

FYS Episode 189: Video Production Tips For Course Creators Ryan Coral

Do you have a course that has performed below your expectations? It is so frustrating to pour your heart and soul into something that you know, can serve the world and only make a couple of sales, but it's not a failure my friend. You don't need to throw all that work away and start again. The first two times I sold my signature program I didn't make more than 5 sales either time, but I found the formula, and I want to share with you how you can master the online course process. If you're a teacher or an expert with a course or online training or a coaching program, you're invited to the course mastery live event coming up in just a few days where I'm going to be presenting our proprietary formula for successful online programs.

This is three days of live training work time interactive networking and of course, those PDF downloads to refer back to later. I'll be giving you the strategies you need to up-level your program, your marketing, and the experience you deliver to your students so that your program sells and your students end up being raving fans and volunteer promoters of your programs. You'll walk away with all, you need to build a business from your so you can earn more, do more and impact more people in the kingdom with your unique gifts.

Get all the details and register today at [course mastery live.com](http://course.mastery.live.com).

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast, an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker business coach, and program development expert who will help you design grow, and delight in doing business as worship, because that is true success. And now here's my lovely wife, Katie Horner.

You want to look good on everything that you put out because you are your brand and your course is a representation of you and the work that you do. And our guest today is going to help us with some tips about how to make our stuff look even better. So I'm so excited to have on the show today, someone who is his own production company, and also trains other video production companies to be the best in their business and just is amazing all around with everything related to audiovisual Ryan Koral I'm excited to have you here thanks for being on the show.

Ryan: Katie. I'm so happy to be here. Thanks for having me.

Katie: So let's start with your, why I think that people who have the visual element, the visual learners, and the visual doers are a very unique brand of people. And I love learning what goes on in your heads. I'm more of an audio person, myself, and so as a teacher, and knowing the different learning styles, it's very intriguing to me. Tell us the why behind your passion for everything audiovisual?

Ryan: I don't know if it's a passion or a curse, because I have friends that are so successful in the world of courses and, and their stuff looks like garbage. I'm like, how does this even happen? But, you know, to your point, it's, it's really about the content at the end of the day. Having done video, you know, I've owned a video production company for the past 17 years so much of what we have to do is our job is to make people look and sound awesome right, and so that's just for the last 17 years, it's just been ingrained in me how can we do this? How can we make people feel confident? So when we've shown people themselves on video they didn't want to be there they didn't want to be interviewed they see it, and they're like, I looked pretty good.

You know, they've got soft lighting and they've got stuff in the background is blurred out, and they're like, actually my voice, I guess maybe it's not that annoying most people think their voice is annoying regardless. But when people can feel. Confident or when they know that they look good there's just this energy that you didn't know that you had, or that you're withholding, because you're kind of like, ah, do I like this looks like garbage, it sounds like garbage, but when you know that it looks and sounds good. You're able to teach, I think, at a different level, and when you're trying to sell or teach, whatever it is that you're able to do it with, with a lot more ease. there's not this barrier of like, man, my teaching is like 10 out of 10, but everything else, the delivery, the branding, and all that stuff is like a 3 out of 10.

So I'm going to just kind of kick the ground around us I'm hoping that somebody sees past how bad it looks and is just going to get the content because of what the content is.

Katie: Yeah, yeah. And I love that you are empowering people who are the experts who do know their stuff to get it across in a way that is even more powerful because we tell people the content is most important, like your delivery and your professionalism is a huge factor. And we want to strive for excellence in everything we do, but we don't let the excellence keep us back from publishing and getting our help out into the world. And you guys are

filling that hole and standing in the gap for those people who need that extra TLC in the audiovisual space that I'm just so excited about all that you're doing for course creators.

Ryan: I will just say, yes, we teach this, but it's kind of like the cobbler. I've worked on courses I've been struggling with releasing this one for the longest time, and my friend Graham Cochrane always says go ugly early. Right? It's the same concept. For me, it's like 6 out of 10 it's not where I want it to be, but for the person that can help for them, it's a 10 out of 10. And so I keep having to tell myself it's really easy for me to tell you like, oh yeah, no, it looks great sounds great. Like ship it, you know, like this is great, but then for me, you know, as I struggle with perfectionism for my stuff, it is it's a fine line, but it's a constant struggle. That's why I say it's sort of a curse for myself at least.

Katie: Yeah, yeah and I think all of us have that in a no like there's a part of us that always wants it to be perfect, to be better. We're our biggest critic I think, how easily it is to get pulled into either it's not good enough, or it is not as good as I want it and, therefore I'll just wait and sometimes that procrastination becomes an excuse not to show up the way that we were meant to show up in the world. And I think somebody that somebody that's learning from you or aligning themselves with your services doesn't have that excuse anymore.

And that thrills me because you can't help anyone if you're not getting your message out.

Ryan: I love that it is super powerful. If there's anything that I've learned in creating content, releasing courses, doing this work, that is probably the most important thing. Like our videos we can always edit them we can always do something else to tweak them, to make them better, but at the end of the day, if we believe in our message and the thing that we're teaching, if we believe that that can help people, we are doing a disservice to the world by not getting it out there as you said, it becomes an excuse.

It's like, just put the stinking thing out there, grab your phone, shoot it on your phone and get it out there let people say this was the worst looking thing I ever saw, but man the content was pretty good. Just do that.

Katie: Yeah, I love it. And I know that you've got a ton of tips in your head for what one of my coaches says is a little hinge that can swing big doors. What are some things that we can do if we are shooting with, you know, limited gear or limited tech? If we are doing our course videos from our iPhone or the family

camera, what are some things that make a big difference in the quality of those beginner course videos?

Ryan: Yeah it's sound, video, and light those are like the three main things. So a mistake that a lot of us make is with lighting if we have mixed lighting people are like, oh, sit by a window, and you get the natural light of the sun coming in, which that's a cool idea, except for if you also have your kitchen light on which is a different temperature color than the sunlight. Then you've got this blue light on one side of your face and this orange light on the other side and it looks terrible. It is so gross you do not look flattering I don't care what anybody says it needs to be fixed or shut the light off, or don't sit by a window like use one or the other. The other thing that I think is helpful is when you look at somebody's face look to see like the shadows if I was to step outside at noon, and the sun was out full blazing, the shadows that are going to be on my face they're going to be really hard and defined.

But when the shadows are soft, like if you can see what I look like the shadow under my chin and the shadow on the side of my face there's no real defined line it's like a transition from like light to dark, and that is just very, very flattering if you ever get professional photos done and you're out with the photographer and it's cloudy, the photographer's like, oh man, this is awesome it's like a big white softbox. So it's natural like everything is going to just look soft, and you want your features like your face to look soft, especially as you get older. So shooting with some kind of soft light and with the gear guide that we'll talk about later one of the things is you can get is a very inexpensive softbox for 30 or 40 bucks that will cast a very soft light and you don't have to use any other lights that soft light is such a key in making your image just feel natural and look good.

For audio you can use the mic on your smartphone that's fine, but if you spend like 50 bucks or a 100 bucks depending on what your budget is you can just, up-level what it sounds like and I don't care who you are if your visual looks amazing, but your audio for whatever you're teaching is not good there is scientific proof that people they will check out they're not going to hear the stuff that you have to say. So as much as I love to create beautiful imagery, I know that when it comes to educating people and in having to listen to somebody for a 5-minute video lesson or a 20 or 30 minute video if the audio is not good it's one of the worst things that you can do.

The last I don't know mini tip or whatever when shooting with your iPhone or your smartphone is fine it's crazy what these phones can do these phones with cameras can do I will say that one of the things that people want is that cinematic Hollywood look is people always say I love what that DSLR camera

does or whatever. And essentially it's this thing called depth of field or aperture that's the stuff in the background gets blurred out. Now, the new technology and the iPhones, have this cinematic mode where it like blurs out the video stuff behind you. So it does recreate that I've seen it when you're moving around it looks kind of clunky I don't like it just feels fake.

So I like the actual real camera with the real lens like that deal, but that costs a lot more money if you're sitting, teaching that cinematic mode in the iPhone. And I know some Android phones have this technology as well that can look fine as long as there's not like a lot of movement, the background can be blurred out, but that's the thing that creates that feeling of wow this looks and feels professional is when the background gets blurred out.

Katie: Yeah, we've had an interesting experience with that too in that we did a conference once where we printed a sign for the background behind us and the sign had people's faces on it. And so the cameras that we were using had the thing that zeroed in on the face and it was zeroing in, on all the faces on the background all the time and not on the speaker.

Ryan: Oh no.

Katie: So be careful of that too.

Ryan: Yup. Yeah. Autofocus it's looking for the eyes or faces.

Katie: Yeah, yeah.

Ryan: That's funny, not funny.

Katie: That's funny. What other tips for launching I know that a lot of us are using now live video when we're doing the launches of our programs. How important do you think it is? If you've got video content in your program that you have video content as you're launching it and promoting it?

Ryan: That's super important. I mean, you know, when I started doing videos 17 years ago, it was born out of this idea that people have stories. And typically most people aren't good storytellers, but, I believed that I could help people tell better stories so that people would see like, wow, like even though you might not think that your story is impactful, meaningful, whatever it is. So I feel like as you're educating people, it's like, okay, I feel safe by myself just teaching, I'm going to record this and then we'll launch it. Well, going live and, or just recording stuff with the intention of you want to do business with people, right.

And you want them to know that you're human and, evergreen and automating and doing all that stuff. That's good and fine there's a place for that, but to have the biggest impact you've got to build a relationship with people, and going live and having the opportunity to interact with people that are showing up to it's super powerful and especially today as more and more people are going online to teach and to create their courses.

Like there's a lot of competition out there, and the thing is if people could buy my prerecorded stuff versus this person's over here. If I said, "Hey, you know what, I'm also going to build a community or I'm going to build relationships. I'm going to give you access to me, or I want to interact with you." Like, if I am adding that, it's my personality like this person can have all the best stuff in the world, but if people connect with me and my personality differently, you know, that's going to either draw people or repel people.

And so I feel like video has that power to do that so definitely showing up along the way, I think is super, super valuable.

Katie: Yeah. Yeah. I love that. And, relationship businesses where it's at, right. We, we do want to do business with the person, not the company it's not just a transaction it's the start of a relationship. And I think that's super important that if you're expecting them to want to learn from you. Like they've got to learn from you to get to the point where they want to learn too from you, you know, and that takes putting yourself out there and being yourself. What about the backgrounds and things like we've talked about the lighting and the audio. What are some background tips for when you're doing Live or when you're doing a course?

Ryan: Yeah, I would say, never have a bookshelf behind you. Just kidding.

Katie: Because everybody's trying to read what book titles they are and that's what I would do right.

Ryan: Yeah, yeah. This is a funny question and it's not the first time that I've gotten it. If you look at my background, my wife was like, Hey, let me get you a like kind of throw some stuff back there. And if you watch YouTube videos there are trends and things that people do. And I'm kind of like "Hey if you can create or add some of your personality with your environment I think that's super great." I also personally like if you go to our studio, we've got one of those big white psych walls so it's very plain, but then we have this palette thing on wheels that we can wheel in front. And then we've got paper backdrops that we can add different colors, and then we've got different rooms that are the

studio that have furniture. And, you know, all of these other things I would say, just be conscious of like, you know, is the background distracting from my message? Or is it in line with my brand and the message? And, you know, you can have fun with it, but also consider like, are you using lighting it intentionally, because you can shape the light back there. You can focus on things like the light could be too bright back there and people not see you very well.

So you got to kind of take a lot of those things into consideration as you're thinking about like, what is the environment and is it going to be helpful or not as I'm sharing?

Katie: Yeah, I love that fabulous tip. And for those of you that are recording with children in your home, also be careful of the little humans running around in the background we sometimes forget them. One of my favorite things ever, when we did our very first live virtual event in 2020 of course the camera is turned on me and we were, we're doing this in our bedroom, mid pandemic.

You do what you have to do, right? So we were doing this in our bedroom we moved the bed out we had the camera up on a stand on the table and I'm looking at the screen full of faces right here, and the cameras trained to be on me right. And there's a shot that my husband took from the side of my son who is laying on the floor with his feet up on the table and his hands behind his head, and he's just kicking around, down there. Like nobody on the screen can see him and know that he was there, but my husband and I were trying so hard not to crack up.

Ryan: He's living his best life.

Katie: And those are the kinds of things that you don't always have to show. But then it's not necessarily always bad to show it either because it shows the humanness of that right?

Ryan: Yeah

Katie: And so we were able, to take that clip and use it as the promo of our next event. Like this is a family business, right we have kids and sometimes they're laying on the set. You may or may not see them, but they're here, you know, and just being human in that. And I think that's all part of people wanting to connect with the people and know that you're a real person too.

Ryan: Yeah I mean humanizing your brand just in like little things at least for me as I align with that 100% we work with big corporations and big people when we're doing productions. And, you know, some people are super uptight and other people are like, no, no, that's cool let's get that shot of the kid with laying on the ground. It just kind of depends on what, what is your brand?

But I would say that in today's marketplace, the kind of brands that people want to work within this aspect would be relatable. And when you've got kids running around, that's relatable, you're when you're shooting it in your bedroom that's relatable. Because we're all stuck so I love that and I seriously appreciate that perspective. That's my vibe.

Katie: Awesome. Well, thank you, Ryan, for all of the tips that you've shared with us today, any, any last words for the course creators who are learning?

Ryan: Any last words, like I'm about to die I'm just kidding. I did I forgot like one of my favorite tips because I'm the kind of guy, if I'm going to teach a course I have to be scripted. I try to make it as conversational as possible, but I will just have a hard time landing the plane sometimes as my friend Jason tells me. So I use an app called Prompt Smart, and it is a teleprompter app, I think both for like iPhone, iOS, and Android. But the coolest thing about this teleprompter is it is voice-activated so as you talk it moves when you stopped talking it pauses.

So it's the coolest thing, because I'm like most prompters, like, you know, you've got one speed and you've got to kind of catch up and you're playing catch up the whole time. And that's super annoying, but what's also cool is on your phone you can have the app and the other thing that drives me crazy with teleprompters is if you don't have a proper setup, you can see people's eyes moving all over the place up down, kind of over there I'm reading the words over here. On your phone if you do selfie mode, the words are right next to the camera lens, and if you've got it a couple of feet away, your eyes, you can't see much movement in your eyes.

So I just love it because it feels more authentic. And you can pause, you can look off in the sky and pretend like you're deep thinking. You can even create like words that like, you know, say, look up so anyway, that's one of my favorites and it's super inexpensive, but even if you're creating a live video to promote your course or whatever to have like just 3 words on the screen. That app has been super, super awesome, and helpful, but I do have this free gear guide.

We've also got a workshop, but if you download the free gear guide, it's at [course production academy.com/gear](https://courseproductionacademy.com/gear).

You can get all my recommendations I've got from very, very budget-friendly gear to help you up-level your production to make you look good and feel confident when you're teaching your core selling your course.

Well, I've got like this cool mirrorless camera, but I want some bigger, better lights. I do have a little bit more expensive stuff, but in my mind, running a production company all the things on this gear guide are very budget-friendly for people that are, you know, charging for the courses and the content that they're creating.

Katie: Thank you so, so much you guys go and check him out over at the course, [production academy.com/ gear](https://courseproductionacademy.com/gear), and we will have that link in the show notes as well. Ryan, thank you so much for your time and your expertise today.

Ryan: Yeah, Katie, thank you. This was super fun. Thanks for letting me come on and share today.

Katie: Awesome. Remember guys, your message matters, and you need to get it out there. So I'm Katie Hornor of [handprint legacy.com](https://handprintlegacy.com) obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle and legacy impact you want to have. It's been my honor today to host you on the For Your Success Podcast and, I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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