



LinkedIn Video Guide

How to create an effective LinkedIn Video



LinkedIn Video Guide - Bluewire Media v2.0

A simple framework for good LinkedIn videos

Here's a list of Dos and Don'ts for recording effective LinkedIn videos.

	Do		Don't
✓	Aim for 1-3 minutes video length.	✗	Don't waffle on for too long (5+ mins) unless it's a LinkedIn Live.
✓	Practise a few times first, and be comfortable doing another take.	✗	Don't rush it or get too frustrated with yourself. It does take practice.
✓	Share 1-2 useful insights that are genuinely valuable or interesting.	✗	Don't be self-indulgent and talk about yourself too much.
✓	Be yourself (...a few ums and ahhs are ok, especially if it's your first video).	✗	Don't pretend to be someone you're not or copy someone else.
✓	Invite people to share their thoughts in the comments.	✗	Try not to close the opportunity for conversation in the comments.
✓	Reply to comments publicly.	✗	Ignore people or vanish from the comments.
✓	PRO TIP: Offer to send a companion PDF if people leave a specific comment.	✗	Don't participate in engagement pods to artificially inflate your numbers.
✓	PRO TIP: Deliver the PDF resource you've promised, directly via DM (with no opt-in).	✗	Don't send people to a landing page to opt-in to receive what you've promised.
✓	PRO TIP: Use a lapel mic if you are outside.	✗	Avoid recording without a mic if it's windy or noisy.
✓	Face natural light (or a soft lightbox) so your face is well lit and clearly visible.	✗	Don't have too much light behind you or you'll become a silhouette.
✓	Ideally keep your eyes visible (so it's more personal for the end viewer).	✗	Don't wear sunglasses (unless it's so bright that you're uncomfortable and squinting)
✓	Ideally use a selfie stick or tripod for stability.	✗	Don't be too unsteady if you are holding your own phone as you record.
✓	Look directly at the camera lens (so you have eye contact with the viewer).	✗	Try not to look at yourself on the phone screen as you're recording (because your eyes won't be looking at the viewer.)
✓	PRO TIP: Add captions to your videos (since people often have sound off). I use Splasheo .	✗	Don't worry if you don't get around to adding captions if it means you get the video done!

That's it.

Effective LinkedIn videos are possible with this simple framework. I hope it is useful.



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About Adam Franklin



Adam Franklin is the author of *Web Marketing That Works* -- an Amazon #1 best seller. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**, and **#7 LinkedIn Expert (Asia Pacific)**.

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

Feel free to connect

For more tips, templates and videos please connect with me: www.linkedin.com/in/adamfranklin

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If want to use LinkedIn to **grow your pipeline** and **win 1-2 new** high-value B2B clients in the next 90 days, I'm looking for **5 consultants** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$8k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are willing to invest in themselves.
6. Are **friendly, methodical and coachable**.
7. And can find **30 minutes a day** to allocate to the work...

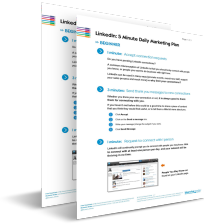
I'll help you win more high-value clients and my coaching comes with a "2X ROI Guarantee". Either email "**Pilot Program**" to me at adam.franklin@bluewiremedia.com.au or book a **Growth Session** with me via: www.bluewiremedia.com.au/growth-call



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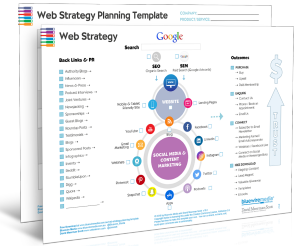
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Adam Franklin



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