



SuperStar Communicator Podcast

The power of videos for human connection

Susan Heaton-Wright:

Hello, everybody. This is Susan and Nick from Superstar Communicator. We have a podcast and a livestream discussing all aspects of spoken communication and having really good business conversations. Tomorrow, it is International Women's Day. So if you're listening on podcast, this is an evergreen podcast. It's on the 8th March 2024, and the the theme for International Women's Day this year is 'inspire inclusion'. But we both wanted to ask the question, is International Women's Day still relevant to young people today? And given the fact that, Nick, respectfully, you are Gen z, you are in a perfect position to be able to answer that question. So I'm throwing that question to you first of all.

Susan Heaton-Wright:

So welcome, Nick. I'm looking forward to this conversation.

Nick Simon:

Yeah. I'm looking forward to it too.

Susan Heaton-Wright:

Good. I'm pleased to hear it. So tell me what you feel videos are.

Nick Simon:

I think they're sort of small snippets of information, small or large snippets. As a a composer, previously, we would, make events of concerts. And then the film was invented and films were amazingly, successful because of their kind of stimulation. They showed what was happening on the screen, but they could also have music. And that was there was, an expansive, growth of those kind of, films. And now leading up to the today, we have a an almost saturation of videos and things that are able to stimulate us because of that that kind of, visual element. So videos are basically, a storytelling advice that you can use to show off or portray a story you want to tell.

Susan Heaton-Wright:

And are these very long? Are they 30 minutes long? Are they an hour? How do they work?

Nick Simon:

It all differs, what you want to do, really. You can have 1 or 2 hour podcasts that, people can put on there in the background, or you can have 1 minute, snippets of a conversation or a story. And it all depends on what the director wants and what the what you want to get out of that, story.

Susan Heaton-Wright:

And why are they important from a communication point of view?

Nick Simon:

I think there's, the human element. There's the element that you can, fully involve yourself or imagine yourself in this scenario, that helps you be able to understand what's going on in the story.

Susan Heaton-Wright:

So can you give some examples of videos that you have been editing for some of your clients?

Nick Simon:

Yes. So more recently, I, edited, 1 minute videos, 28 1 minute videos on insights of an accountancy coach. And she basically made these videos, wrote the script, filmed herself, and I essentially added the captions. And this was a brilliant learning curve for both of us because it helps you be able to write that kind of amount of content, and from my perspective, quickly edit that kind of material, cut any elements that aren't involved. And the end product is 28 minutes of content that you can post whenever you want, consistently once a week or something like that. And when you do that consistently, it, builds up to a following. So it's very useful.

Susan Heaton-Wright:

Now you say about posting. What do you mean by posting and where?

Nick Simon:

Yeah. It depends where, what your, brand is. In this case, it was an accountancy firm, and that is, hyper business. So it would be on LinkedIn hosting on LinkedIn, with a very focused approach of career advising. So, these videos would be posted once a month or once, a week, fully, about, career coaching for accountants. But, in the case of other things, I was involved in a, an art exhibition where we created lots of content around the subject of art and music and musicians. And that was posted on Instagram because it was a kind of less career focused, more artistic, creative, element.

Susan Heaton-Wright:

Do you ever use TikTok? Because I know some people use TikTok.

Nick Simon:

I personally don't, because, the the the benefits and drawbacks of social media are amazing, but TikTok is rather too addictive. I've never actually used it. And I expect I wouldn't use it unless, it was deemed useful for me. As a composer, it is essentially the the most, creative and open space for music at the moment, in my opinion. And, from a perspective of business, I think it's sort of a a thing that people are more jumping into now, where originally it would have just been, the younger generation using the an excuse to create their own content. But now I think, people are realizing it's also a great search engine much like YouTube.

Susan Heaton-Wright:

It's interesting, isn't it, thinking about who you're wanting to target and what the purpose is of the video? Because you mentioned about LinkedIn being more business minded whereas when you did your art exhibition, you were using Instagram. Do you also mentioned about subtitles? Can you explain a little bit more about those?

Nick Simon:

So yeah. So the visual element of a video is amazingly stimulating, and it means that people are more likely to watch the entire thing. And people don't always want to listen to the audio of a video. So captions are an amazing tool for simply raising that, that chance of success for video to be watched over and over again. And, if you have captions, depending on the design, you can essentially make that those kind of videos more interactive with the the use of captions.

Susan Heaton-Wright:

Now, what what are your top tips for using videos?

Nick Simon:

Yes. So more recently, I, edited, 1 minute videos, 28 1 minute videos on insights of a an accountancy coach. And she basically made these videos, wrote the script, filmed herself, and I essentially added the captions. And this was a a brilliant learning curve for both of us because it helps you be able to write that kind of amount of content, and from my perspective, quickly edit that kind of material, cut any elements that aren't involved. And the end product is 28 minutes of content that you can post whenever you want, consistently once a week or something like that. And when you do that consistently, it, builds up to a following. So it's very useful.

Susan Heaton-Wright:

Now you say about posting. What do you mean by posting and where?

Nick Simon:

It depends what what you want out of it, but the, from my perspective, content could be as easy as a simple conversation.

Susan Heaton-Wright:

Like we're having?

Nick Simon:

We're having. Yeah. And you can take this conversation, which might end up being 10 or 30 minutes, and cut it up into small snippets, small quotes that you can then either write out into text or post on social media. And it's that simple, as long as you do it consistently. And I think that's the, in essence, what video editing is or the video making is. It's essentially creating content that can be consumed by people who have that kind of interest and want to learn more.

Susan Heaton-Wright:

Can it also be used for showcasing a particular event like you did with the art event? Do you have anything that's coming up in your diary to edit?

Nick Simon:

Yeah. One of the things about being a creative someone who's editing and creating things is a showreel, which would be really important. It's a really important video thing that you have up your sleeve whenever you're networking or building connections. Be extremely useful. For instance, I've made showreels for my own music, showreels for performers. And most recently, someone has organized a charity event, involving drink lots of drinks and, a golf course. So I will be editing the materials that she got, from her filming interviews and things at the event, driving the golf buggies, and cutting that into a consumable show reel that can showcase, this this event. People found it fun, that kind of thing.

Nick Simon:

And that can be shown, posted on LinkedIn or social media.

Susan Heaton-Wright:

That sounds brilliant. Before we go, obviously, this is work that you do. You have your own business editing. Can you say about how people could contact you directly if they're interested in having a conversation around you doing some video editing for them?

Nick Simon:

Yeah. So the best way for me is LinkedIn. I frequently use it every day. And that's, in my opinion, the most business like social media that you can, simply reach out to other people you're interested in working with. And I also have my website, which is, mainly a music website that also showcases my video editing. And I think, those two places, this live stream, you can go through this livestream to my profile.

Susan Heaton-Wright:

And just for people who are listening, what is your website address?

Nick Simon:

It's nicksimonmusic.co.uk.

Susan Heaton-Wright:

Brilliant. So remember, if you are thinking or considering using videos as part of your marketing to either showcase your expertise or to share knowledge, do get in touch with Nick. I'm sure that he would be able to help you. So thank you very much for watching and for listening today. This is Susan and Nick from Superstar Communicator. We are passionate about you being better, being effective in all business conversations and this includes video. So don't forget to get in touch with us if you've got questions and ideas of things that you would like us to discuss. Thank you very much.

Susan Heaton-Wright:

Bye bye.

Nick Simon:

Thanks. Bye.

Susan Heaton-Wright:

Thanks. Bye.

We create this podcast to empower others to speak and communicate with impact. We self fund. If you value our content, we would be so grateful if you could **'buy us a coffee'**

<https://www.buymeacoffee.com/superstarcomms>

Scan here



Why not grab our Ten Top Tips to Being a SuperStar Communicator [here](#)

[Buy the SuperStar Communicator 30 Day Plan here](#)

SuperStar Communicator deliver a range of speeches, masterclasses, facilitated workshops and coaching for emerging leaders. We focus on empowering emerging talent to speak and communicate with clarity, confidence and credibility. If you would like more details please email us at hello@superstarcommunicator.com or why not [book a call](#).

You can listen to all episodes of the SuperStar Communicator podcast and subscribe [here](#).

[Listen to more podcast episodes here](#)

<https://podfollow.com/superstar-communicator-podcast/edit/channel>

<https://www.superstarcommunicator.com>