

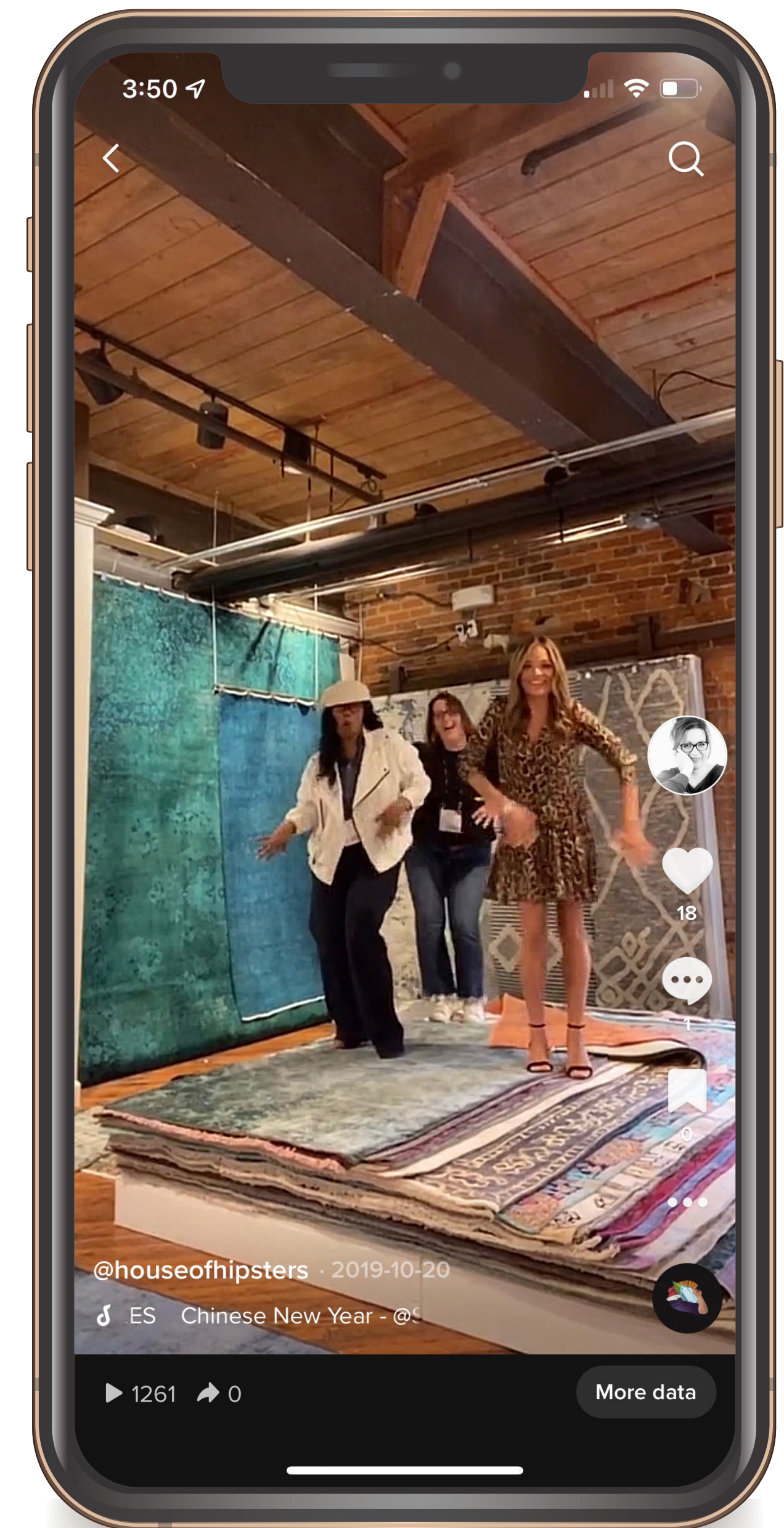
SHORT FORM VIDEO

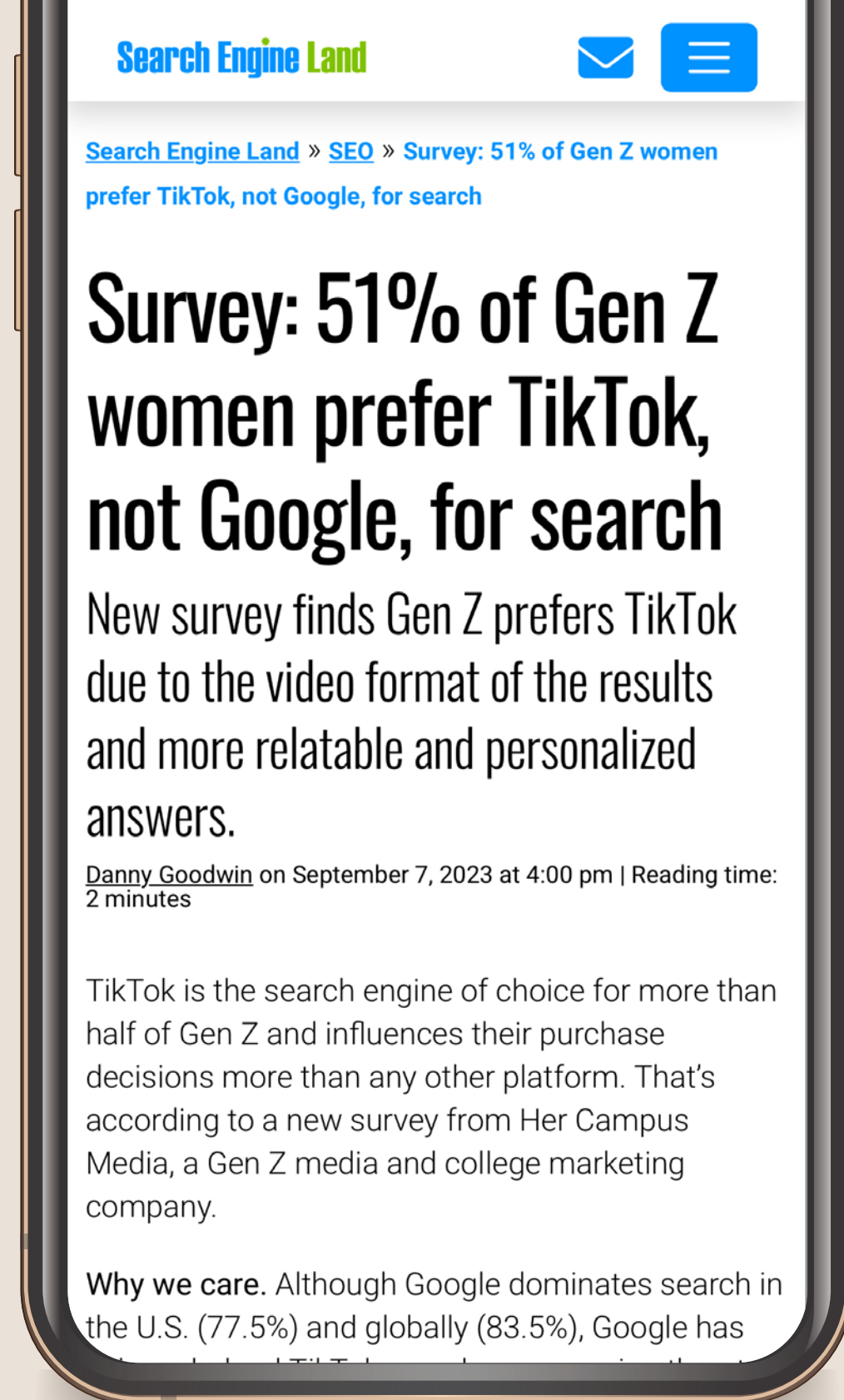
Tips and tricks for creating inspirational and teachable content.

Today is all about *short form video.*

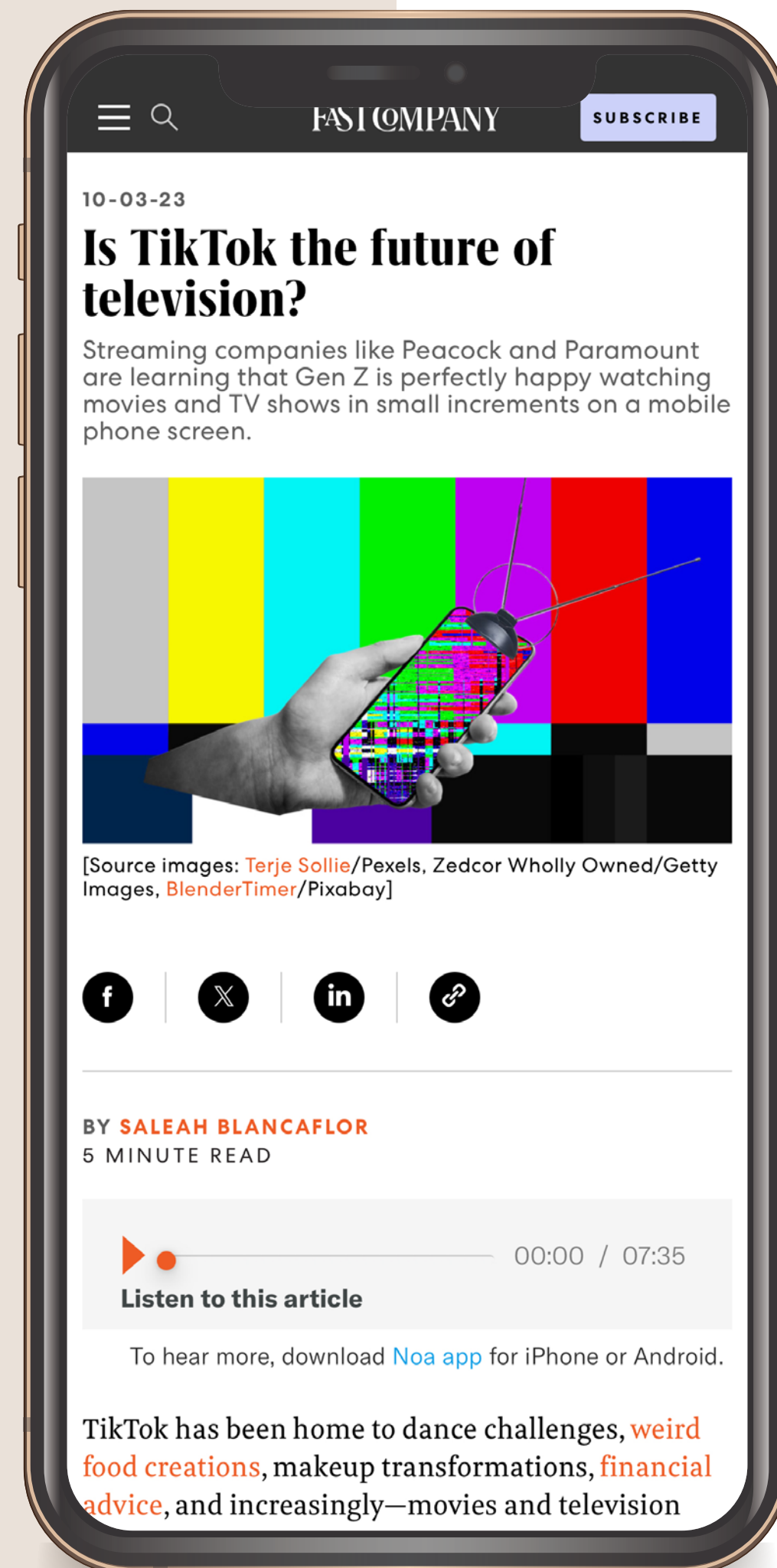
This is the first decor oriented video I published to TikTok. It was October 20, 2019, and it received a whopping 18 likes. At the time, I had no idea this platform would get me featured in publications like Clever, Fast Company, HGTV, Cosmopolitan, and Architectural Digest named me one of the Best Home and Design TikTok Accounts to follow.

Every single platform is pushing video, so today I'll be shedding some light on what I've learn about short form video creation and how you can use it to grow your business.





“Younger women are using TikTok as a search engine versus Google.



Be where the eyeballs are

If you're trying to market your business, short form video should be a vital part of your strategy.

Social media apps are now search engines and both TikTok and YouTube appear on Google. Short form video is a preferred way to find information that is easily digestible.

Get to know the *basics*

01

CONSISTENCY

You need to post content. That doesn't necessarily mean everyday, but you do have to show up on a consistent basis.

02

QUALITY

The videos you post do not have to be professionally shot. Smartphone production is perfectly acceptable...but invest in a tripod or gimble.

03

END GOAL

Know why you're posting. Looking for more clients? Do you want followers? Do you want a book deal? Do you have an online shop? New product to tease?

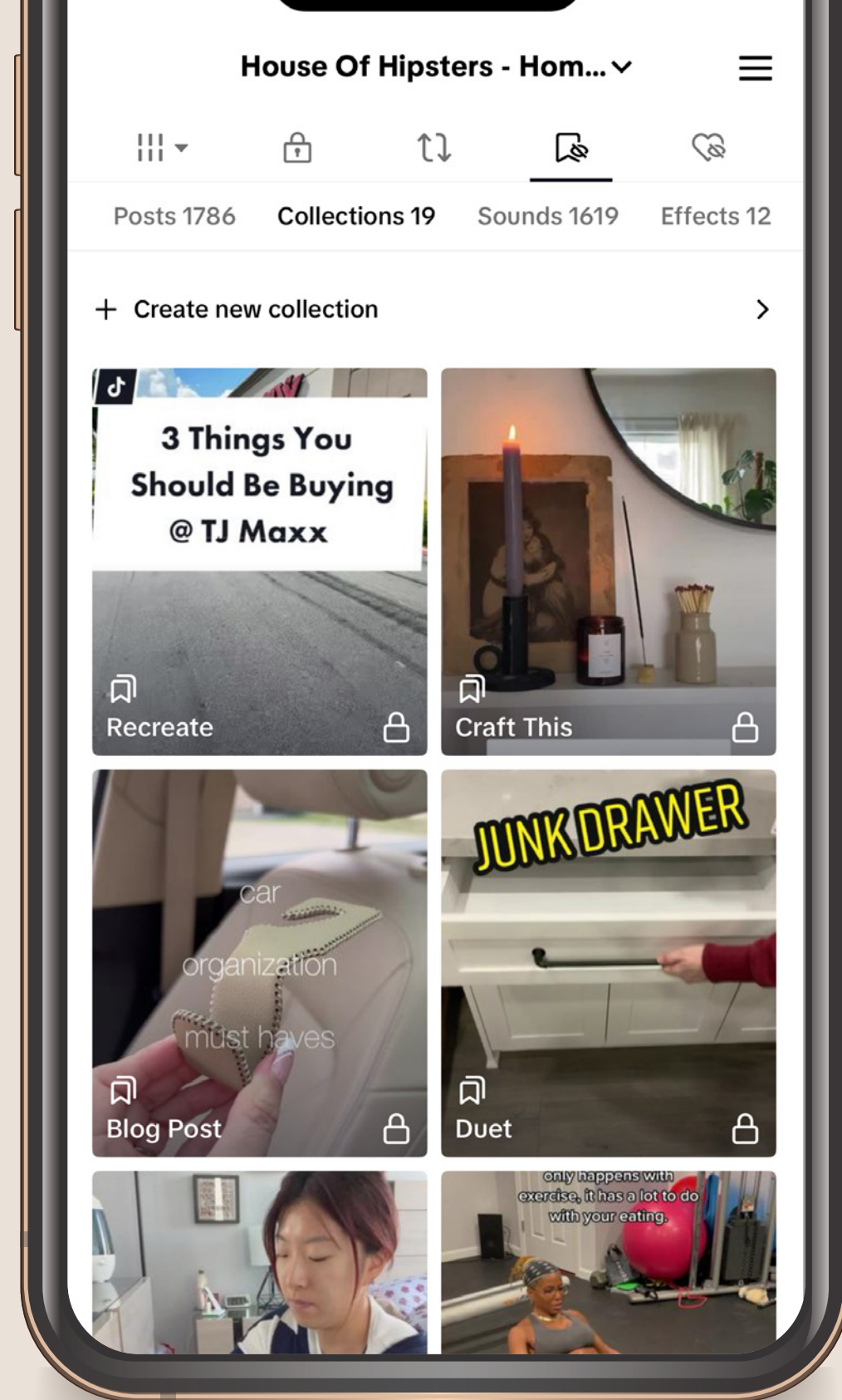
01

Content Ideas

It's easy to post a photo of a beautiful room and get likes, but if you don't have a plan for your video, it's possible you'll get crickets.

A lot of OG creators and designers have struggled with the move to video content.

- Create a running list of ideas.
- Have a plan before filming — write a script.
- Save videos that resonate with you.



Do your research

If you're confused about what content you should create, plan it out.

- Follow creators you enjoy watching.
- Study their best performing videos and save any that you think you might be able to recreate with your own twist. How can you make it better?
- Save those videos in folders like DIYs, transitions, duet, and voice overs.

“Follow creators not in your niche to see what else is happening on the platform.”

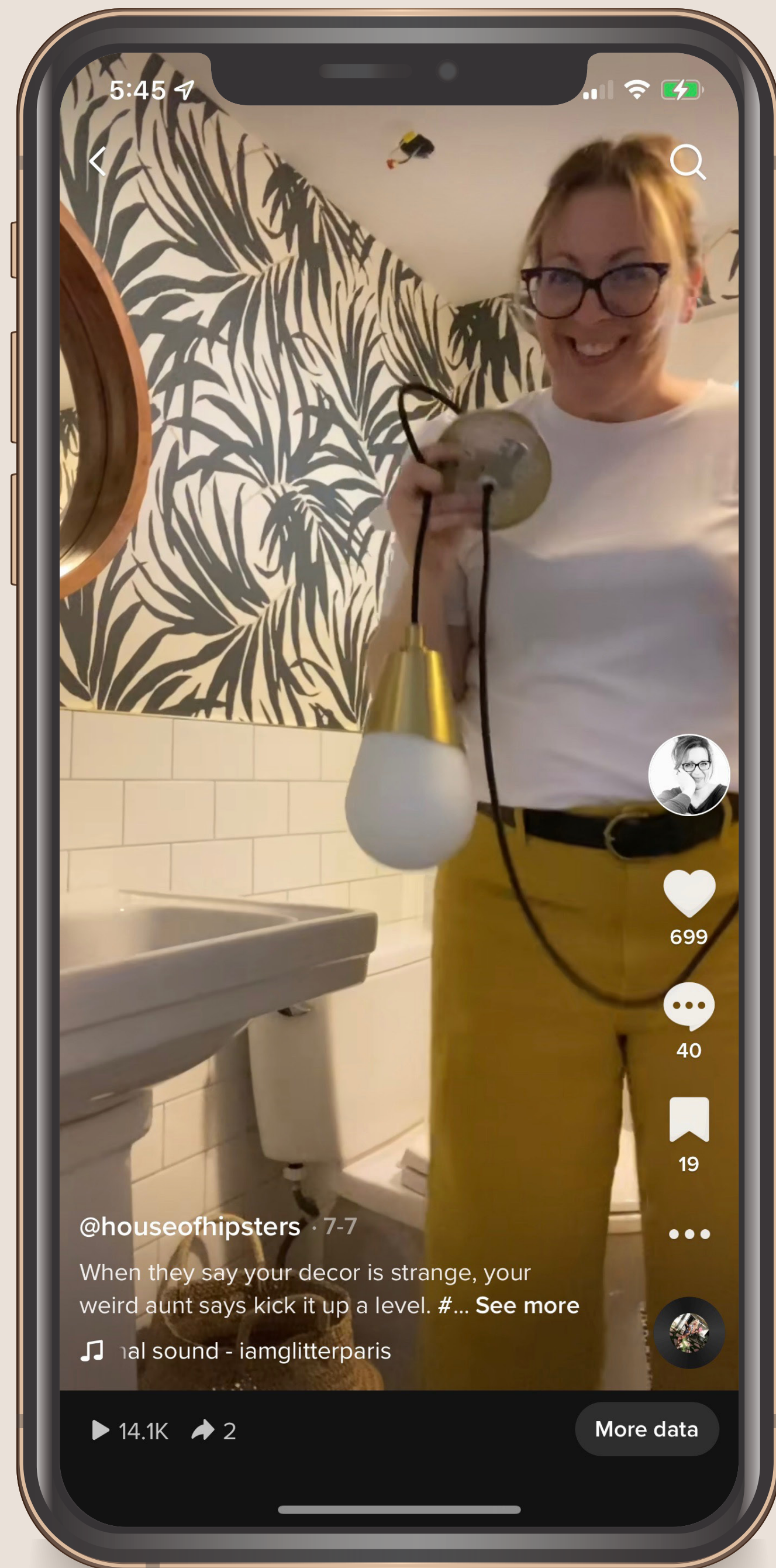


Core Elements Of A Post

Technical Component - how well does your video flow? Look at it from start to finish. Is your text overlay in the proper spot?

Intellectual Component - will your viewer understand what you are saying? How's the communication?

Creative Component - transitions, effects, cuts, too fast, too slow, does it feel monotonous?



You Look At Your Content The Most

Not everyone loves the way they look. Not everyone likes the way they sound. Don't watch your footage and criticize. Get over it. Realize you can edit out a bad angle.

- Put your camera on a tripod during install day.
- Create a voice over so you're not talking into the camera.
- Use green screen so you're a floating head at the bottom of your screen.

No one watches your content more than you. Don't let video paralyze your ability to market yourself for free.

Oh and BTW, I was at an industry event with [REDACTED] last night. They are Chicago based. Your name came up as a grown up who makes good TikTok content. 😊



Embrace It.



Do You Need To Show Your Face?

Yes and no. The interior design niche revolves around rooms. If you're not featured in your Instagram photos, your brand may be sustainable as remaining faceless.

Not every video I post shows my face, but I have noticed that videos perform better when a human is shown. Sometimes I'm walking through a room, other times it's a close up, and when I have no makeup, it's a time-lapse.

What's Your Hook?

You have 3 seconds or less to capture the viewers attention so you must grab their interest immediately.

A good hook gets your audience invested. Don't take a long time to get to the best part. Instead give them a juicy piece of the story as an opener without revealing the punchline.

Hook them and then back up to the beginning, tell the story, then pay it off.

You've just increased your watch time, and if you add a text overlay, you've increased your chance for a replay or a pause.





Types Of Hooks

STRAIGHT FORWARD: 3 Ways To Style A Mantle, This is how, This is why, Unexpected ways to style a kitchen.

RESULTS: If you want to achieve the award for best (desired result), this is what I would do. I'm going to give you the simplest way to achieve (desired result).

RELATABILITY: This one is for the decor lovers who refuse to settle for a boring bathroom. Here's how I...

THE CALL OUT: I have a confession to make or today's PSA is or fun fact about interior designers...

LOOKING BACK: 3 things I wish I knew before decorating my first home. With 7 years of experience as an interior designer, here's what I've learned.

Do. Not. Overcomplicate. Things.



THE SIMPLEST IDEAS ARE WHAT
USUALLY GO VIRAL.



Video Formats

Once you figure out the video format you like, you can start cranking out content.

1. **Value Chunks** - providing tips, advice and general information but chunking them out into 3-5 points. Short, under 20 seconds. Helps to use text overlay. Perfect for creating a series and usually have a high watch time.
2. **Deep Dive** - this video is going to be a bit longer and packed with information on one topic. Make sure your music is low enough to clearly hear your voice and break up your cuts. Makes your video more interesting. Videos like this need a good script to retain watchers.
3. **The Whole Enchilada** - these videos usually have visuals, text, and voiceover. Start out with a hook, lay out your points, and give examples. Highly engaging with a high watch time, but take a lot of time to create.



Video Formats

The Rant can give you the best friends effect and help you build a community.

4. Trend - this is where you're adapting the trend to your niche. Whether it's a sound or answering questions with a certain reaction. The algorithm gods could help you here, but this is not super reliable.
5. The Rant - proceed with caution because you can get haters. I posted a rant on farmhouse signs, and the hate can be real and sometimes scary. But I love the haters because they up my watch time and comment. They are literally helping the video perform better. The rant can also be more of a storytelling format.

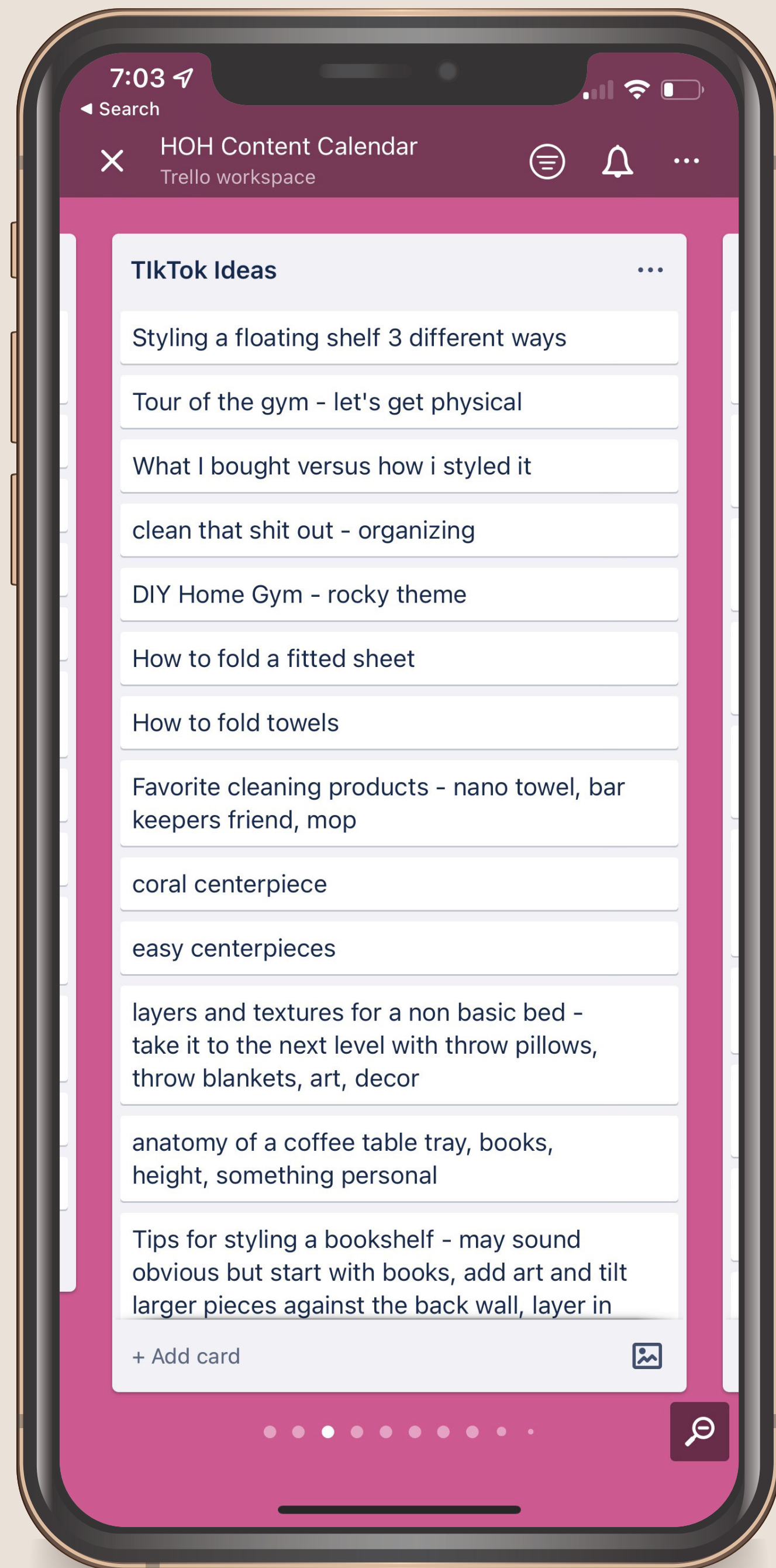
The Process

Prior to filming, have a rough idea or concept of what to post.

- Will there be a hook?
- Write an outline so you know what to film.
- Write a script if you're recording a voice over.
- Know your CTA. Why are you posting?
- Is there a trending sound?
- Are you using an effect?
- Do you need to film a transition?

I also batch. Film one day, edit another.





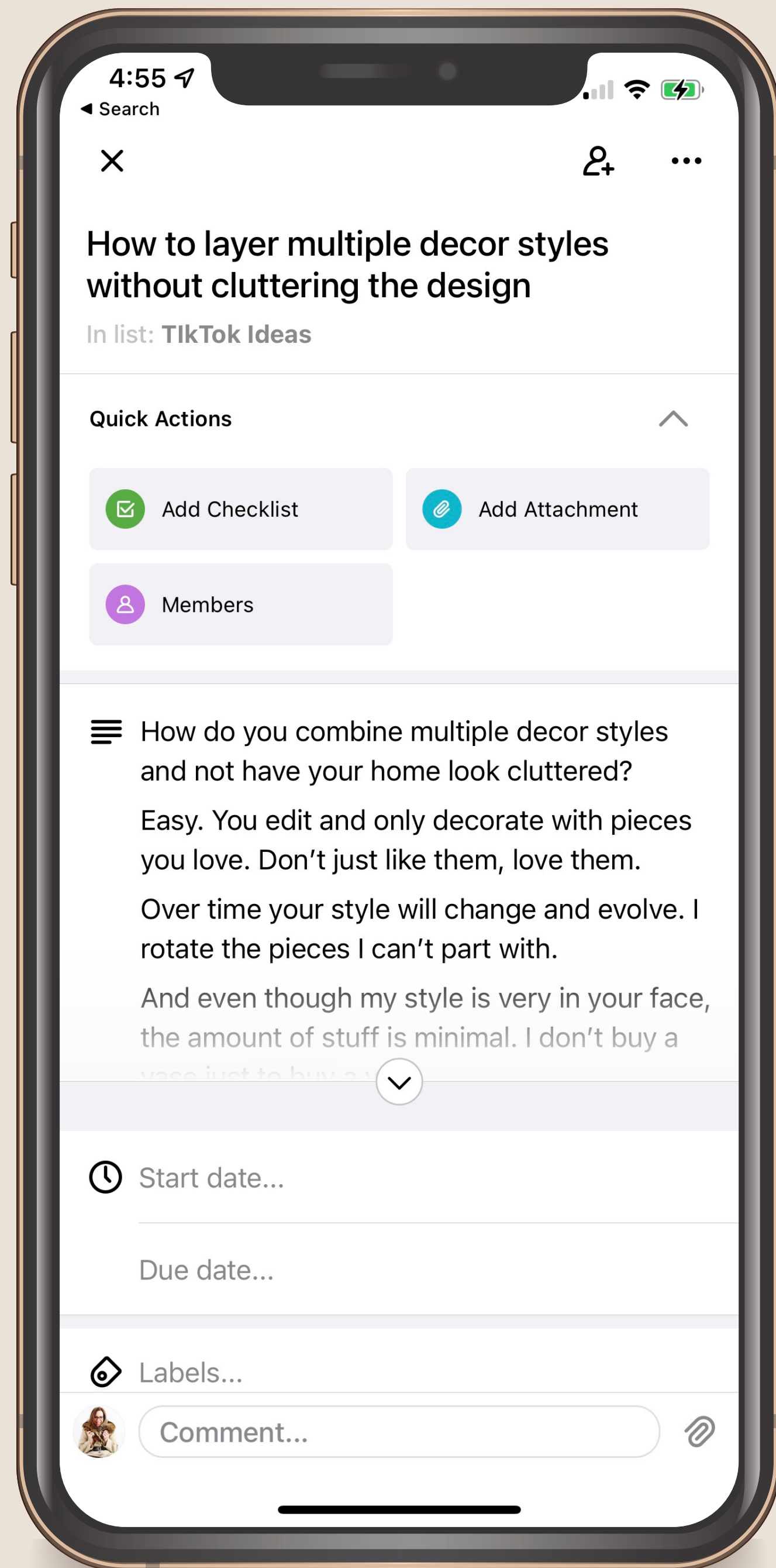
Create An Idea List

This is a running idea list I created in Trello. Notion, AirTable, Evernote, and Asana work great too.

Don't want to get fancy? Use the Notes app on your phone.

While you're flipping through a design magazine, watching TV, scrolling through social media, write down concepts for video creation.

If someone asks a question on a post, that could be your next idea. When you reply within the video, you can also cause the older video to resurface on the FYP.



How To Write A Script

I write chunks of text in my Trello cards, but you can write a script in Evernote, the Notes app on your phone, or use pen and paper.

HOOK: How to layer multiple decor styles without cluttering your design.

Braindump and refine text. Look for ways to shorten and rework your copy.

Read through the script out loud.

Re-edited text and record the voice over.



Growth Strategies

Review your analytics to see what has performed best and capitalize on those ideas.

- Introduction Post
- Reposting - repost old videos that performed well
- 3 of 1 Strategy - 3 videos, 1 idea
- Series - Part 1 - skies the limit
- Analyze and Recreate - how you can make it better
- Engagement - respond to DMs and comments and comment on other posts



Have A Great Idea But No Views?

3 OF 1 STRATEGY: 1 idea and create 3 videos.

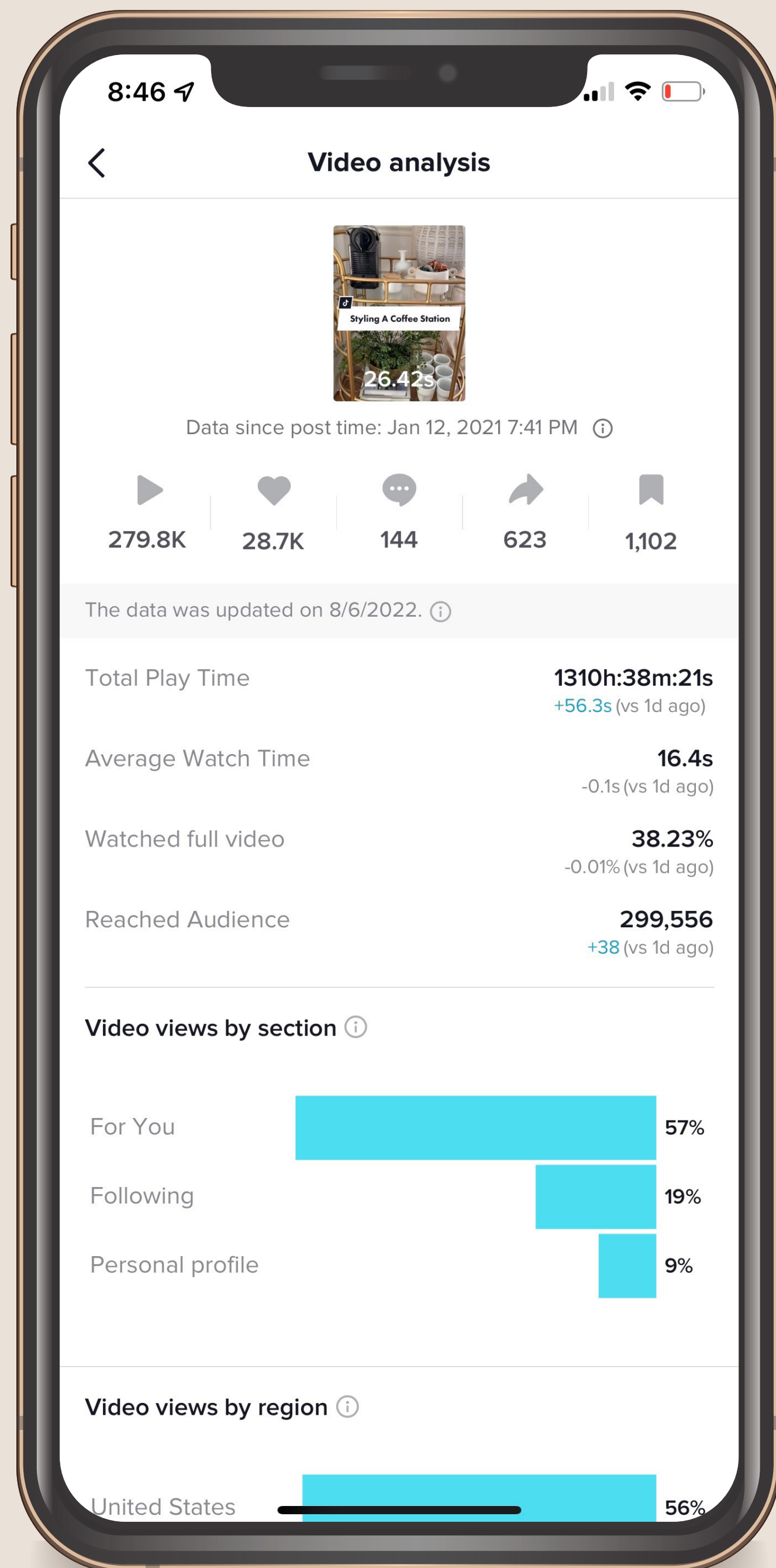
IDEA: How to style pillows on a sofa.

1. Beginners guide to mixing patterns with voice over.
2. Rant - Anne Sage went viral for her hatred of the karate chop using a trending sound.
3. Show a time-lapse of you styling pillows with different patterns and sizes. Use the green screen effect to walk your audience through the process.

02

Let's Analyze My Best Videos

Let's take a peek at real examples and pick apart why they performed so well.



Straight Forward How - To

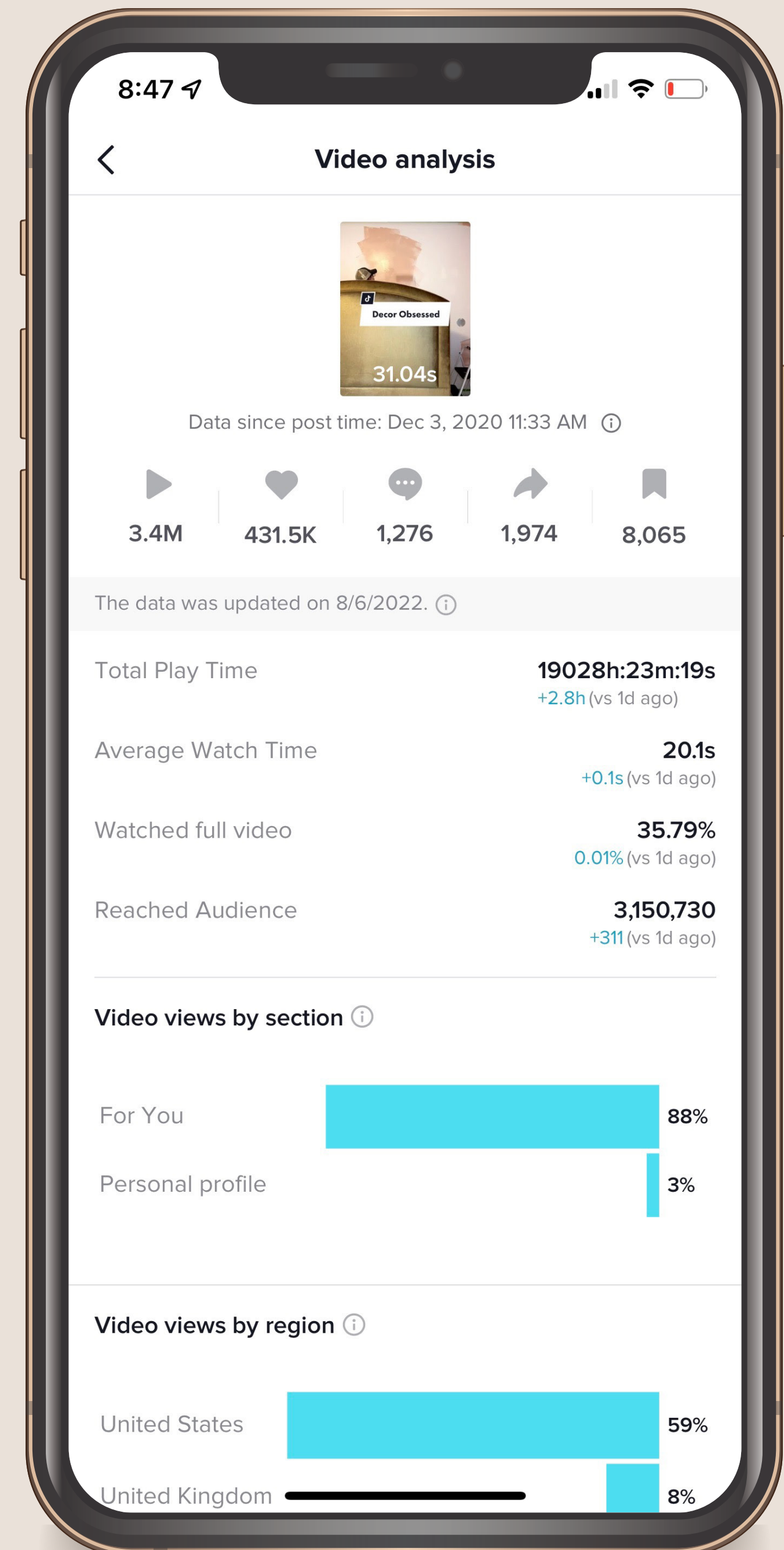
- HOOK: You requested a bar cart that's non-alcoholic, so let's try a coffee station.
- I'm showing a quick peek of the reveal as the opener.
- Easy step-by-step instructions.
- Teasing my secret trick to cord hiding.
- A couple seconds of fluff.
- Secret trick payoff - tape.

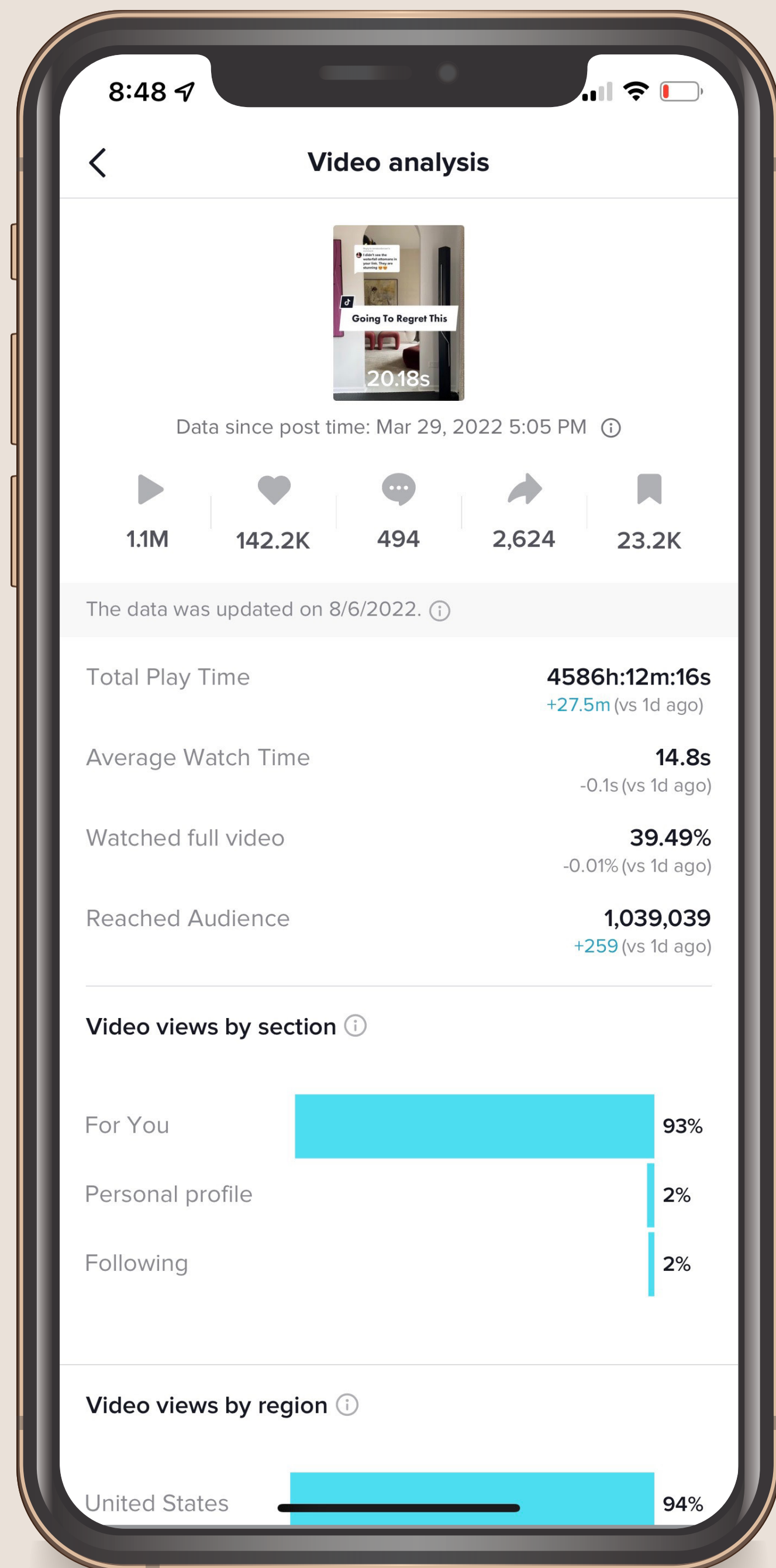
HOW COULD I MAKE IT BETTER? Like and follow for more home decor tips and tricks. Go to my website to get all the sources. Comment with what you'd like me to style next.

The Introduction

- HOOK: Hi, I'm Kyla. I'm an expert because I write this blog you've probably never heard of, and now I'm here on TikTok teaching you about home decor.
- Here is exactly what you can expect if you follow me.
- A few more subjects I love to share.
- You and I are gonna be bffs.
- Ask questions, I'll try my best to help you!
- Welcome to my world.

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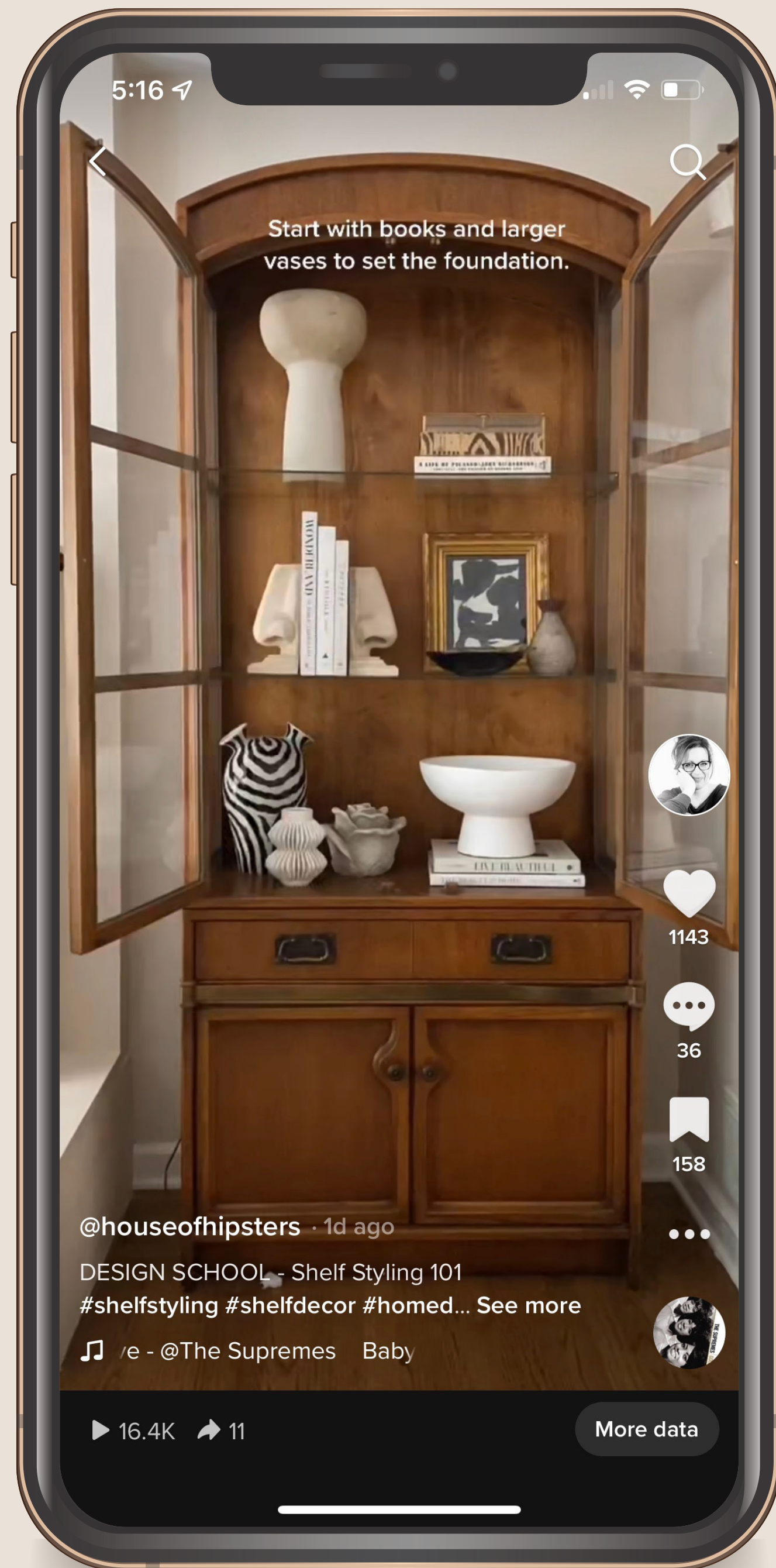




My Secret Source For Vintage

- HOOK: I know I'm going to regret this but...
- I'm not rich. I'm just like you. Relatable.
- Showing super rare pieces from secret source.
- Small details about my source...in Chicago, deliver everywhere.
- Anyone can shop this place.
- Last second payoff, here's the name.

https://www.tiktok.com/@houseofhipsters/video/7080646694173412654?_t=8UtdwDm9Pi7&_r=1



Creative Thought Starters

- Share design tips — how to style a bed, how to style a bookshelf, create a fun holiday DIY.
- Behind the scenes styling session, furniture install, or photo shoot.
- Teach followers something new about your business.
- Rapid fire interview with a team member or friend on decor favorites or design trends.
- Share your favorite decor items that you regularly use, and maybe they comes from your online shop!
- Go to Walmart, Target, or Dollar Store and give your followers an expert look at what catches your eye.

Giving your audience regular doses of this style of content will create an emotional connection to you and create trust.

What's In My Toolbox

iPhone

Tripod

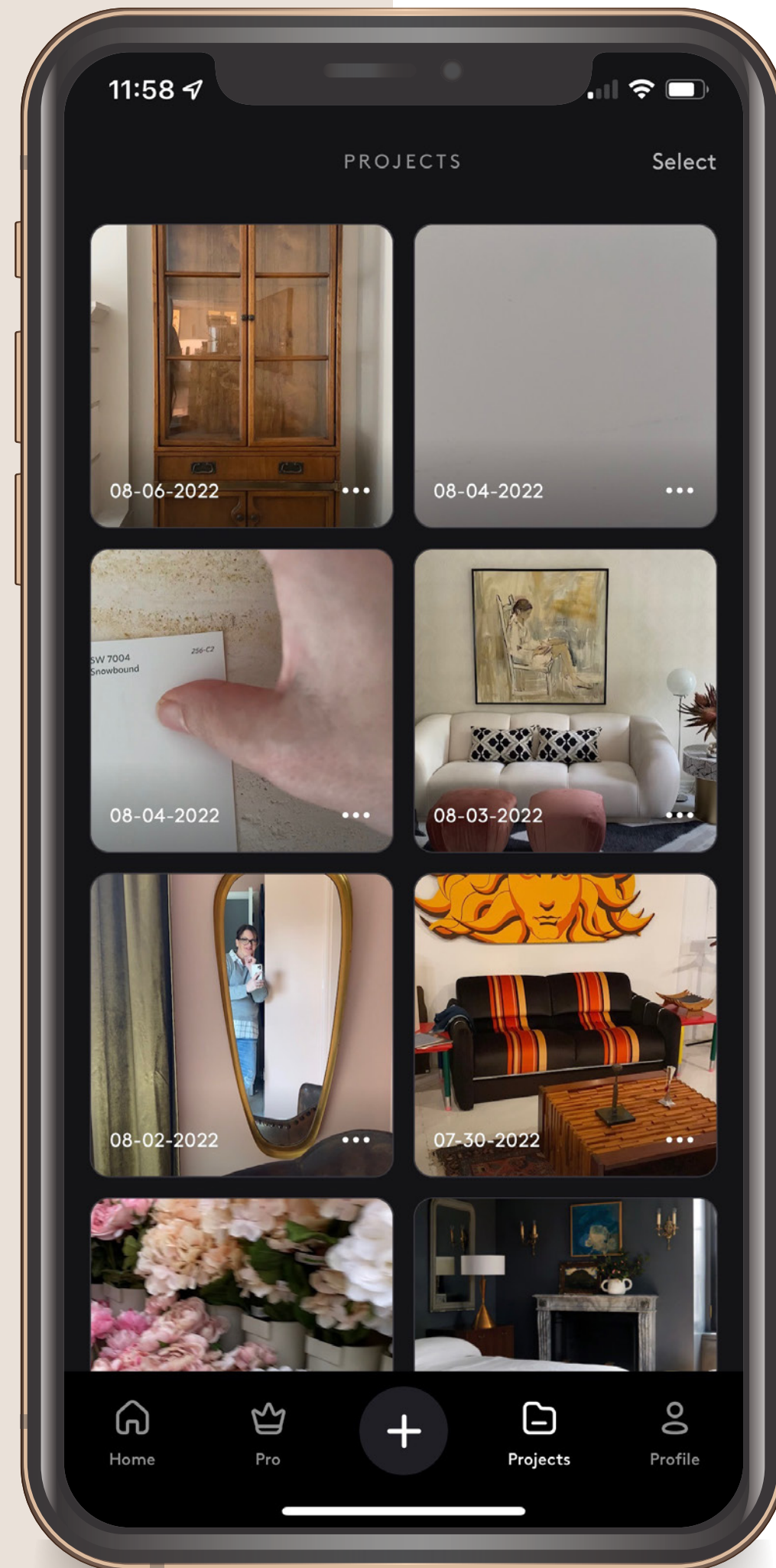
VideoLeap (inShot, VideoShop, Splice,
CapCut)

Ring Light

MusicalDown.com & Inflact.com

Backup phone chargers





Edit Outside *the apps*

I edit outside the app to repurpose my content. Many times I'm reusing old footage.

By organizing my videos in Albums on my iPhone, I can easily find footage of rooms I've shot. And by using the VideoLeap app, I can go back and re-edit videos I think I can improve and repost.

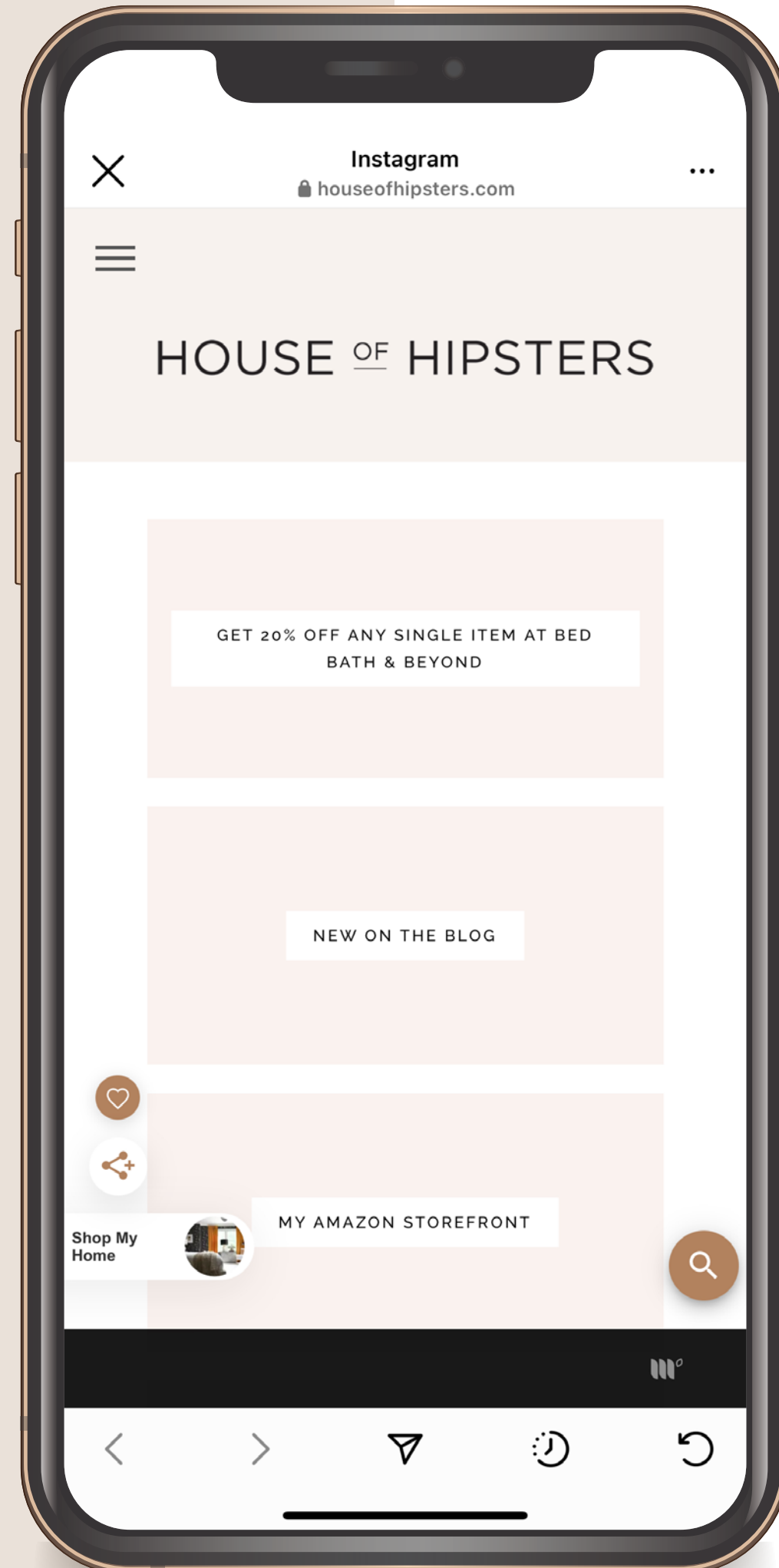
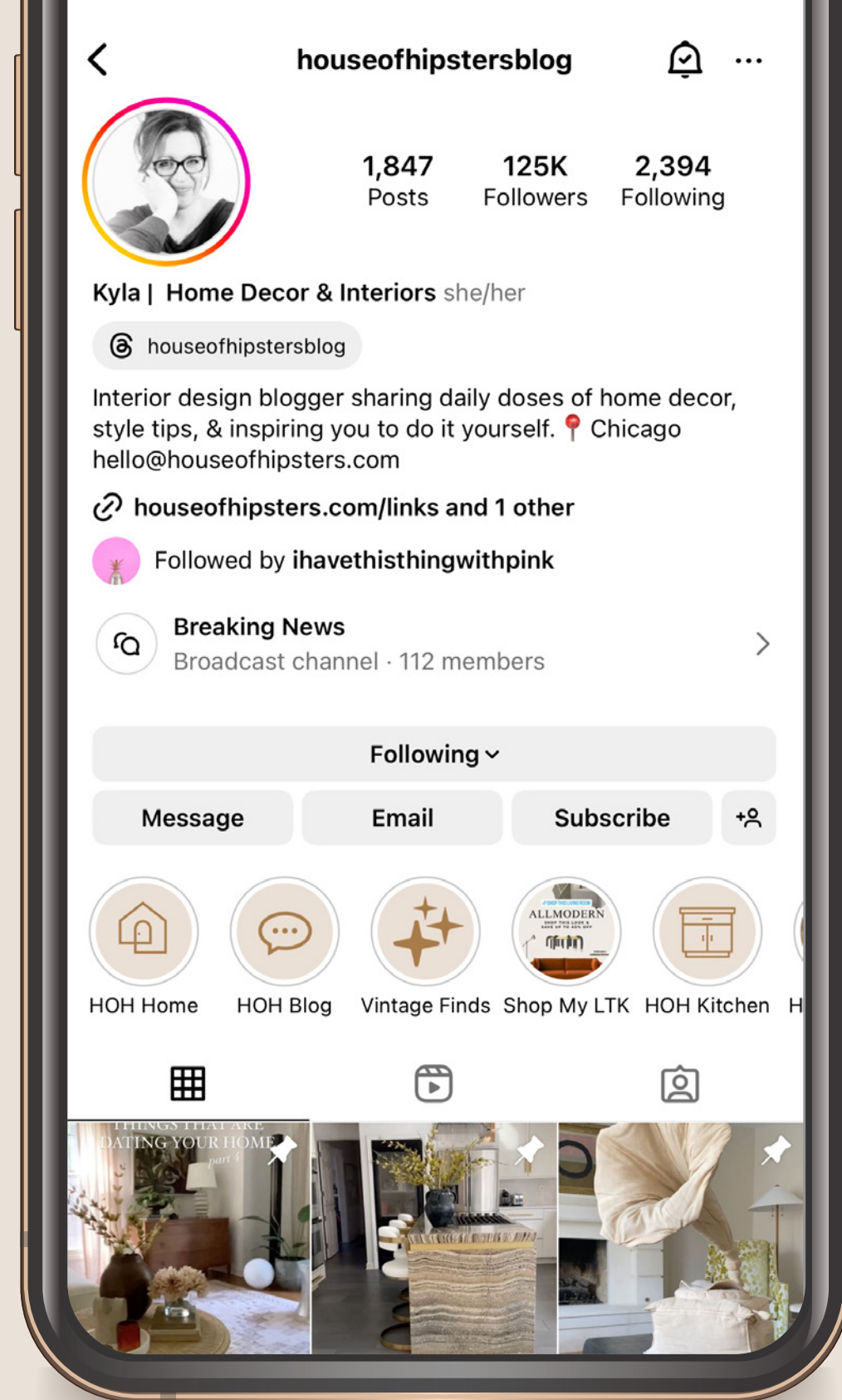
“Work smarter, not harder. Edit once.”

03

To-Do List

These are things that I need to remind myself to do before or after posting.

- Repurpose: TikTok, Instagram Reels, YouTube Shorts, Pinterest, and yes, post it to your Facebook page.
- Did you write a blog post that coincides with the video content? Post it to Stories with a link and create a video pin on Pinterest.
- Updating the link in bio.



Link In Bio

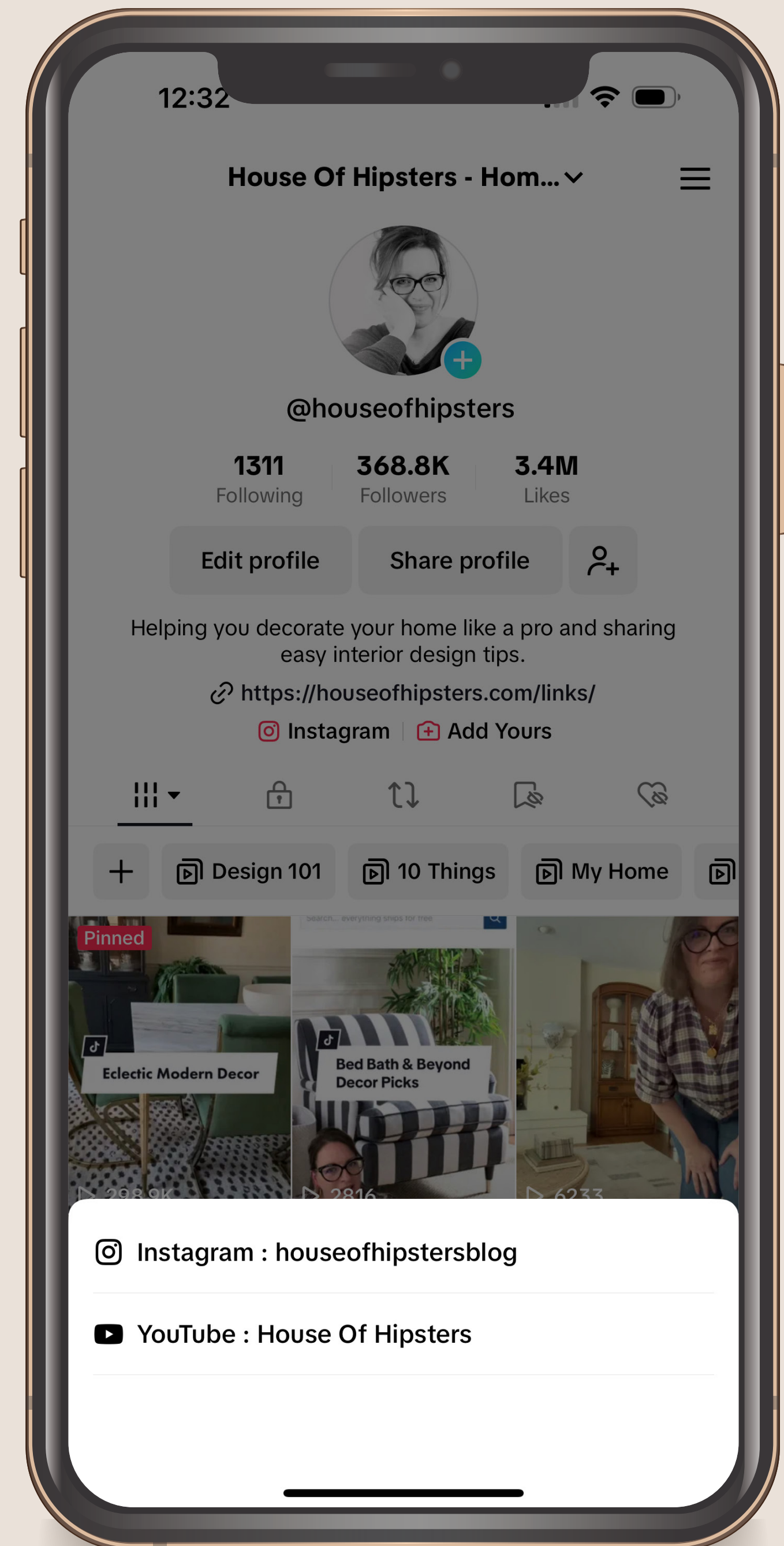
If you can avoid LinkTree, please do so. One part of Google's ranking system is traffic. Don't give that traffic to LinkTree. Create a page on your site with buttons.

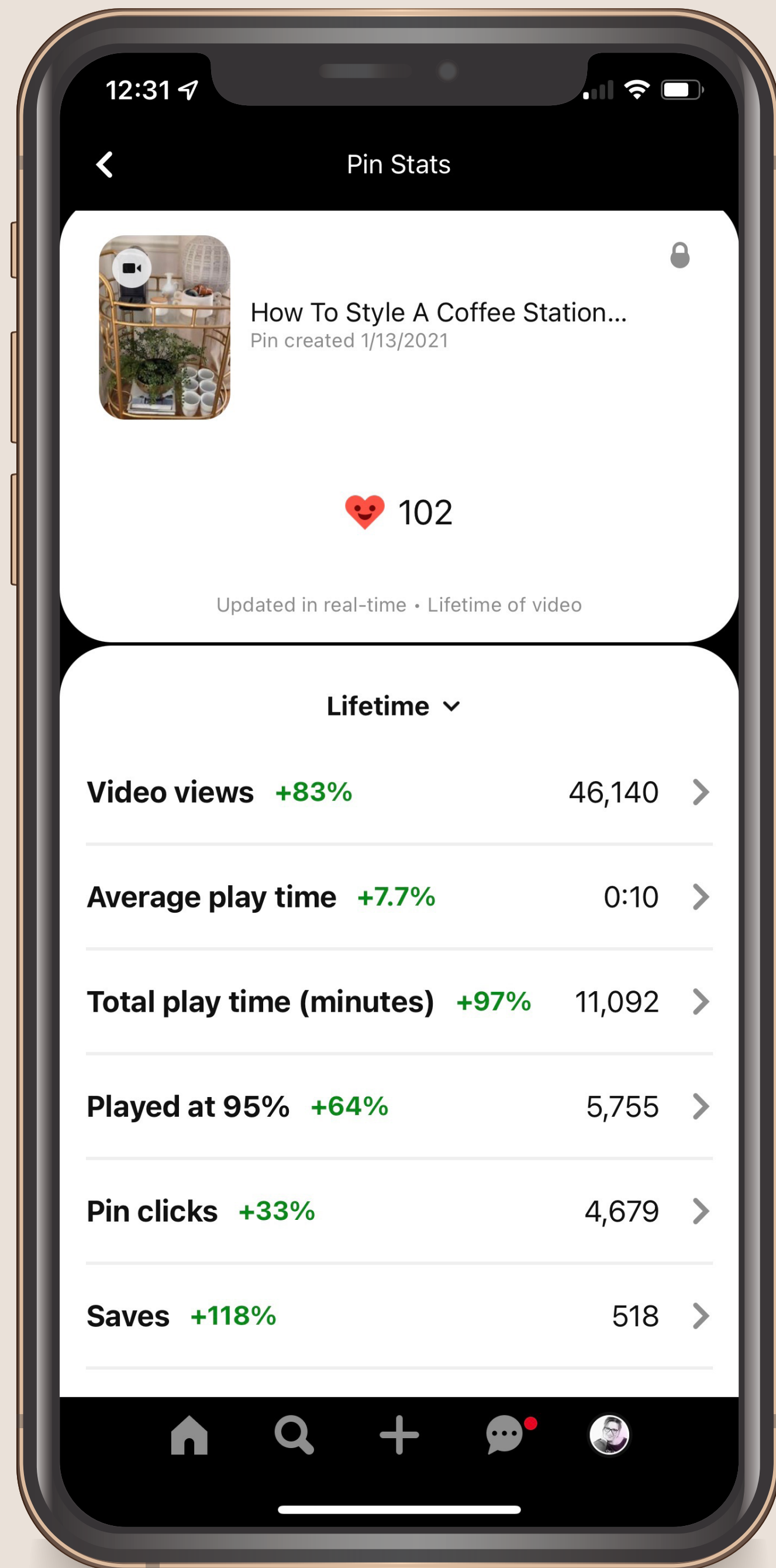
The link in your profile is prime real estate.

Link Your Instagram

TikTok makes DMing difficult, but it does give you the ability to link your Instagram and YouTube channel on your profile page.

If someone finds you on TikTok, make it easy on them and link additional ways to connect with you.

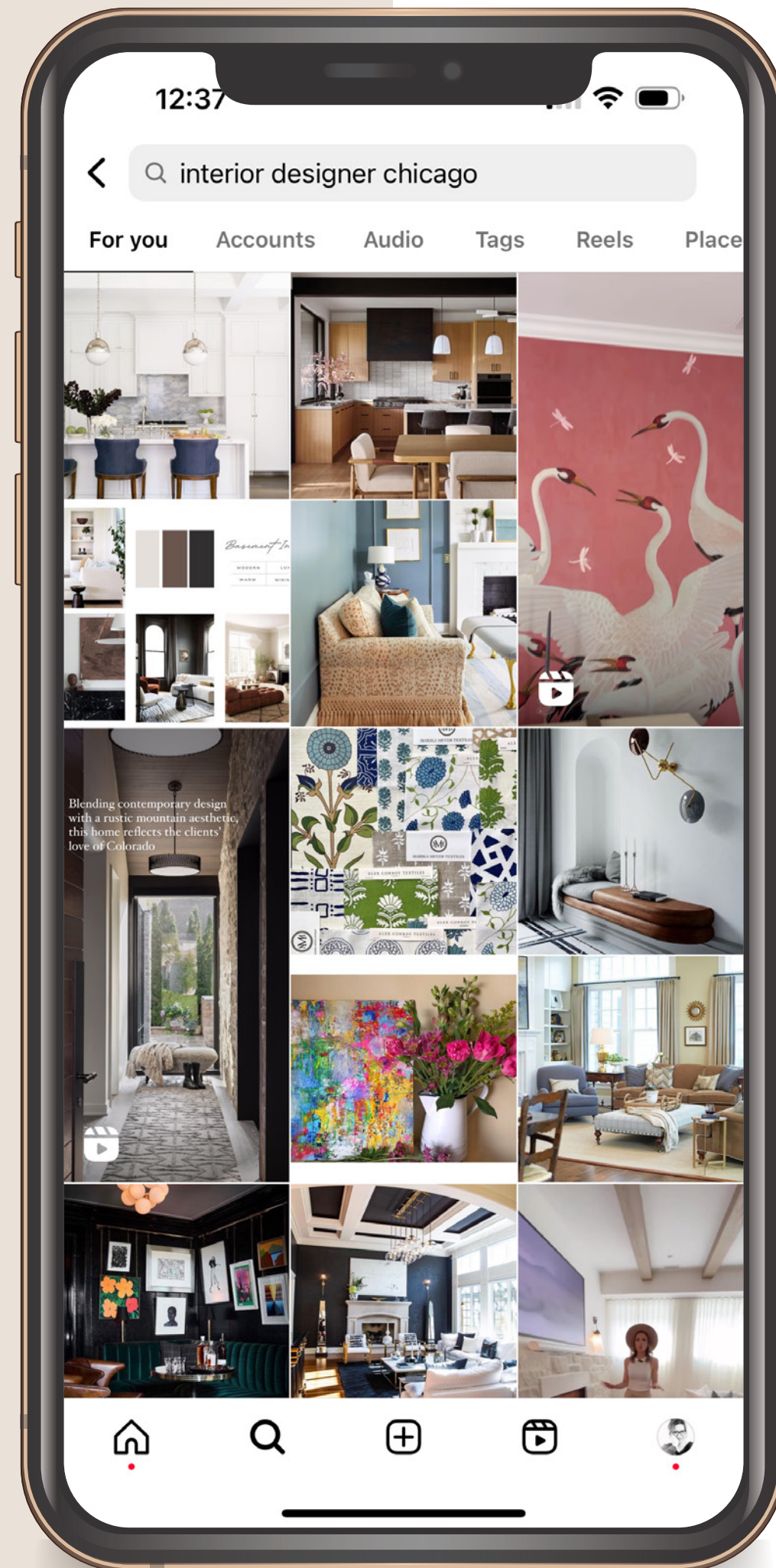
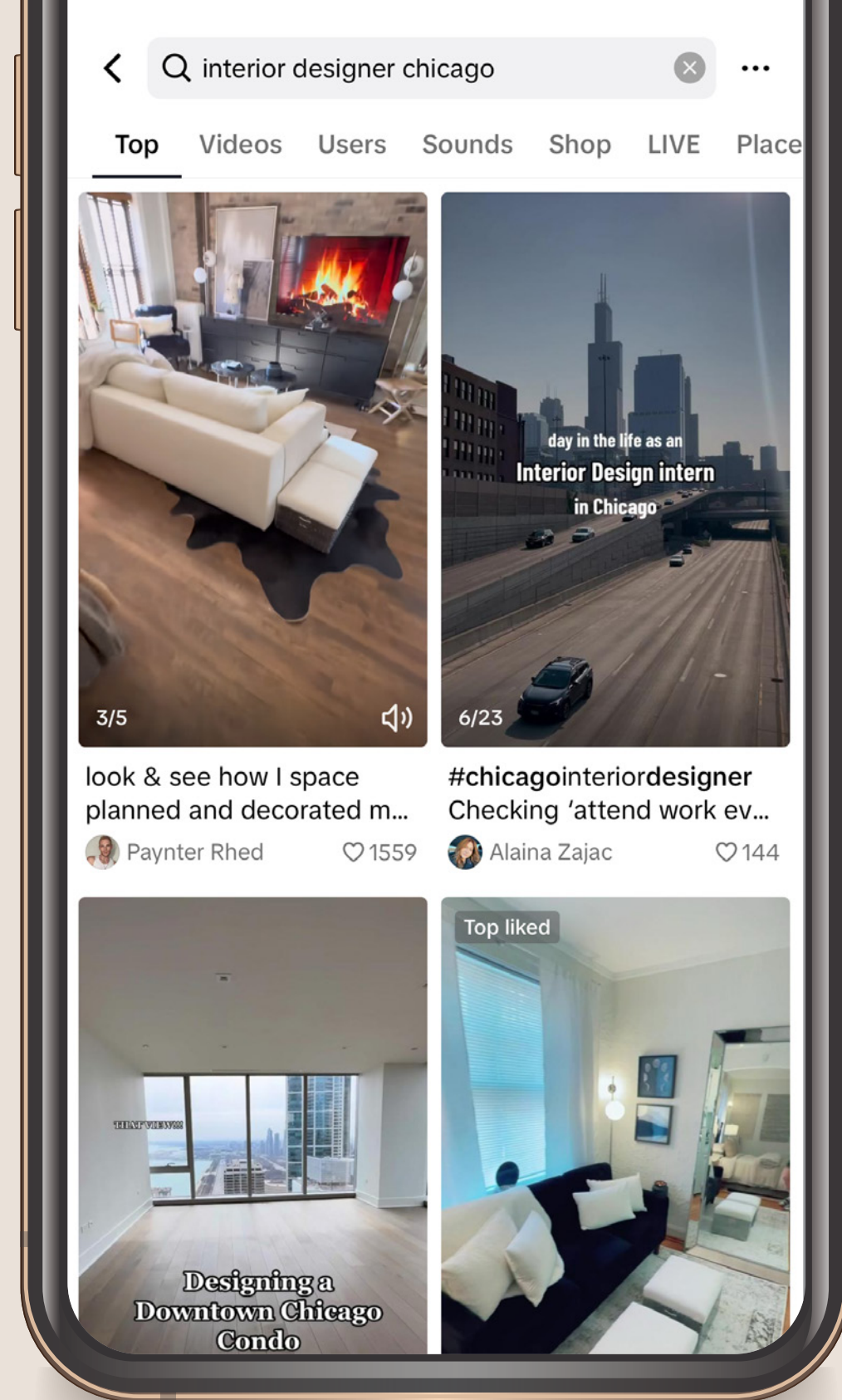




Repurposing Content

Creating video is time consuming, but here is my process for repurposing content to other platforms.

- Post to TikTok first because that is where my largest audience with the biggest reach resides. Prior to cross posting, I review the TikTok comments. Is it too fast? Too slow? Is my voiceover confusing?
- Post to Pinterest linking it back to my TikTok video or blog post on my website.
- Post to Instagram Reels. A couple weeks later, repurpose your video in a Carousel with still photos. A couple weeks later, reshare it to Stories. And of course, don't forget to pin those Instagram Reels.
- Upload it to YouTube Shorts and again create a pin.
- Create a Reel on your Facebook page.



Search Engine *optimization*

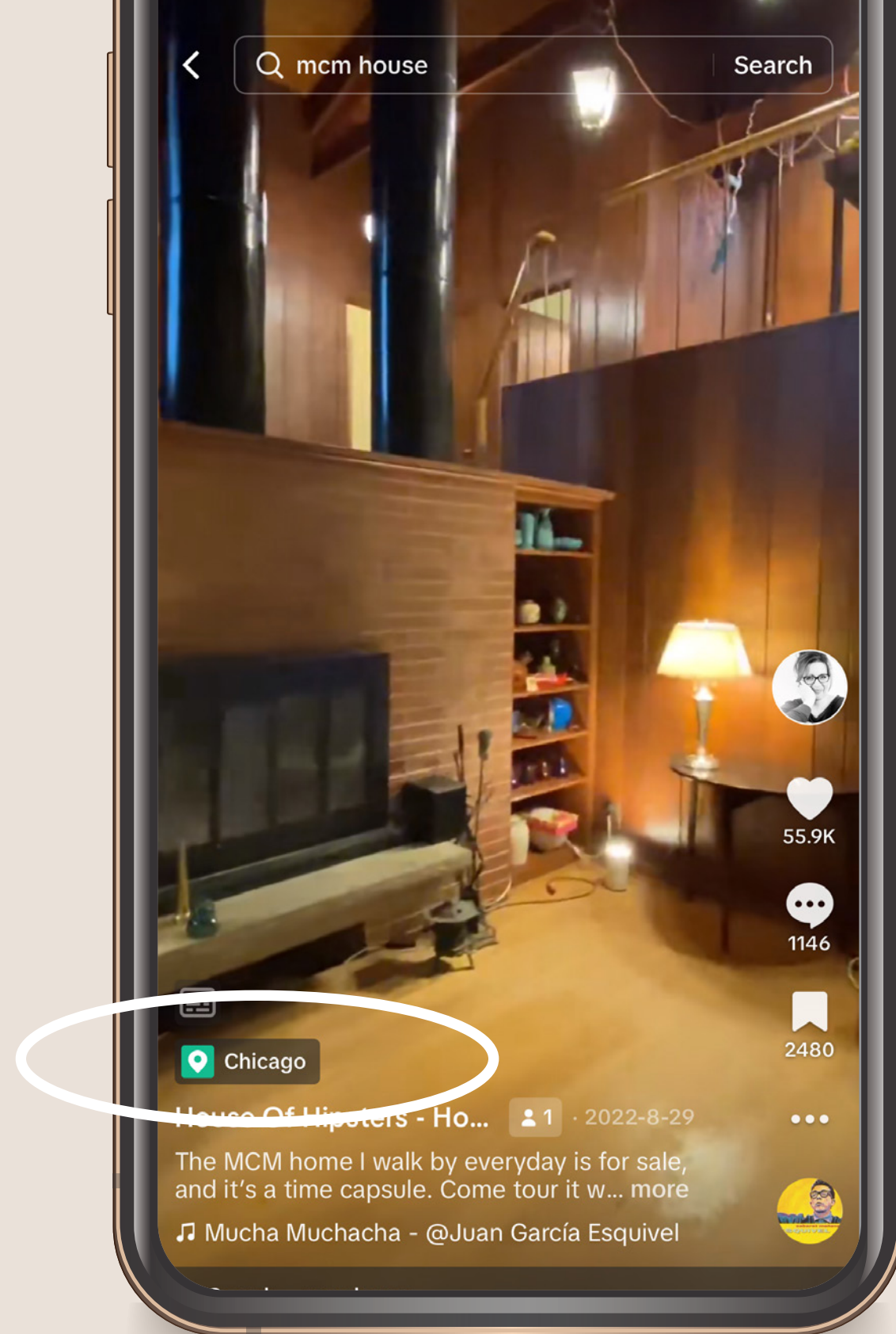
Let's search "interior designer chicago". The top suggestion on TikTok has 8016 followers. The first on IG has 1822 followers.

They stayed within their niche and used those keywords regularly in posts and bio.

Sometimes Google ranks TikToks and YouTube videos.

And don't sleep on captions and alt text if possible. It's another way to stuff keywords into a video.

“ Use keywords in your profile, captions, and hashtags for ranking.



Keyword research

Search the keywords you're planning to use in your post. Are they relevant? Can you niche down further?

Look for additional ways users are searching other keywords — sofa vs couch.

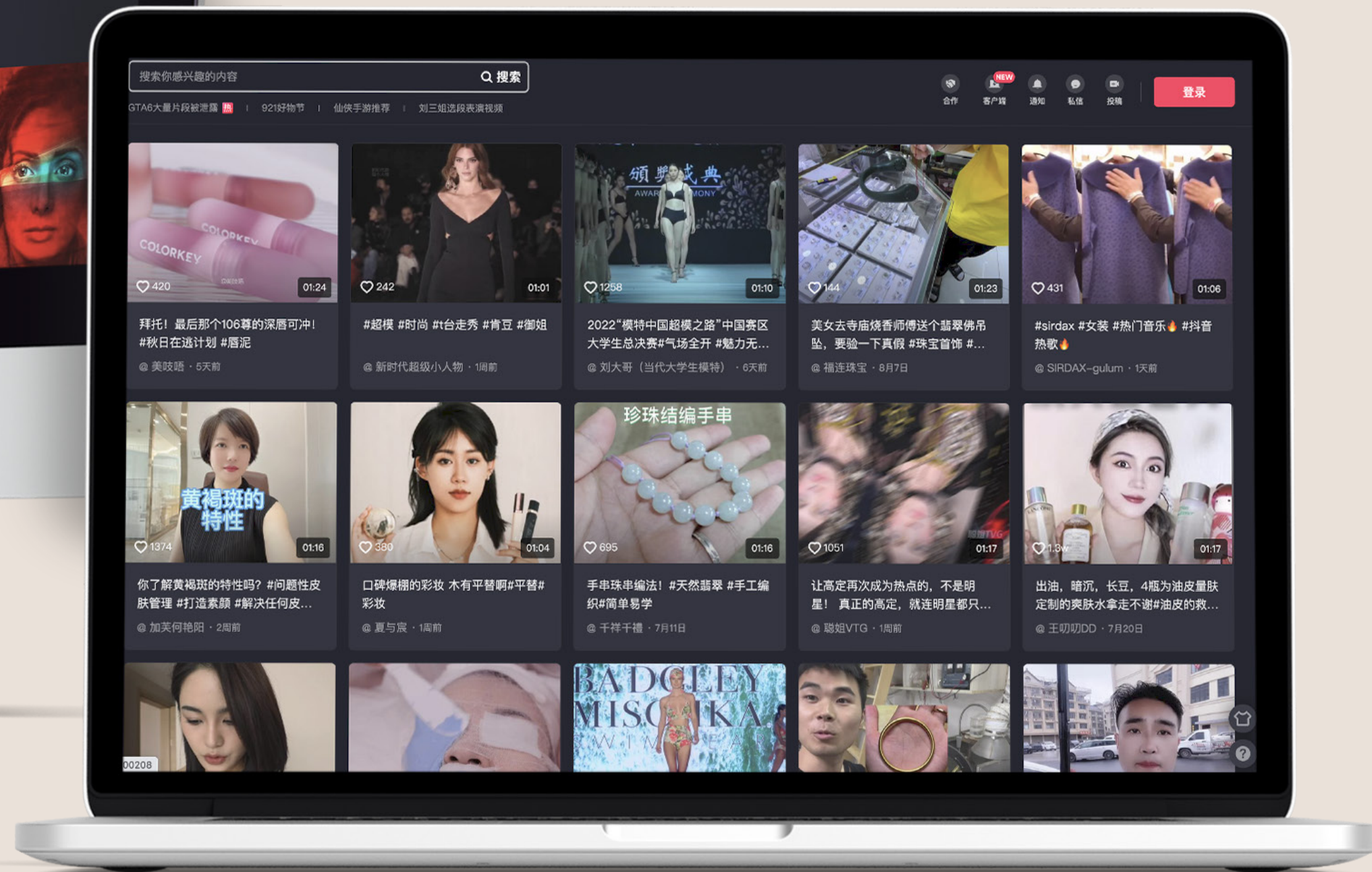
If you want to be found, use those keywords in your profile, hashtags, caption, text overlay, voice over.

Use the geo-locating feature for your business.



Douyin

YouTube meets online shopping mall
meets Netflix meets Amazon, meets
the Food Network, and more.



Content. Should. Be. Fun.



JUST BECAUSE THERE'S STRATEGY BEHIND IT,
DOESN'T MEAN IT HAS TO BE BORING.