

## MEMBER BENEFITS

### New Guide to Video Branding and Promotion

# Put the “You” in YouTube: 20 Great Tips

By John Torsiello,  
Contributing Writer



Short video is among the most attention-getting content online. We know that golf instruction lends itself to short-form video wonderfully. We also know that YouTube has an Internet monopoly, more or less, on archived short-form video.

Conclusion: Golf coaches and teachers need YouTube. It's the direct pathway to a better relationship with existing clients and a proven builder of relationships with prospective clients—no matter where they may reside.

Instructors seem to be grasping the value of this medium, often with excellent results. The Mike Richards Golf Academy at Parkland (Fla.) Golf and Country Club, has been a YouTube user for six years now. He has boosted his academy's profits by extending its geographic market markedly, i.e., teaching golfers online through video. Some of these students have paid for range memberships at the private club where he teaches, which is allowed under the bylaws. "When they get continued exposure through coming to me for lessons, they end up taking out full memberships." No club could find anything not to like about that.

Derek Hooper, director of instruction at the Troon Golf Academy at Lake of Isles Golf Club in North Stonington, Conn., is thrilled with the results from his efforts on YouTube. Hooper has over 3,300 subscribers and has attracted more than 850,000 views of his videos. "It is very rare that a new student has not seen at least one of my videos," says the Australian native. "I've even had international students visit me based on seeing them." Hooper has experienced a corresponding growth in clients seeking out his teaching from "further afield than my typical geographical reach," since he started using You-

Tube. "I also drive some monthly revenue through the ads attached to my videos."

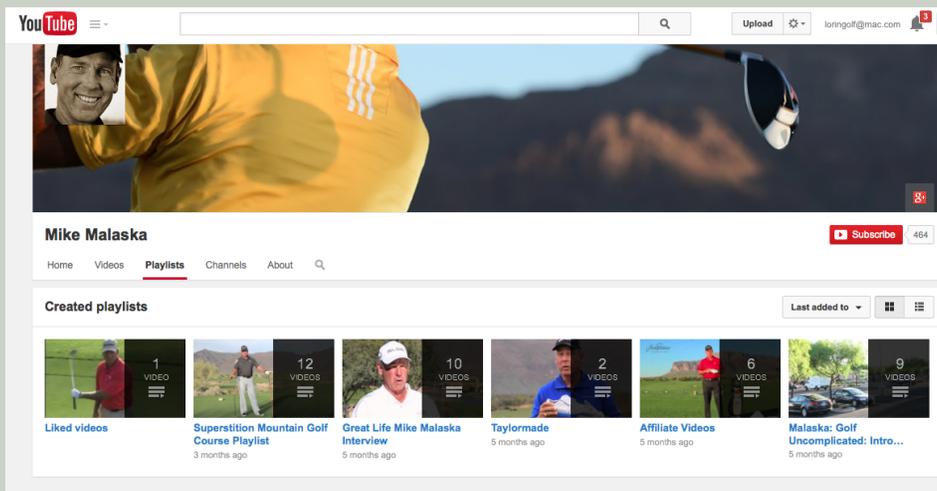
George Conner, director of instruction at Gillette Ridge Golf Club in Bloomfield, Conn., says a few well-made videos can put you ahead of teachers in your area that don't have anything out there for the public to see. "Posting instructional videos on YouTube undoubtedly will boost your credibility," Connor says.

B.J. Hathaway, CEO at Augusta Golf Instruction in Georgia, has used YouTube to gain exposure in 156 countries. "I draw students from other states and get requests for video lessons from other countries," Hathaway reports. A video titled "Professional Golf Swing Analysis of Rory McIlroy" has enjoyed over 450,000 views. That, by the way, is a rather brilliant tactical move that serious teaching professionals can pull off effectively: Create an analysis video of a tour star whose swing golfers are highly attracted to.

Jeff Ritter, founder and CEO of Pebble Beach, CA-based Make The Turn, a high-performance golf coaching brand, has soared on the wings of videos shown via YouTube. Ritter's first experience with the website came in 2007 and within weeks he was getting considerable audience engagement. Several months later he was seeing that exposure pay off, with clients traveling from all corners of the world for in-person coaching on his lesson tee.

"It was a free method of advertising to a global audience that I almost couldn't believe was available to me," Ritter says, looking back. "It did a ton for my career. It allowed me to tap into a global market versus being completely tied to

my local market." The supply-demand outcome of this? Let's say it was very positive—Ritter was able to dramatically increase his rates without fear of losing clients or income. "I figured that if people were willing to get on airplanes, rent cars and stay in hotel rooms for the sake of a golf lesson, then why should I



Mike Malaska has built an in-depth YouTube channel that allows potential students to study his methodology and personality before contacting him for instruction.

be the cheapest thing on their trip?”

Posting a video on YouTube is a fairly simple undertaking, even for the uninitiated. You open a web browser, head to YouTube.com, create an account and sign into it. Click the "Upload" button and choose a video file to upload. When your video has finished uploading, you will see a link where you can view it. To edit your video, click "Edit," then "Enhancements." Adjust the fill light, contrast, saturation and what they call color temperature. You can even "Trim" and "Stabilize" your video as well. When your video is looking the way you want it to look, hit the appropriate button to Share it. Visit [www.youtube.com/watch?v=\\_O7iUiftbKU](http://www.youtube.com/watch?v=_O7iUiftbKU) to view a step-by-step process of uploading a video.

Here are some quick tips on how to make a great video for YouTube:

- ✔ You'll need a quality HD camera, which can be purchased starting at around \$250. You don't need all the bells and whistles, just enough capability to get your tip or lesson across clearly and professionally.
- ✔ You'll need good audio. A decent microphone will cost you around \$30 to \$50, but the better ones will be in the \$100 to \$200 range. It's a wise investment because if your audience can't hear you they will click right off.
- ✔ Make sure your lighting is ample. The quality of a video will be enhanced by a well-lit subject or scene.
- ✔ Make your videos short, maybe one to three minutes. If your viewers get bored or you don't capture them in the first 10 or 15 seconds or so, they drop off.
- ✔ Try using graphic titles and other editing effects to make your video memorable. You want any cuts to be seamless.
- ✔ On the question of how-many, sometimes more is less. Ten to 20 well-crafted videos are better than 100 so-so ones.
- ✔ Make sure you get the word out about your YouTube videos. Use Twitter, Facebook, your email lists, in-house posters or flyers, and good old word-of-mouth to do this.
- ✔ Post on a regular basis. Don't put up a great video that gets a ton of hits then rest on your laurels. After a while, your viewers will forget about you and may never come back. It's the old "what have you done lately" syndrome.
- ✔ Wear a bright solid-color shirt (yellow, red, orange, peach or light blue all work well) and mid-tone khaki or gray pants. Avoid black, white, dark brown and green in shirts or pants.
- ✔ Try to have your photographer shoot with all-sky or all-grass backgrounds whenever possible. This can be done when demonstrating on an elevated tee with the camera set low or when you're in the low portion of a fairway and the camera is set high.
- ✔ Shoot swing and drill sequences on a tee on the golf course where the turf is in perfect condition. Avoid

shooting on the driving range if possible. It always looks messy and the backgrounds are usually filled with buildings, carts or cart paths.

- ✔ Don't wear a hat or sunglasses unless that is part of your trademark look. Hats create shadows on your face and hiding your face is a big no-no when trying to create your brand image. You are the brand, so don't make it harder for people to feel like they are getting to know you as they watch.
- ✔ Budget enough time for your shoot so you don't have to rush. Also, have a backup date available so you can postpone if it's cloudy. The best time to shoot is from 8 to 10 a.m., or 4 to 7 p.m. during the summer. Do any indoor shots before or after these times. The light is softer and the shadows less harsh early or late in the day.
- ✔ Choose people to be in the video with you who smile and are generally relaxed. Sometimes our amateur models become very self-conscious and look stiff and uncomfortable on camera.
- ✔ Post simple drills that can be explained and demonstrated in less than two minutes work best. Anything longer and you'll have lots of partial views, which isn't desirable.
- ✔ Stay away from videos about drills or topics that are not universal, is the advice of George Connor. "Make it clear in the title, description and audio who each video is for."
- ✔ Jeff Ritter likes the idea of showing sample lessons that depict fast, "real" progress with an actual client to get a viewer's attention. "Show people you can get results," Ritter says, "and that usually has more weight than a quick tip."
- ✔ Create videos that hit a golfer's hot buttons. Anything associated with curing a slice or mashing it 300 yards always gets positive attention.
- ✔ With a current student, if you don't have enough time during a lesson to get everything in, have the student go to your YouTube channel and view a relevant drill.
- ✔ When you hit a certain milestone in views of a particular video, announce that on your newsletter or via your PR releases to local media. A big number of views is a strong "news hook" for writers and broadcasters to include their coverage of you.

With more and more golfers conducting online research prior to investing in lesson programs, instructors without a YouTube presence are at a definite disadvantage. So, it's time to hop on the YouTube bandwagon to help grow your client base, enhance your visibility, and increase your bottom line.



***For more details visit the Business Guides section of the members website and download the complete Golf Instructor's Guide to YouTube and the YouTube Playbook.***