



Mind Body Education

Holistic Success Hub - Resources

Simple Video Creation Guide for Holistic Practitioners

Let your future clients meet the real you — warm, relatable, trustworthy.



Watch the video guide for this resource here:

https://www.youtube.com/watch?v=gXNP4f6gAiw&ab_channel=MindBodyEducation

Why Video Works So Well

- Builds immediate trust.
 - Allows potential clients to feel connected to you.
 - Helps people get to know your energy, personality, and approach.
 - Sets you apart — most practitioners don't do it.
 - Feels personal and safe for the client.
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The Fears That Hold People Back (And Why They Don't Matter)

- *Fear of how you look or sound* — your audience cares about your message, not your appearance.
- *Fear of lacking equipment* — you only need a phone or computer with a camera.
- *Fear of not knowing how to edit* — no editing needed for simple videos.
- *Fear of not being professional enough* — being real is more valuable than being perfect.
- *Fear of mistakes* — minor imperfections make you more relatable.

What You DO Need

- A clear message.
 - A little preparation.
 - The willingness to start.
 - Simple tools you already have: your computer, phone, or Zoom.
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Step-by-Step: How to Make Great Simple Videos

Step 1 — Prepare Your Message

- Write 3-5 bullet points for what you want to say.
- Keep your message focused on *one key point* per video.
- Aim for 2–5 minutes.

Step 2 — Set Up Your Space

- Choose a quiet place where you won't be disturbed.
- Keep your background simple, uncluttered, and calming.
- Wear solid colours (avoid busy patterns).

Step 3 — Set Up Your Camera

- Use your computer or phone.
- Position the camera at eye level (use books or stands if needed).
- Look into the lens as if you're talking to one client.

Step 4 — Get Your Lighting Right

- Sit facing natural light (like a window).
- Avoid bright light sources behind you.
- If filming at night, use a simple ring light or desk lamp.

Step 5 — Check Your Sound

- Your built-in mic is usually enough.
- Use simple earbuds or a clip-on microphone if you have one.
- Make sure your space is quiet — turn off noisy appliances.

Step 6 — Record Using Zoom (Easy Option)

- Open Zoom and start a meeting (just you).
- Hit "Record" and deliver your message.
- End recording — Zoom saves the file automatically to your computer.
- Upload your video to your YouTube channel, website, or social media.

Step 7 — Upload and Share

- Don't overthink it — done is better than perfect.
 - Upload directly or use platforms like YouTube, Facebook, Instagram.
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Quick Reminders for Every Video

- ✔ Smile and breathe before you start.
 - ✔ Imagine you're talking to one person you care about.
 - ✔ Don't script word-for-word — just follow your bullet points.
 - ✔ Keep it short and simple.
 - ✔ The more you do it, the easier it gets!
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Final Encouragement

- Your audience needs *you*, not a polished professional actor.
 - Your authentic energy is your most powerful marketing tool.
 - Start now — every video builds your confidence and grows your business.
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Inside the Holistic Success Hub you'll find more resources to help you plan and create great video content easily. 🖱️ <https://mindbodyeducation.info/holistic-success-hub>



Bonus!

If you are already a member of the Holistic Success Hub, please share your video in the HSH Community Facebook group, so we can help promote your holistic business.