

Transcription of February 22nd, 2018, Team Call “Apps, Tools, Tips, & Tricks”

[Beginning of Recorded Material]

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00:00:01 Jenelle: Hey everyone. My name is Jenelle Summers and this is the Team Hardcore training call and today’s topic is “Apps, Tools, Tips, & Tricks” for social media. Thank you for your patience. I know I’m a few minutes late, so thanks for hanging on. I am watching your comments and questions over here on this other computer, so make sure that if you have any questions that you definitely ask. This is a topic that we need to cover regularly because things are constantly changing. There’s constantly new apps and tips and tricks. So whether you’re a veteran coach or you’re a brand-new coach, this is a great one for you to watch. This is a great one for you to share with your team and definitely take notes. Now there’s a lot of information here and that’s why these are recorded. So this live recording is also the same link as the recording recording. So go back and hit pause where you need to. Here’s the deal: I decide to do this in kind of two different ways. I’ve got slides so that you can see the names of the apps and you can do screen shots or, you know, if you’re watching from your phone or screenshot or a screenshot right from your laptop so that you can have the names of these apps and things already spelled out for you, but I also wanted to like show you physically some of the things so that you could see like what I’m actually talking about. You’re like, “What? And how’s a foam roller involved?” I’ll explain and I have another little cool thing that I learned about at Chalene’s Marketing Impact Academy, right behind me. I’m going to show you that as well, another tip that I learned from Marketing Impact Academy that I’m going to share in here as well. So it’s “Apps, Tools, Tips, & Tricks,” okay? So let me go ahead and share my screen. I’m going to make sure no one has any questions yet, but let me share my screen and one second. I know it freezes for a second, but it should be good. Okay, so you should be seeing my screen. I’m going to make sure that you are viewing only the slides. Okay, so video and picture editors. Here’s the deal you guys: this is my list of my favorite video and picture editors. Now I don’t know why I have Linktree in there as a video and picture editor. It is not. I’m just now seeing that I made that mistake. I love Linktree, but that is not a video or picture editor, okay? So please make note of that. We’ll talk about Linktree in just a second here. First let me start off with I-Movie. I created a how-to tutorial

on what I do in I-Movie. I get asked this question more than probably anything else, what I use to make my movies? I use I-Movie and Pick, Play, Post – usually both of them for almost every video you’ve ever seen me post on Instastory or on my Instagram wall or on my Facebook or whatever, I’ve usually used both I-Movie and Pick, Play, Post. Now the reason I use them both is because...and again, I did a little tutorial video to actually show you what I did and I’m going to show you that at the end of this. So if you can hang on until the end of this little training, I’m going to actually show you from my phone how I do that. So I use I-Movie to speed up the clip or slow it down or break it up. Of course, I don’t want to have in my movie the part where I’m like fiddling with, you know, the right angle and I’m just now getting, you know, over to the mat to do my workout or whatever. I want the movie to be exactly what I want them to see and nothing more. So I-Movie is where I trim the movie. It’s where I maybe speed it up. Sometimes I’ll add music there, but usually not. Usually I’m adding my music in Pick, Play, Post. Why? Because in Pick, Play, Post it allows you to choose exactly the starting point of the song that you...where you want it to start. So in other words, there might be a part of that song and maybe in the very beginning that is too explicit and I want to edit that out. Pick, Play, Post allows you to do that very easily where exactly you start the song from playing. I-Movie you can do that as well, but it’s not easy at all. It’s not as user-friendly with the music feature, okay? You can do it, but it’s not easy and I’m not even going to go over how to do it because it’s just not worth it. To add your music, if you want to be specific about where it starts, use Pick, Play, Post. So I-Movie I speed it up. I-Movie is also where sometimes I’ll add text, but honestly I feel like Hype Text once you have the movie saved to your camera roll is better for the text added to your video. So then once I have edited my movie in I-Movie, then I save it to my camera roll and then I upload it to Pick, Play, Post. Now I highly recommend that you use the paid version of Pick, Play, Post. It looks more professional to not **00:04:59** have that little logo down there that says, “This was made by Pick, Play, Post.” Definitely I recommend spending, I don’t know...it might be a couple bucks, but you’re going to look so much more professional if you don’t have logos on all your stuff that you’re posting. So once it’s in Pick, Play, Post and I’m going to show you a tutorial of what I do in Pick, Play, Post as well. You can use Pick, Play, Post whether it be a completely square video or it’s a video that has different frames. Like maybe it’s got two different frames. You’ll see a lot of my posts I’m showing like half of the frame is me doing the

workout that I've already edited in I-Movie and then the other half of the frame is actually a picture of what the, you know, circuit or what the interval entails. So I use Pick, Play, Post for those. So again, I chose two frames within Pick, Play, Post and I can pull those in. Now Cut Story is where you can take a longer video. Let's say you did something on Snap Chat or let's say you just, you know, filmed two minutes of your workout and now you need to cut it up into 15-second clips. Well maybe in I-Movie you want to edit out the very beginning of it and the very end of it. You can even edit the beginning and end of it out of it just from your I-Phone. Your I-Phone you can click on "edit," and you can cut the very beginning of it and cut the end of it. You can do that right there in your I-Phone and it will save it as a new clip. Then you bring it into Cut Story and all you do is click "save," and it will say, "Where do you want to save it to?" You click "Instagram," it's not going to save it to Instagram. I kind of hate that it says that. All it's going to do is save it to your camera roll in 15-second clips. So I love the app Cut Story because I can film something on Snap Chat that's maybe like 22-seconds long and I'm like, "Oh, this is great. I wish I could bring this into my Instagram." I pull it into Cut Story, save it into Instagram, and it'll cut it into 15-second clips that are perfect for my Instastory, okay? So I love Cut Story. There's a few other apps that do all these same things, but these are my favorite. The other one that I love is Hype Text. Hype Text is the one that gives your Instastories a much cooler effect, okay? It brings cool text in. It has it like fade in and fade out and you get lots of different options. Hype Text is very cool whether you're doing a video or a picture. I love Hype Text. Snap Seed is awesome for videos and for pictures. The most popular filter that is...looks super cool on Instastories right now and could make your pictures look really cool is "the drama, the drama" filter, okay? So go to Snap Seed, upload a picture and try that drama filter and then add some Hype Text and boom! You are instantly cool. All right, let me look and see if you have any questions real quick. Okay so Dina is saying that when she uses Pick, Play, Post it says that...oh, Facebook tells you your music is muted. Yeah, you can't use copyrighted music. Again, when you're adding...maybe I didn't say this yet, but when you're adding music to I-Movie or Pick, Play, Post, I do add original artists if I know I'm going to do it as an Instastory. I do not, let me repeat, I do not add original artists if I know I'm going to post it to Facebook or my Instagram wall, okay? Because copyrighted music, just like Dina said, it will either get your account suspended or it might mute your video. Who knows what it's going to be doing, you know, six months from now.

It's copyrighted music. So definitely I'm not using it there. So I just Googled some copyright-free music and I found a few that I like and I downloaded them to my phone and so that's what I use. In fact, I don't think it's probably deleted yet. I created an Instastory yesterday and I used a copyright-free song that I use all the time. I pretty much use the same one all the time and I did it in my Instastory. I could have probably used an original artist, but I didn't. Sometimes I just don't want to risk it and...so anyway, yeah. You can definitely use copyright-free music if you're going to be posting it to your Instagram wall or your Facebook wall. Great question. So Snap Seed is really cool. The drama filter...okay Linktree. Linktree is what so many of us are using and loving on Instagram, okay? So instead of putting one link in your bio, you can put a link that you've created using an account that you create on Linktree. So if you just Google Linktree, just like the way I spelled it there L - I - N - K **00:10:00** - T - R. E - E and create a Linktree account. I think I went with the free version. I think I did. No, you know what? I didn't go with the free version. But honestly, people have told me they went with the free version and it was totally fine, so I think you could go with the free version and be fine with that. But Linktree...create an account and it allows you to create different links. Go ahead and look at mine. Go ahead and look at someone else's, but it's great because then you can, obviously, direct people to other places that are interested in something. Flume is an app for Instagram desktop, okay? Or laptop. If I have a lot of DMs and I need to get back to a lot of people, I'll use Flume to do that because I can type so much faster from my laptop or my desktop than I can from my phone, right? Everybody can. So it's really great if...let's say on your phone you saw that 25 people had viewed your story and you want to send like a quick little thank you to each one of those people. You could, you know, and I'm going to teach you a keyboard app that I'll give you a shortcut for saying thank you to everyone, but you could say thank you to all 25 of those people and with each one of them ask a quick question, like, "By the way, are you a coach too?" or, "By the way, are you into fitness too?" or, you know, just some kind of question to start conversation, all those people that viewed a particular story, okay? But now, all of a sudden the next day, you're like, "Holy crap, I've got 25 people talking to me now and this is kind of overwhelming." Go into Flume and you can much more quickly respond to all those people. Now again, some of these apps I'm not sure if they're available on other smart phones other than I-Phone. I'm not positive. Oh, I'm sorry, you're right. Oh I think it is Hype Type. Oh, I wonder if I can edit that right now. Thank

you. Hype Type and not...How's that for real time? Okay, so yes, thank you for that correction. I really appreciate it. Any other questions? Okay, so let me go ahead and move on. I'm not good at Key Note, so yeah. I'm going to do that to see this one. Okay, tools and tips. Tripods: I'm going to show you one of my favorite tripods. It's my Beachbody foam roller. I'm serious you guys because my other tripods...I don't know. Sometimes they're just a pain in the butt and my foam roller is like the perfect height, it's super light, anything can balance on it. You know, sometimes I'm filming from my phone and sometimes I'm filming from my camera and no matter what I'm using, everything just fits very nicely on my foam roller. And it's like a good height, so yeah, foam roller has two purposes. So those Beachbody foam rollers work great just for a tripod. A suction cup window tripod. Now I've posted and done Instastories about mine before. I tried to find it real quick before I did this training, but I could not find it, so if you have any questions about that, let me know. There are some really bad ones out there that don't stick. I used to have one. It was horrible and I kind of gave up on the whole idea of having a suction cup window tripod until my upline, Christine Dwyer, bought me one as a gift and she researched those and the one that she bought me is awesome. It holds so well. It does not fall down. Then there is the phone case that kind of works as a tripod. My phone case and I'll show you again once I go back to video what mine looks like, kind of doubles as a tripod because I can stand it up all by itself. Selfie stick with a stand. Now I got mine from Amazon. The brand that I use is called Young Tane. So I got it from Amazon and mine is like a 188. It was not expensive. Make sure the one that you get...I don't even know if the one I have is sold anymore, but I did get it on Amazon. I do love it. Make sure that it has a stand, okay? Because if you're just getting a selfie stick then it's not going to be a tripod if it doesn't have a stand. Make sure it has a stand with it, okay? Usually you can get them for like \$20. Ring lights. Okay, this is huge. I don't do any trainings or really much of anything without some kind of lighting. So ring light...there's the I-Phone selfie ring light that just clips right onto your phone. You can **00:15:00** get those on Amazon. They're great. They're not good for doing like a video. Like I could not just click a little ring light onto my phone and then film myself doing pushups. That ring light would not be enough. It's only for when your face is right up to the camera, okay? And then the big ring lights that, you know, I use for like a training, like this training that I'm on right here, I get that from

Stellarlightingsystems.com, but there's also a mirror light that I'm going to show you as soon as this is over that I just learned about at the Marketing Impact Academy. Then there's the I-Phone remote that I showed you just a second ago. I'm going to show you that. There's the hands-free option on Instagram. Hopefully you know that when you're doing Instastories, you can choose the hands-free option. You can hold it down. Hold down the center button and it'll give you a three-second countdown before your video begins. So let's say you're going to film yourself doing some push-ups, you set your phone on your foam roller, you press down that count down. It gives you three seconds to run over to your matt and show those push-ups, right? Use natural light. That's just a tip. If you don't have time. Let's say, you know, you're like, "Dude, I've got zero Success Club points right now. I don't need to deal with all this fancy stuff. I need to just get some content, get a call to action out there, and start my follow-ups and focus all my time on my follow-ups." You are smart, okay? If you're at Success Club zero right now towards the end of the month and you, you know, maybe some other things have come up this month and you're just now getting really laser-focused, that's what you need to do. You need to get laser-focused and not worry about all these little tips and tricks because honestly, you know, these things help, but what is more impactful than anything is making those connections and working your list, okay? Really reaching out to people and connecting and doing follow-ups. So if you just need to use some natural light and use the editing options that you've got right there on Instagram, trust me, you can do a lot with that. Okay, let me see if you have any other questions. Okay, I think we can move on. So let me...I know there's an easier way to go to the next slide. No, I'm not taking a phone call right now, thank you very little. Okay, time savers: scheduling posts in Postchron.com. Okay, there's lots of different apps that you can use to schedule posts. Now I'm not talking about the posts that go to your Facebook wall or your Instagram gallery. I'm talking about for your groups, scheduling posts in groups in Postchron.com. So, you know, your challenge groups...I love this. I have like three or four different templates I use for my challenge groups and my posts are scheduled. That way when I go in every morning into my groups, I can spend time reading what they have to say, okay? I can spend time reading their questions. I can cheer them on. I can comment back. That enables me to be more effective and use my time more effectively. Now if you're doing an 80-Day Obsession group right now be saving...everything that you're posting in there, be saving all of that to a document and that's

now your 80-Day Obsession template, right? Why reinvent the wheel every time? Now when you schedule these posts, every day you can go into that group and see what's scheduled for that next day and you can edit it. If you're like, "Oh my gosh, here I was just about to, you know, tell them all that, you know, I haven't worked out for a week because I've been sick," and that's not true, that's just what had happened the first time I did 80-Day Obsession. You can see that when you go to look at your scheduled posts and you can edit it and make it obviously fit what's going on right now, but at least you know you've got content that's going up every day and you don't have to stress in the morning or late at night that, you know, there's no...you haven't posted in your group. I-Phone keyboard trick: Chalene taught us, and maybe you guys already know, such a fast way of getting back and commenting to people on Instagram, on Facebook, you know, even via text, so, so good this keyboard trick and you may already know it, but I'm going to show you once I come off the slides in just a second. Taking video instead of pictures. I cringe when I see, you know, people taking group photos and they're like, "But wait, do it again because this person had her eyes closed," or, "Wait, do it again because she was moving or whatever." Just take video and then you play back the video, you hit pause as you're playing it back and you can scroll through the video and right when everyone's smiling and everyone is at a good angle, screenshot it. Do that even when you're doing your selfies or your own videos. Now I know that sometimes this means it could be a little blurry. **00:20:00** Hopefully you won't screenshot any of the blurriness. You will only screenshot it when you see that the picture is clear, but even if there is a little bit of blurriness, you can edit to make it sharper, okay? You can edit right within Instagram to increase the sharpness. I usually take the sharpness all the way up to 100% and then I take the brightness, you know, I really increase the brightness. Sometimes I increase the contrast. Sometimes I increase structure, but taking video instead of pictures can really save a lot of time, but you do need to edit it and make sure that it looks bright and it looks really sharp. I think I already added the Flume app for Instagram, but yeah, that's definitely a time-saver. Also, huge time saver: voice memos and voice-to-text. I even use voice-to-text when I'm replying to emails sometimes. So that's where you can just talk right into your phone and your phone is going to text out exactly what you're saying...well, not always exactly, but sometimes it's close enough where at least you've got a base and you can just go through and edit really quick, but also just voice memos and

voice memos are great on Facebook as well. People find that really, you know, much more personable. So voice memoing with your coaches, your prospects, your challengers, such a great touch and such a time saver. Also, it's such a time saver to repurpose content. Have you ever had those days or nights or mornings or whatever and you're like, "OMG, I have no content tonight of this morning. Just like nothing and I'm not even in the mood to say anything or create anything. Well look back at something you did maybe six months ago or maybe a year ago. You can recreate...you know you can use that same picture because you can just screenshot in your phone and now it's within your last 24 hours so it could be, you know, even something that goes on your Instastory. It could be a video even and you can even put that up in your Instastory because all you do is pull it into an app like Pick, Play, Post, edit or don't even really edit it, but resave it to your camera roll and it's now it's a new video within the last 24 hours. I did that when I was creating the chocolate week for my followers this past week. I did a day of chocolate and I just screenshoted some old pictures instead of having to recreate the whole recipe, revideo it, because I had done it all before, I just went back into my camera roll and got those things and, you know, edited them or screenshoted them so that they were in my last 24 hours. That saved me tons of time. E-mailing a gift card versus physically sending something. I know some coaches spend a lot of time like going to the, you know, post office to send this out, to send that out, or to a challenger or whatever, which is so nice you guys, but just value your time. Value your time with your family. Value your time in your business and realize that, you know, sometimes, you know, just e-mailing a gift card is...it's a great touch and it's so quick to e-mail an Amazon gift card. Literally takes me two seconds to e-mail someone an Amazon gift card. Okay, hiring help: you know I talk about this all the time. A virtual assistant, you know, it definitely needs to be someone that you've interviewed. It definitely needs to be someone that you've trusted. You have to realize that your first one may not work out, but it's going to get your act together. You have to realize that you're not going to know everything to tell this person to do it at first, but once you hire them, it'll force you to get your act together or hiring someone for a project on Upwork.com. That's where I had someone create the e-book that I did and I may even be creating another one and I'll definitely hire someone from Upwork.com. I just said, "Hey, I need someone to pull the last 50 pictures of my...my last 50 food pictures and categorize them into breakfast, lunch, dinner, smoothies, and desserts, and snacks, and put them in a format

that people can download to their phone or their computer and yeah, that's what I need." And so this girl worked on it. She sent me a draft. We made some changes. Boom! It was done. It's something that would have taken me like six months to probably do and have it look professional and she did it in like a week and actually probably a day. It just probably took me a week to get back to her. And then this next link...oh my gosh, I use it all the time. How do you survive as a coach without this link, okay? I used to use BB Links. For some reason my BB Links isn't working for me. So I've been using this coach link generator. It's been great. It's a lifesaver. So you've got direct, exact links to some people. If someone's like, "Oh, I want the 80-Day Obsession challenge pack," or, "I want the, you know, annual, All-Access challenge pack, but I want it with the pre-and post-workout." You want to give people exact links so that they're not lost when they get to your online office, okay? So that link generator's awesome. You just go to that exact link. **00:25:00** Okay, so take a screenshot of that. You put it into your coach id and then you choose the category of whatever it is that you are looking for and it's going to give you the exact link to copy and paste. So I copy and paste those links and I put it in my notes in my phone. So I've got it really handy. Okay, let's see. I'm going to see if you have any questions. Okay. So now I want to show you some things. So I'm going to come off of the slides. Okay, I want to show you what I actually in I-Movie and Pick, Play, Post, okay? I hope you're still watching. It looks good. "You still have viewers on." So I'm actually going to show you what I do. So here is what I do in I-Movie, okay? And then I'm also going to show you these other things. Like can you see that little...you probably can't see it. I'm going to show you a little thing back there and these other things that I talked about. Okay, I'm going to turn off this little light here so that I can show you this video. Okay, this is me editing in I-Movie. Don't worry, I'll get it right for you. [Starts playing video.] So you want to go into you're I-Movie app and once there, you click the plus sign to add a new video and then you click the "movie," and sometimes it's a little slow. I don't know why. It takes just a second, maybe because I have a lot of videos. I don't know why, but this is kind of normal that I have to do it like three times. There we go. And then I'm going to choose a movie to pull in. So let's say it's going to be...let's say it's going to be this movie right here. So I just select it. I could select multiple little clips and then you're going to click right here. Sorry. "Create movie," okay? So this is just a 15-second video, okay? So if you click down here, this is where you do your editing down here. This is your video up here, okay? And then

as you can see you've got this little icon up here like a magnifying glass. If I click that, you'll see that I can make this bigger or smaller. Like let's say I wanted to zoom in. Let's say I filmed it way too far away, I could do that. So I want it the normal size. So that's your magnifier. Down here is where you edit it, okay? And you can see you've got options down here. So make sure you're aware of these. This is where you split the video. This is where you detach it. I've never actually used that before. This is where you duplicate it. Like let's say you only ended doing one squat, but you want to show it ten times. You can duplicate that little clip and then you can delete a clip. Then down here, this little icon right there is where you can add different filters. I usually just use the Instagram filters. Here's where you can add text. You've got all different options to add text. Here is where you take the sound off. So if I know I'm going to add music on top of this video, actually in Pick, Play, Post, I'll take the sound completely down here or you can actually take the sound down on Pick, Play, Post and then add your music. But that's where you control the sound of your video and then here is the little speedometer, okay? So you can go super fast, you can double time it, or you can go slow, but that's your speedometer. And then the scissors, that is where you cut the video, okay? So let's say I wanted this to be shorter...see right now I can tell it's 15-seconds. You can tell I'm in the cut mode right now. So I can take either end of this and make it smaller. Look, it just went down to 8 seconds. Now it could go longer, take it back to 15-seconds, okay? Now let's say I want to split it right about half-way through, like, "Oh, right there. I want to split it." So I can click on it. Again, you've got to click on it to make sure you can edit it. Then you go to your split option and now I just split it. Now let's say I wanted that second, this one here, to duplicate. I can just hit, "duplicate." Hit that first and then hit "duplicate." There we go. So yeah, all kinds of cool stuff. Let's say I wanted to right here add text to it, I could just add the "T," and let's say I want to choose this one here, "expand." So then it says, "text here," so you click there and now I can type in "test," okay? You can **00:30:00** actually take out what they wrote just like that. And then you just say, "done." Let's say again, let's say I want to speed up that one little section right there. I can go...so I click it because I'm going to edit that part and then I click on my little speedometer and then I can double time it. And then here, in between each little clip, is how you can change how it transitions. So I put that little transition piece. It could be a star...and I'm going to play it. [plays video - loud music]. But you can play around with it. Tons of cool stuff. Like I said, you

can add music. Let's say you wanted to add another video. You're like, "Oh, I wanted that other clip added in there. You can add your little plus sign and you can go to your videos, you can go do more photos, you can go to audio and add music options. You've got different play lists. You've got theme music. I really feel like this is copyright-free music so I have used that before. You can go to your songs that you have on your phone, but I don't recommend using copyrighted music on these unless you're doing it in Instastories. I feel like Instastories aren't being audited, but regular Instagram posts and Facebook posts are for copyrighted music. Okay, so whoops...let me get my light back on. So if that was too fast, remember, this live link that you used to get on here, is also the recording link, okay? So you can go back and hit, you know, "pause" as you're actually doing that on your phone. I want to also show you and I'm going to see if you have any questions. I want to show you what I do in Pick. Play, Post. So Tammy says now she knows why she can't edit anything on her phone because she doesn't have those icons. So Tammy, I'm thinking maybe you have an older version of I-Movie. I was just looking at Matt's I-Movie and I'm like, "What?" Like because I don't usually use...I haven't used I-Movie using his phone...like maybe I did like a year or two ago or something and so I don't think it's the most up-to-date I-Movie. Maybe it's because his phone is older than mine? I don't know, but up-date your phone, update your I-Movie and you will have all those icons. Okay, so what else? Heather asked me if I use the coach link over the Share-A-Cart. Here's the deal Heather. True confession: I just have not been in the habit of using Share-A-Cart. When they first, first, first came out with it just recently, not too long ago, there were a couple of glitches and because of that I was just kind of like, "Not going to use it yet." So now I just haven't been in the habit, so I know tons of coaches that are like, "Oh my gosh, Share-A-Cart is gold." So I'm glad you brought that up Heather because so many coaches are like, "Share-A-Cart is gold." I'm just not in the habit of using it yet, but for everyone watching and listening, yes, use Share-A-Cart because I've heard amazing, amazing, amazing things about it and I haven't been hearing about problems anymore, so I need to get on it. Okay, so let me show you now what I'm doing on Pick, Play, Post. I think this is the one for Pick, Play, Post. Okay I'm going to turn this off. [Begins to play video] Now I'll show you Pick, Play, Post. Click on the app. So many different options with Pick, Play, Post. Okay, you can do, obviously, "new project." Now if you're going to do one for Instastories, I recommend you create a slide show. If you're going to do it for your Instagram wall or your Facebook wall,

just a regular square post and create a collage even though it might not be an actual collage. It might just be one square thing, but that would allow you to do more than one frame if you wanted to. Like sometimes I'll do them side-by-side, but I do "create slide show." That's going to be your most commonly used one is "create slide show." Yes, I want to start a new project. Okay, so if I want to just do one frame, just a square of me like let's say working out or something or even being on video or let's say I wanted to do it for an Instastory, I would choose this one. So these are the two that I choose all the time, okay? So let's say I want to do it for Instastory. Okay, so right away this comes up. You guys hit the plus sign down here to add in a video. And I always choose full screen. Okay, so now **00:35:00** I've got to choose a video. Let's say I choose this one. Okay, it's going funny. So I choose next. This obviously came from SnapChat. It's like the...it's flossing from SnapChat and it's me. Well, you know, it's the what do you call it? It's the filter from SnapChat. Okay, so anyway, you click...so this is a little bit confusing to be honest. It took me a little bit to get used to it, but there's your filters, your music, your watermark. I do not like my watermark on stuff and it always defaults. I've got to change that so I'm turning my watermark off. That's where you can put jenellesummers.com. [Video plays – loud music] Anyway, I just turned off my watermark, okay? That's where I had jenellesummers.com. I don't do that anymore. Once in a while I will, but not that often. So you've got to click the check sign because I made a change there with the watermark. And then you've got trim, but you've more options other than just what you see here you guys. So you click on your little picture dump...your video and look. Now I've got split, adjust, display, volume. Let's say I did not want to use that song, okay? So I could go "volume," and I can turn the volume of the video off, just completely turn it down. I've hit the check sign. And then let's say now I want to brighten the video. This isn't a good example of one to brighten, but let's just say I wanted to brighten it. If you are filming a workout in a dark room, this is an awesome feature, okay? So brightness - I use this all the time, okay? So now you're going to click your check sign, okay? So now let's say I wanted to add music. So you're like, "Well where did the music option go?" I think that's confusing too. So you just click that again, your little video down here and you go to music. So you can see if you just are clicking things, it's all going to be okay. It's all going to show up. Then you've got to click "select." It's going to go to songs from my phone that I bought from I-Tunes and I can go to songs and let's say I want to use "Bounce Back." So I chose that song and I can tell it

exactly where I want it to start, okay? Maybe...so [starts playing song] and go [more music] okay? And it's obviously going to end 15 seconds later because it's an Instastory. You know, once you save it, it might not be...it could be longer than 15 seconds, but it's not going to load more than 15 seconds into Instastory. So then you say, "Yup, use that." So now it's loaded that song [plays song] and you might want to turn it down, but that's what [plays more music] that and now I'm going to click...let's say I'm done. I don't...I use the filters in Instagram, so let's just say I'm done. So now I can share and share it to my camera roll and that's it. All right you guys, again, if that was too fast, make sure that you go back and watch that and hit pause. I hope that was helpful. Okay, I don't see any other questions. Let me just show you real quick. This is the I-Phone remote that I use all the time, okay? So it's...I put it on the slide...the name of it: H - A - P - U - R - S. It's going to be backwards. Everything that I'm showing like that video, might have been backwards for you guys. I don't know, but H - A - P - U - R - S and I get this on Amazon. So it's just called...you just search "I-Phone remote," and I actually bought three of them because the very first one I bought didn't work and so I kind of gave up on it altogether. Then I realized that it seems like, you know, one or two out of three actually work. They're only like \$6, so that's why I bought three and I do have one that doesn't work, so you might want to buy two, but yeah,...and plus they're easy to lose, but I love this. So all you do is it's Bluetooth. You pair it with your phone and that way, you know, you're over here and you're doing your workout. You can just, you know, hit this and it'll start recording. Put your phone up on your foam roller and start recording. So here is my phone case. Now not everyone likes to use these kinds of phone cases. I like them because they act as a, you know, so here's my foam roller that I use a lot as my tripod and then I can just set this up and it just...you can't tell now because it's balancing on my knee, but it just...it holds itself up versus me **00:40:00** having to, you know, attach it to anything. My phone actually stands by itself which I love. If your phone doesn't stand by itself and maybe let's say you have like an I-Phone mofie thing, you know, as your case, which I get that because I get low battery a lot too, you could use one of these, okay? So these are on Amazon as well. They come in lots of different colors. They adjust. So that holds your phone very easily as well, okay? So those are really cool. I got that from...I think I got this from my upline Christine Dwyer as well. Yeah, I did. So we ordered like...we've got like three or four of these in our house. We love them because you can also like...in the morning

when you're doing your make-up or whatever and you're listening to a podcast or watching my sister on her SnapChat, just setting up your phone on one of these so that you can easily see it. I love it. Okay, and those are really inexpensive too. As far as the brand, I don't remember the brand name on this one, but if you're going to get it, you might want to ask me the brand because I know there are some brands out there that are kind of cheap. Don't get the cheap ones because Christine Dwyer researched these. There's some cheap ones out there that...this one's a good one. It's nice and solid. And what else? Okay, I wanted to show you this Marketing Impact Academy tip/trick and then I'm also going to teach you about the I-Phone keyboard tip/trick. This is a meter/ring light. Hold on. Check it out. Isn't that sweet? Look at that. So I went all the way up. The brightness goes all the way up so you can attach a little attachment...where'd it go? Oh, right here. It comes with this so you can attach...this is magnetic. You can attach that...I didn't take off the stuff yet, but it is magnetic. I've seen it work. I've just opened this and I haven't taken off all the stickers yet, but this sticks to that mirror. You can put your phone right within this little thing and you can do a video, maybe you're going live on Facebook without realizing instead of having to buy...I've got this big ring light behind me...behind you guys and I got that from Stellarlightingsystems.com and those are like \$200-\$300, whereas that I think was like \$100ish, somewhere in that range, more than \$100, but I don't think it was too much more than \$100. But that is great for close-ups and obviously, it's something you can even travel with. That's what I love about that because the ring light...I can't pack my ring light in my suitcase and sometimes I'll Google ones that you can attach to your phone just sometimes that are not enough lighting. So I really like that. And so I got that from Lime Light by Alcone, A - L - C - O - N - E. Lime Light by Alcone, so Google that. Lime Light by Alcone, A - L - C - O - N - E. I really like it so far. Like I just opened it up though, so that's why I don't have it all set up yet. How did I do the vertical IG story yesterday in the black pants? IG story yesterday in the black pants? I used Pick, Play, Post, just like I just now showed you. I used Pick, Play, Post. I chose the vertical, you know, frame. Hopefully you didn't miss that Misty, just exactly how I showed you I did that. That's exactly what I did. Was there something about that that didn't seem like you could do it with what I just did? To let me know if I'm not understanding your question, but yeah. I filmed the video just from my phone and then I uploaded it into I-Movie to cut it up and then I uploaded it into Pick, Play, Post. It shows the Instastory frame and boom, that was it. And here's the

thing...the video itself was like 24 seconds or something? So then I uploaded it into Cut Story which cut it into 15-second clips. So then my music was flowing, right? My music stayed on beat and everything. I think that's it. It seems like I had three layers of black, very cool. Oh, yeah. What was that? Okay, so when I uploaded it into...once I had it uploaded I think into Cut Story, it was like...it wasn't initially in that type of a framing, but when you take things into Instastory now, Instastory recognizes if the video itself was not that kind of framing when you initially took the video. So let's say I filmed the video...instead of filming the video like this, I filmed it like this. Instastory now recognizes that...what do you call it? Horizontal landscape and so you can just pinch it and it'll create that backdrop. I'm pretty sure that's how I did that. To be honest, **00:45:00** that was the first time Misty that I've done it that way and I was kind of surprised myself that it did that. So that just came from playing around. What else have I not shown you yet? I had all kinds of things everywhere to show you. My phone, the mirror, the I-Phone tripod, the foam roller as a tripod, the I-Phone remote. I think that's it. Any questions? Thank you, thank you. All right, I think we're done. Thank you so much for hanging in there. I know it's a longer video. Please let me know in our Coach Success group if you have any other questions. I'm hoping I didn't forget anything and we will see you next week. Best of luck to finish this month of February so strong for yourself and hopefully you're on a Team Cup team so for your team and let's make it a strong February and trust me, you'll end up having a stronger beginning of March if you have a strong end of February. All right, we'll see you next time. Have a great rest of your week and weekend.

00:46:09

[End of Recorded Material]