



## Practitioner Members Video Guidelines & Training Program

### Videos Purpose, Requirements and Guidelines

1. The GHE vision is to provide a world class holistic health resource portal where people all over the world can login and find holistic health information and assistance that can teach, inform and them find some relief from their condition just by working with the member content.

The membership is therefore a holistic health service product that will be marketed. It will provide our members with learning resources as well as a means of accessing genuine professional help without needing to go any further than logging in. This latter component is truly necessary to make this a highly marketable resource.

The content videos you create be part of this product. The Profile video(s) you create will help us introduce you to our members so they get to know you and thereby be motivated to use your services:

#### **a. PROFILE PAGE VIDEOS**

- i. A video, or short series of videos subject to your Practitioner Membership limits: (Bronze [1 video], Silver [up to 2 videos], Gold [up to 3videos], Platinum [up to 4 videos] that:
  1. Provides a general overview of your work.
  2. Mentions all the modalities you use.
  3. Mentions anything you do that is unique.

4. Relates why you feel you are qualified and able to help your viewer with their health problems holistically.
  5. That states which, if any, conditions that you do not/will not work with.
  6. Does NOT provide any contact or website information in the video in any form. Instead, your video should direct the viewer to use the contact form below your video to contact you.
- ii. This video is a brief introduction and should not be used to go into a lot of detail about your modalities. We have a Learning Centre Holistic Modalities section where we will place any videos that go into detail about the modalities you are qualified in. We will provide links to your Modalities section videos directly from your Profile Page. Please see our other document entitled “**Expert Practitioner Modality(s) Educational Materials**” for further information on creating those types of videos.
  - iii. Your Profile Page video should NOT try to impart tips or how-to’s or take people through any processes, nor should you speak to or focus on any one condition UNLESS your entire practice is based on dealing with only one condition. Your Profile video(s) are there to provide general information about you and what you do. They will help us promote your services to people on the GHE website so you can expand your clientele base.
- b. **HEALING PORTAL VIDEOS** (member products)
- i. These videos should always begin with a brief introduction of yourself and your work because the viewer may not have seen your Profile page video(s) or other content yet. Mention they can learn more about you on your GHE Profile page.
  - ii. These videos should NOT provide any contact or website information in the video in any form. Instead, your video

should direct the viewer to use the contact form on your Profile page to contact you.

- iii. These videos need to be specific to a condition or range of conditions.
- iv. Each video (or series of videos) needs to provide some type of “how-to experience” where you not only describe one or more tips or processes that can help the viewer with that condition, but whereby you ALSO walk them through using these tips or processes. If you just speak about the tips or process the video will be placed in our Learning Centre instead of our Healing Portal. Your efforts will therefore not go to waste. However, your best golden opportunity to reach these people online and endear them to you and your practice so they’ll seek out your services is through helping them find some relief from that condition RIGHT THEN AND THERE by walking through something as if they were there working with you in-person.
- v. If you what you wish to do will take too long for a single video (see further video creating guidelines and information below) then create a video series.
- vi. What if your modality does not lend itself very well, or at all, to doing online how-to tip/process walk-throughs for a larger general audience versus working one on one or in-person w/ groups?
  1. You can still create a video that speaks about how your modality can help their condition, and which explains briefly why your modality can’t be used in a video format. Then offer the viewer some other more generic tip(s) and how-to(s) and walk them through these, showing them how to do them, stating that you’ve often found these other techniques to be very helpful on their own for their specific condition, and that these tips and

processes also support your modality so they're worthwhile to learn and try.

2. Why do this? Because it allows the viewer looking for help in our member area to work with you and your energy and to become familiar with you thereby developing trust. You have an excellent opportunity to spend the time creating a quality video that can then be leveraged to reach many, many people over time.
  3. At the end of those videos or video series you should also encourage them to take the next step and try working one on one with you in an introductory session so they can experience you and your modality directly. We'll give them a way of ordering an introductory or full session with you on the GHE website IF you have these as products in our store.
- vii. What if your modality simply cannot be done online or by phone, it must be done in-person?
1. Being a Global Healing Exchange Expert Practitioner will not work very well for you or our online members, please contact us for information on advertising on Global Healing Exchange website.
- c. **LEARNING CENTRE VIDEOS** (member products)
- i. These videos should always begin with a brief introduction of yourself and your work because the viewer may not have seen your Profile page video(s) or other content yet. Mention they can learn more about you on your GHE Profile page.
  - ii. These videos should NOT provide any contact or website information in the video in any form. Instead, your video should direct the viewer to use the contact form on your Profile page to contact you.

iii. These videos need to be specific to a topic, it is NOT about how-to in this section. We have three sub-sections in our Learning Centre, and a range of topics within each, and we can add more topical categories when needed. The three sub-sections and a brief description of each are as follows:

1. Principles & Strategies

- a. Where our members can learn about the principles underlying holistic modalities, lifestyles and approach.
- b. Where our members can learn about various holistic strategies that can be utilized to help them heal and/or maintain health and wellbeing. Many of these strategies are often combined within various holistic modalities.

2. Health Conditions

- a. Where our members can learn about various health conditions from a holistic perspective.
- b. These videos should try to help them find relief or provide how-to information. These videos should instead impart information regards what types of imbalances cause the specified condition, what systems in the body are involved and how these systems holistically affect each other, etc. For example, these videos could provide some information regards supplements, dietary changes, exercises and mental/emotional adaptations for the specified condition that the viewer might find helpful. However, it's just information, it's not about helping them make proper use of it.

### 3. Holistic Modalities

- a. Where our members can learn about various holistic modalities themselves from professionals who are qualified in them. We've produced a set of guidelines for these videos as a separate document, please see the document entitled "**Expert Practitioner Modality(s) Educational Materials.**"

**See Next Page For More Helpful Video Creating Information**

## Video Scripting Guidelines

### 1. PROFILE PAGE VIDEOS

- a. Include these elements:
  - i. Introduce yourself as being associated with GHE and give your first and last name and the name of your practice/business.
    1. EXAMPLE:
      - Hi, I'm Your Name of Business Name for Global Healing Exchange. I'm a What You Do.
  - ii. Provide a general overview of your work which mentions all the modalities you use, anything you do that's unique, and relate why you feel you're qualified to be able to help them with their health problems holistically. Again, if there are conditions that you do not/will not work with, state clearly what the excluded conditions are.
  - iii. Let the viewer know that they can find all the helpful how-to walk-through videos you've made in the Holistic Healing Portal (I'd avoid relating the specific conditions UNLESS you know exactly which one's you'll have videos for and you will DEFINITELY NOT be adding any more over time).
  - iv. Let the viewer know that they can find all the helpful informational videos you've made in the Learning Centre (I'd avoid relating the specific topics UNLESS you know exactly which one's you'll have videos for and you will DEFINITELY NOT be adding any more over time).
  - v. Let the viewer know you are available to work with them one on one and suggest that they order an introductory or full session with you from the GHE web store. For that last part you'll need to work with us to get your session products setup in our store. You can also direct the viewer to contact you using

your contact form below the video on your Profile page. Do NOT provide any contact information in the video, or any website addresses etc.

## 2. HEALING PORTAL VIDEOS

a. Include these elements:

i. Introduce yourself as being associated with GHE and give your first and last name and the name of your practice/business.

1. EXAMPLE:

■ Hi, I'm Your Name of Business Name for Global Healing Exchange. I'm a What You Do.

ii. Provide a very brief general overview of your work including the modality you're using for that video and speak to the condition that your video is being created to help them with.

Be sure to weave-in mention of why you believe you can help them with that particular condition holistically.

iii. **Your Objective:** your viewer needs to go away from having watched your video(s) with some sense of relief from their condition.

iv. Offer a tip(s) or process(es) for alleviating the condition and then walk them through using those to show them "how-to" practically make use of the information. Thinking in terms of what you're doing as a being like a "guided meditation" may be helpful in understanding what we want here. You're not simply telling them how to meditate/find relief, you're walking them through a "guided finding relief process," e.g. they're actually doing it.

v. Let them know that if they would like to get even more relief than they just did, then working one on one with you is the next step and they can order an



introductory or full session with you from the GHE web store. For that last part you'll need to work with us to get your session products setup in our store.

- vi. These videos should NOT provide any contact or website information in the video in any form. Instead, your video should direct the viewer to use the contact form on your Profile page to contact you.

### 3. LEARNING CENTRE VIDEOS

a. Include these elements:

- i. Introduce yourself as being associated with GHE and give your first and last name and the name of your practice/business.

1. EXAMPLE:

- Hi, I'm Your Name of Business Name for Global Healing Exchange. I'm a What You Do.

- ii. Provide a very brief general overview of your work and describe the topic you are teaching them about in that video.
- iii. Mention why you believe you are qualified to teach them about that topic.
- iv. **Your Objective:** your viewer needs to go away from having watched your video(s) with some sense of having learned something important about your holistic topic.
- v. These videos should NOT provide any contact or website information in the video in any form. Instead, your video should direct the viewer to use the contact form on your Profile page to contact you.

### 4. PRODUCT VIDEOS

a. Include these elements:

- i. Provide a brief and concise description of your product. Avoid relating the details, the "Additional

information” tab on your product page in the store can have textual info with all the details needed for those who want them.

- ii. Emphasize VERY strongly what benefit(s) the viewer can get from your product... i.e. address a key “pain point” that your product resolves.

We’re speaking here of a marketing type pain point – i.e. “I’m sick of those dirty socks lying on the floor all the time” for selling a clothes hamper – but as a holistic health practitioner the pain points your product resolves will often be actual physical, mental, emotional pains and stresses.

1. What problem(s) does it solve for them?
2. How will they feel before/after buying your product?

- iii. **Your Objective:** your viewer needs to come away from having watched your product video with the SURE KNOWING that they NEED your product and will benefit from it so they’ll instinctively want to click on your product’s Buy button.

## Video Requirements, Guidelines & Tips – Healing Portal Videos

In my extensive experience working with people in groups or as non-live online audiences via internet formats like webinars, teleconference calls and recorded videos for doing channelling, healing, transformation and consciousness/awareness development type processes, I’ve found the following keys to be quite effective after many years of trial and error and receiving oodles of feedback. These keys become more important as the how-to’s and processes get longer... so if your how-to’s are quite short then they are not as relevant, but they can still be helpful to keep in mind.

- Engage your audience...

- Have them get pen and paper and write things down, even if you'll not really be using what they write down you can still state that it has benefit to them to write it down (which it does) because it helps anchor whatever it is so it can either be transformed/healed/evolved or used to transform/heal/evolve/shift a problematic energy and condition.
- Using multi-step processes that are simple can help get people more engaged with you and thus increase the effectiveness of what you're doing with them. I suggest keeping it to 2 or 3 steps.
- Have them do something, then self-assess and compare where they're at with their previous state. This helps build self-awareness, which as you know is a real core key to all holistic healing modalities.
- Anything that helps them become more aware of their body increases engagement by bringing them more present within their body and thus present with you. As you're already aware people who are suffering have a tendency to leave their body to find some relief. Show them the way to come back and still have relief, even for a few minutes, and you'll likely have a new client.
- Keep it simple.
  - In a video format simple is very important because people's attention wanders much more easily when there is no live person engaged with them. Save the more complex or involved things you may do for when you get to work with them one on one.
- Have them keep checking-in with themselves.
  - This is always important to help the person be able to recognize that something beneficial is indeed happening for them. However, in a video format it is EXTREMELY important... again because most people's focus of attention wanders more easily when they're working with a video.

- Doing some short breathing exercises interspersed with whatever else you're doing is a good way to have them check-in and provide a brief shift in activity so they stay aware of what's happening in their body and being.

## **Video Requirements, Guidelines & Tips – [Learning Centre Videos](#)**

These are teaching videos and materials. They just impart information. Your way of speaking and presenting the information needs to be interesting enough to keep the viewer engaged with you so they can learn what you have to teach them.

You can do these videos with yourself on the webcam, or with a narrated PowerPoint slide presentation, or a combination of both. Just having yourself on webcam is probably the easiest. If you do your videos this way it would be a good idea to have a few props at hand that you can hold up to show your viewers every now and then to keep things interesting. Your viewers will be more engaged if you do this. It's sort of like show and tell. Here are some ideas to demonstrate what I mean:

- You are speaking about a healthy diet, you hold up an apple or orange when talking about fruits, you hold up a carrot when talking about veggies, etc.
- You mention creating a journal to keep track of daily symptoms; you hold up a journal and open it to show them.
- You're speaking about a particular body position, you have it drawn/printed out on paper and hold it up for them to see.

You can also be a bit of an actor by dramatizing what you're saying with facial expressions just a bit. If you mention feeling bad, flash them a wrinkled up bad feeling type face, then when you speak about finding relief, flash them a really happy "I feel so much better" face! Doing these types of things can make what are otherwise talking head videos a lot more interesting. Be creative, let only your imagination be the limit!

## **Video Requirements, Guidelines & Tips – Store Product Videos**

These videos are strictly for the purpose of describing and selling your products in our web store. It is imperative these videos be very concise, brief and to the point, while at the same time they need to be engaging and interesting so the viewer will want to watch the whole video and buy your product.

Videos can be extremely effective at selling products if they are done right. Conversely, they can be sales killers if they are not done right. Professional narration in tangible and soft product (Courses, eBooks) videos can be a huge asset. Professional narrators know how to use their voice to “hook” the individual and pique their interest. A truly professional narrator will have a lot of skills, training and experience at doing this. They will also have the equipment required to produce a high quality audio track.

If your product is a professional on-on-one service like a session or something like a group workshop where you will be intimately involved with them, then hiring a narration professional will not be appropriate because people will need to connect with you to feel it is right to buy your session or workshop and to then work with you.

There are also some types of product situations where a combination of professional narration and you speaking on camera can be effective.

You may wish to consult with us on the creation of your product videos. If you have any doubt about creating a good product video or you have very little budget for doing so it may be best to just have a text description and an image until you are more confident or can hire us or someone else to help you create a good product video.

## **Video Requirements, Guidelines & Tips – General**

- It’s always best to plan your video first by creating a script and/or a storyboard. This can be very simple, like a document that outlines each “Scene” (when something major on-screen changes) with what will be seen and what will be heard in that scene.

- Each product video's length needs to be 5 MINUTES OR LESS, and keeping it to 3 minutes or under is ideal.
- Membership area video's need to be kept to 10 minutes or less, and 12 minutes or less for your Profile page videos. If you have more to say than can be effectively said in that time, then create a 2, 3 or even 5 part video series.
- For multi-part video series (not applicable to product videos) as described above, it's important to have logical break points between your videos whereby someone who can't watch the next video right away doesn't feel like they've been left hanging in a confused, wondering or unknowing state. Wrap up the immediate topic, and let them know what they'll be able to learn in your next video to spark interest and encourage them to watch it.
- When creating a multi-part video series, always end the LAST video in the series by stating clearly that it is the end of that X part series, and then name the series.
- When referring to your video -- i.e. "In this short ~~video~~ I'm going to..." - use the word "presentation" instead of video -- i.e. "In this **presentation** I'm going to..." In this way when we make an MP3 audio from your video it will make sense to your listener as both an audio and a video.

## Video Length Guidelines

All guidelines are requested to be followed within app. 10% of the run time's given below. However, guidelines are just that, there will always be circumstances whereby they cannot be followed that closely to produce a truly effective video.

If you feel that you need a longer video run time we require that you contact us for permission to run more than 10% longer than these guidelines indicate. Please include the specifics of why you need to run longer and how long you estimate your video will need to be.

### **PROFILE PAGE VIDEOS**

Single: up to 12 minutes

Multiple-Part Video Series: up to 12 minutes each video.

## HEALING PORTAL VIDEOS

Single: up to 10 minutes

Multiple-Part Video Series: up to 10 minutes each video.

## LEARNING CENTRE VIDEOS

Single: up to 10 minutes

Multiple-Part Video Series: up to 10 minutes each video.

## PRODUCT VIDEOS

Single ONLY: up to 5 minutes... ideally 3 minutes or less.

## Preferred Video Resolution & Bitrate

### VIDEO RESOLUTION:

1920 x 1080 (1080p) best | 1280 x 720 (720p) next best

### VIDEO BITRATE:

15,000 Kbps or better -- minimum 10,000 Kbps

## Other Helpful Video Tips

### LIGHTING

- Avoid backlighting, i.e. setting up to shoot in daylight hours with a window behind you that is not covered.
- Add front lighting if light levels are low. Placing a light source behind your camera to illuminate your face can do wonders.
- The better the lighting you record your video with, the better we can make various adjustments in the video to optimize the quality for you without winding up with pixilation and other undesirable editing artefacts.
- Avoid using automatic exposure, colour and white balance settings on the camera/device you take then video with whenever possible. These settings can cause the exposure and colour balance to wander back and forth in the video and we cannot fix these unless they are consistently off in some way throughout the video.

## SOUND

- Never create a video with music playing to add effect. If you feel music needs to accompany your video let us know, and what your music preference is, and provided there are no copyright issues with the music requested we will add it in editing where we'll have control over the volume of the music relative to your voice so your viewers will always be able to hear you clearly.
- Record your videos in as quiet an environment as possible. While it's possible to somewhat remove hissing or buzzing type background noises recorded along with your voice, it's not possible to remove other people's voices, music, horns honking, lawnmowers, motorcycles, etc. Further, using software to remove noise often somewhat degrades the quality of the sound of your voice in the process.
- Many laptops' on-board microphones, or those that come with accessory web cams, will often produce an echo along with the voice recording. Please do a preliminary test to see if this is true for your setup.
- If you are getting some echo and you're in a room with hard bare floors and a lot of empty wall space, try recording instead in a room that has carpet, drapes or curtains, etc. If that's not possible, hanging large decorative cloths and tossing some pillows and area rugs on the floor in a bare room can also help dampen the echoes.
- The closer you are to your microphone the better the quality of your audio will generally be in your video.
- Using something like an external USB mic can sometimes solve your audio quality issues. However, many of these mics will also introduce what is known as latency or delay into the audio signal causing it to be out of sync with the video track. When this occurs your voice will not lip sync to your video image properly. Sometimes this can be corrected in editing, but not perfectly if the



amount of delay varies along the timeline of the video (i.e. 5ms delay in one place and 8ms delay in another).

You can usually avoid this problem when using an external mic by using the type of mic that plugs into the audio mini-jacks on your computer instead of the USB port. However, there are some of these types of mics that can also cause the same issue! It's therefore always best to test the mic you plan to use for this possible problem before going through all the time and effort of recording your video.