is, okay, um, on these claims, how many of our competitors also make very similar, if not same claim, which is like roughly 80 to 90% are you're going to find are redundant in the marketplace. The second question to ask yourself is how many of these have we visually proven and not just stated? And that there in lies, okay. Unless we have shown it, it doesn't exist. So we can't say, um, we are customer service is second to none. Well everybody says that lick. Literally show me your customers, their stories, maybe the customer service training that your team goes through and like those types of things that makes it believable. That's the selling seven, Ian. And I'm telling you what, um, if you look at it, that's actually way more than seven videos, right? Right. But if a company follows this pattern, we've seen this, but the growth will be literal hockey stick growth in terms of brand business, bottom line.

Ian: 29:13 Absolutely love it man. And, um, it's great stuff. We've got a, um, there's, this is a client of mine in an organization you've worked with also. in the technology space so you and I now know who it is and um, and these guys actually there's several companies that fit the criteria we both worked with but you'll guess on who it is and these guys provide IT services to organizations and they focus on results with their customers, do a lot with video and they just landed a new client who's a rather good size client who was a big law firm that was struggling getting decent service from other companies in the past. And the clients, the client sent a note that said for the first time I feel like I have a real partner working with us. And I said, dude, you need to get in your car with a camera and a microphone and you need to capture that right now cause that's all you need to have on the legal part of your web page for law firm clients. Is that person saying for the first time we feel like we have this and you'll stand out head and shoulders above everybody else. But if you said we help our clients feel like they have a true partner,

everyone says that, but when the client says, I now feel like I have a true partner, makes all the difference in the world.

Marcus: 30:32 Yeah, I mean, and that's what's possible. That's really why we're talking about this is how can we advance that feeling in that relationship way sooner than we typically do. Way before the handshake.

ian: 30:44 Yup. Brilliant man. Said, hey Marcus, what's the best way for people to get in touch with you and learn more about the amazing wizardry of Marcus Sheridan?

Marcus: 30:53 Yeah. You can find me @marcussheridan.com what a surprise. Marcus sheridan.com you can email me Marcus and Marcus sheridan.com as well. And obviously, you know, we, we, we teach companies how to do this. And so if you really want to have that culture of video in house, man, I'm telling you, we, we've, we've led the charge on this. Instead of you outsourcing it forever in just doing 1% of your potential with visual, learn to do it in house. It's amazing what can happen and we'd love to teach it.

ian: 31:23 You know what the workshops you do are worldclass and uh, I encourage people to reach out and if you don't have a copy of they ask you answer, you need to get one. You gotta ask somebody fool I have Marcus. Hey, great talking to you man. It's your brother

Ian: 31:39 market share. So much amazing insight. And if you have not read, they ask you answer, hop on to Amazon and get your copy right now. Absolutely brilliant stuff. Let me give you a quick 32nd recap of the key information I think you can use and apply to your business right away. First video is a trust play. If you're not embracing video today, you're going to miss the train. So get on it right now. Second video gives that ability for people to see your face, hear your voice and know you before you show up. And that's one of the inherent benefits of video. And then the seven categories of video that moved the needle and we'll especially moving into when it comes to sales, is that 80% video, the bio video, and putting that as part of your signature block service and product pages, the landing page, videos, cost videos, customer journey, video, and find the claims make to make sure you're not just saying it, but you're showing it. Remember, this show gets his direction from you, the listener. If there's a guest you think I should have in the program or a topic you'd like me to cover, just drop me a note to ian@ianaltman.com have an amazing week. Add value and grow revenue in a way everybody can embrace, especially your customer.