

rehumanize YOUR BUSINESS

How **Personal Videos** Accelerate Sales
and Improve Customer Experience



ETHAN BEUTE + STEPHEN PACINELLI

WILEY

“I love this book for three reasons. First, I see it as a practical guide to selling with video. If you want to be emotionally effective, embrace video in your process. Second, it’s fun to read. It made me realize that customers are tired of dealing with faceless salespeople; they love authenticity and the trust it builds. Third, this book made me realize that sales automation pushes salespeople to act like human *doings* while video empowers them to think, act, and sell like human *beings*. An eye-opening read!”

—Gerhard Gschwandtner, founder and CEO of *Selling Power, Inc.*

“When we need to turn leads into appointments, appointments into sales, or sales into referrals, we use personal videos. Nothing else gets a faster or better response. This book gives you the blueprint for adding videos to your business, the right way.”

—Chris Smith, cofounder of *Curaytor* and best-selling author of
The Conversion Code

“*Rehumanize Your Business* is a smart and thorough guide to using personal videos to enrich your digital communication. It doesn’t just tell you why, but how.”

—Professor Andrew Brodsky, PhD, McCombs School of Business at
The University of Texas at Austin

“Who knew video would be one of the most inspiring and innovative ways to build trust, rapport, and relationships? Throughout my career, nothing has been more important to my own success and the success of my peers and mentors than relationships, and when you can’t be there in person, video on your webcam or smartphone establishes that much-needed personal touch. Ethan Beute and Steve Pacinelli capture this very well in *Rehumanize Your Business*. It’s on my bookshelf and should also be on everyone’s reading list.”

—Asher Mathew, vice president of *Business Development* for
LeanData, Inc

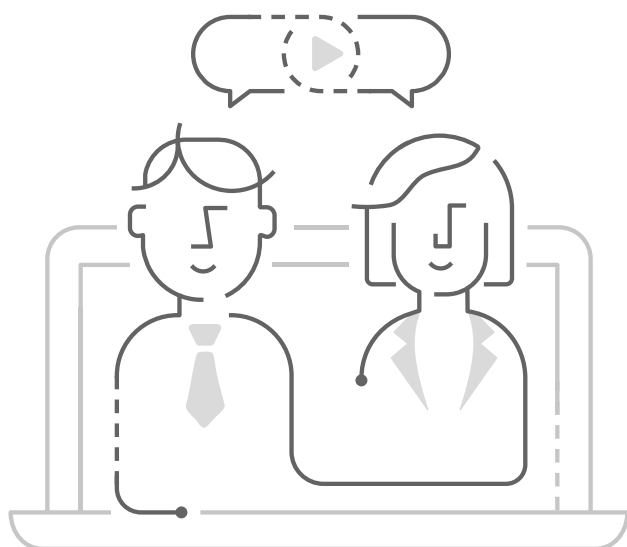
“Ethan is one of the most genuine, thoughtful, and brilliant humans I’ve ever met. When I found out he was writing this book with his colleague Steve, I thought to myself: there’s nobody better suited to talk about restoring humanity in business. Every interaction I’ve had with him, I’ve walked away feeling known, appreciated, and a whole lot smarter. It’s rare to find someone so intelligent and strategic who also cares so deeply about fostering rich and

meaningful relationships . . . but that's exactly what you get. I'm convinced that this book will not only make you more effective in business, but it will open your eyes to a more authentic approach to living life."

—*James Carbary, founder of Sweet Fish Media and cohost of
The B2B Growth Podcast*

rehumanize YOUR BUSINESS

How **Personal Videos** Accelerate Sales
and Improve Customer Experience



ETHAN BEUTE + STEPHEN PACINELLI

WILEY

Copyright © 2019 by John Wiley & Sons, Inc. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the Web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

Names: Beute, Ethan, 1973- author. | Pacinelli, Stephen, 1977- author.

Title: Rehumanize your business : how personal videos accelerate sales and improve customer experience / Ethan Beute, Stephen Pacinelli.

Description: Hoboken, New Jersey : John Wiley & Sons, Inc., [2019] | Includes index. |

Identifiers: LCCN 2018060340 (print) | LCCN 2019001723 (ebook) | ISBN 9781119576280 (ePub) | ISBN 9781119576273 (ePDF) | ISBN 9781119576266 (hardcover)

Subjects: LCSH: Internet marketing. | Internet videos. | Customer relations.

Classification: LCC HF5415.1265 (ebook) | LCC HF5415.1265 .B487 2019 (print) | DDC 658.8/72—dc23

LC record available at <https://lccn.loc.gov/2018060340>

Cover Design: Ava Gretzinger and Leah Von Fange

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

DEDICATION



To our families, to our team members,
and to everyone who values relationships
over transactions.

CONTENTS

Acknowledgments.....xiii

About the Authors.....xv

Introductionxvii

PART 1 Why It’s Time to Rehumanize Your Business

Chapter 1 The New Way to Communicate, Connect,
and Convert..... 3

 A Simple Video Makes a Big Difference 6

 Video for Relationships, Not Just for Marketing 11

 It’s Like We’ve Already Met..... 13

 Video Makes You More Familiar and Approachable 14

 The Numbers: Video Email versus Traditional Email 15

 The Stats, Claims, and Hype to Ignore 20

 The One Question to Ask Yourself 22

Chapter 2 Email: The Indispensable, Broken Tool 23

 “You’ve Got Mail” 23

 Alternatives to Email 25

 The Indispensable Tool 27

The Problem of (Over)crafting Your Emails..... 28

So, Emojis? 30

Repairing Email 31

Chapter 3 Video: The Personal, Rehumanizing Tool.....32

Relationships Are the Whole Point..... 32

Millennia of Human Brain Training 34

Our Faces Speak the Same Language 36

The Eyes Have It..... 38

Talking with Your Hands 39

The Warmth of Your Smile 41

Outsmarting Our Mental Shortcuts 42

Chapter 4 Six Signs This New Approach Is for You and Your Business..... 46

Sign 1: You Teach, Train, Sell, or Serve 47

Sign 2: You Drive Opportunities Toward Face-to-Face Meetings 48

Sign 3: You Want to Improve Customer Experience 49

Sign 4: You Risk Disintermediation by Web Apps, Tools, and Automations..... 51

Sign 5: You Benefit from Word of Mouth..... 52

Sign 6: You Win More Opportunities Face to Face 54

Six Signs That You Need Personal Video..... 55

PART 2 When to Rehumanize with Video

Chapter 5 Nine Stories of Sales Acceleration and Better Customer Experience59

Author Dan Pink and Professor Dan Smith 61

The Most Important Sound in Any Language 62

Leadership, Video, and the Handwritten Note.....	65
Appreciation You Can Feel	66
More Sales Replies and Fewer Support Replies	68
Even More Success in Customer Success.....	70
The First Salesperson to Send 10,000 Videos.....	73
A Sales Team That's Sent 10,000 Videos	74
Personal Touch, Faster Conversion, and More Referrals.....	76
It's Not About the Video.....	77

Chapter 6 Ten Times to Use Video Instead of Plain, Typed-Out Text	78
Top 10 Times Video Says It Better	78
When Not to Send Video.....	95

PART 3 How to Record and Send Videos

Chapter 7 Sending Video in Emails, Text Messages, and Social Messages	99
Three Ways to Send Video in Email.....	99
Screen Recording	107
Sending Videos by Text Messages	108
Sending Videos in Social Messages.....	110
Delivery, Filters, and Firewalls.....	112
The Video Viewing Experience.....	114
Face to Face in Any Channel.....	115

Chapter 8 Why You're Not Sending Video and How to Get Comfortable on Camera	116
Why We Stop "Doing Video" Before We Even Start.....	117
You Look (and Sound) Great	118

You Know What to Say	121
Your Process Results From Execution	126
Seven Tips for Better Videos.....	128
You're Not Alone	130

Chapter 9 The Salesperson's Guide to Video Cameras..... 132

Video Camera Tips.....	133
Video Setup Tips.....	140
The Right Tool for the Right Job.....	144

PART 4 Improving Video Results

Chapter 10 How to Get More Opens, Plays, and Replies..... 147

Top Reasons for Video Email Underperformance	147
How to Get More Email Opens.....	150
How to Get More Video Plays.....	153
How to Keep People Engaged in Your Videos	154
How to Increase Your Reply Rate	155
Tips for Prospecting with Video.....	158

Chapter 11 So, You Sent a Video . . . Now What? 163

How Tracking Helps You Follow Up More Effectively.....	164
What to Do If Your Video Email Didn't Get Opened.....	164
What to Do If Your Video Didn't Get Played.....	166
What to Do If You Didn't Get a Reply	169
Multiple Views, Latent Demand, and Long-Term Follow-Up.....	171
Now What? That's What!.....	174

Chapter 12 Where Rehumanization Is Now and Where

It’s Headed 175

 More Effective and More Satisfying Work.....176

 The Soft Edge 178

 The State of the Movement 179

 Measuring More Than Opens, Plays, and Replies 182

 Your Next Steps..... 183

 Rehumanize Your Communication and Your Business..... 185

Notes..... 186

Index..... 193

ACKNOWLEDGMENTS

One of the themes throughout this book is that our personal and professional successes result not just from our own efforts but through others' efforts, too. Our true wins come with, through, and for other people. We'd like to acknowledge Conor McCluskey, Darin Dawson, and the entire BombBomb team—every person in every seat in every department. This book would not be possible without you. We thank all of the personal video pioneers who allowed us to share their stories in this book and all of you whose stories we'll have to tell in blog posts, on webinars, and from stages. Thanks to every one of our customers and our critics; you inspire us to work harder and be better every day. And thanks to Richard Narramore at Wiley to whom the concept felt a little early but still had the vision to bring this to market.

FROM STEVE: Thank you, Gretchen. You made me the person I am today through the kindest heart I've ever known. Thank you, Grant and Owen, for showing me what it's like to overcome any obstacle. Sophia, thank you, for completing our little, big family and for bringing so much joy and laughter. Dad, Mom, Jennifer, Aimee, and the rest of my family and friends, thank you for providing all the love, warmth, and support a person could need. And finally, Ethan, you are a true role model in business and in life. I strive to be more like you. Thank you.

FROM ETHAN: Thank you, Megan and Owen, for your constant encouragement, patience, support, and inspiration through every endeavor. Thanks to Steve for adding so much value and fun to this project, my work, and my life. Thanks to Chris Smith, Thor Iverson, Dan Steinman, and Kurt Bartolich for sharing insights into your writing and publishing processes. Thanks to all the great teachers, leaders, and mentors who've broadened my perspective and provided challenge. Love to my mom, whom we lost this year, and to my family, who learned so much from her about relationships and connection.

ABOUT THE AUTHORS



ETHAN BEUTE

Ethan has collected and told personal video success stories in hundreds of blog posts, in dozens of webinars, podcasts, and stage presentations, and in countless conversations. He spent a dozen years leading marketing teams inside local television stations in Chicago, Grand Rapids, and Colorado Springs. His undergraduate and graduate degrees from the University of Michigan and UCCS in communication, psychology, and marketing were conferred with highest distinction. Ethan is Vice President of Marketing at BombBomb, and currently resides in Colorado Springs with his wife and son.



STEPHEN PACINELLI

Before becoming CMO at BombBomb, Steve was a customer and advocate of personal video for its benefits to his sales team. As a Sales Manager, Vice President of Events, and National Speaker for Realtor.com, Steve was a featured speaker who's delivered presentations to more than 1,000 audiences. A passionate storyteller by nature and the most extroverted introvert you'll ever meet, Steve resides in Downingtown, Pennsylvania, with his wife, twin boys, and daughter.

Introduction

Do you ever misread emails or text messages? Or have your emails or text messages ever been misunderstood?

Are you tired of cold calling and sending cold emails? Or of feeling like you're interrupting or bothering people?

Have you ever felt embarrassed by your spelling, grammar, or punctuation? Or has autocorrection ever caused you trouble?

Yes. Yep. Affirmative.

Would you save time by doing more talking and less writing?

If you got face to face with more people, would you create and close more opportunities?

Yup. Absolutely.

And yet every day you continue to entrust some of your most important and therefore most valuable messages to faceless digital communication. The same black text on the same white screen that doesn't build trust, doesn't differentiate

you, and doesn't communicate as well as if you just looked someone in the eye and said the exact same message.

The pendulum's swung too far away from the personal touch and human connection that drive your success and satisfaction. It's time to rehumanize your business. No matter the product, service, company, brand, or idea you represent, when people say "yes," they're saying yes to *you*. To who you are. With the strategies and tactics you'll learn in this book, you can get to "yes" faster by being more personal and human.

What does it mean to rehumanize your business? It means being more, well, human. Restoring a face-to-face element that's gone missing. Being more intentional and personal in your approach. Building better business relationships. Recognizing that you're truly winning when you win with, through, and for other people. Treating people the way you prefer to be treated. "Targeting" and "hunting" less and connecting and serving more.

What's one of the best ways to do this? By adding personal videos to your emails, text messages, and social messaging. Not videos for marketing, but rather videos for relationships. Not videos that are scripted, produced, and edited, but rather videos that are conversational, authentic, and imperfect. Videos that save time, improve results, and increase satisfaction—your own and that of your customers, future customers, and everyone else with a stake in your success. This is your new *and* old way to sell and serve—using today's technology to make sales and service truly personal again.

Building trust, rapport, and relationships are best done in person, but time and distance have increasingly driven us to faceless, digital messages. To make matters worse, most of us aren't very good writers; our messages are often misunderstood or require longer exchanges to arrive at mutual understanding. Video puts *you* back into your communication in a way that accelerates sales and improves customer experience. It restores that missing face-to-face element. But now you can get face to face *at scale*. All through quick, simple video messages with the webcam or smartphone camera you've always got with you.

Get face to face *at scale* with simple, personal videos.

If you're in leadership or management, inside or outside sales, account-based marketing, recruiting or talent development, or customer support or success, you'll be more successful when you rehumanize your processes by mixing in video messages. If you're in software, consulting, education, real estate, mortgage, insurance, financial planning, automotive, nonprofit, public speaking, entrepreneurship, or almost any other role or industry, this applies to you. Anyone working in a professional capacity benefits from better relationships. And video does this better than any other medium except being there in person.

Because you're reading this intro, you may already be sending video or at least you may have given it a look or tried it out. With more than a decade of experience and unique expertise, Steve and I offer practical and proven strategies, tips, and insights to help you implement video day to day. If you've not given it a look or tried it out, you likely know someone who is "doing video." Have you ever heard someone say that?

"I don't do video. But Mary does video."

"Yeah, Mary does do video. I tried video. Do you do video?"

"No, I don't do video, either."

Replace "video" with "phone calls" or "email" or "meetings." For example . . .

"I don't do phone calls. But Mary does phone calls."

"Yeah, Mary does do phone calls. I tried phone calls. Do you do phone calls?"

"No, I don't do phone calls, either."

Sounds silly, right? Well, that's where we're headed. Because "doing video" no longer requires scripts, lights, editing, or budgets. "Doing video" means occasionally recording a webcam or smartphone video in place of a typed-out message, a phone call, or even a meeting. In the pages ahead, you're going to learn why, how, and when to make video part of your business communication mix.

My coauthor Steve got going with this video philosophy as he searched for a better way to sell software. He deployed personal video email to the members of his outside sales team as a way to generate more revenue both on and off the road. With video in place of text, they built value before getting to price, shortened the sales cycle, and closed multiple \$24,000 annual contracts with people they'd never met in person and never even talked with over the

phone. He transitioned from a BombBomb video email user to our Chief Marketing Officer a few years later and more than four years ago.

My engagement started with part-time projects—creating a homepage video, writing an email nurture campaign, recording videos for those emails, and other deliverables for a couple of friends, Conor McCluskey and Darin Dawson. After founding the company a few years earlier, they were preparing to bring to market a video email service. Bored after more than a decade of traditional and digital marketing for local television stations, I was doing project work on the side with several other companies, too. But I exclusively locked onto this idea and locked in with this team for its forward-looking nature and rehumanizing potential.

Most new technology is understood in terms of its predecessor and video email is no exception. I viewed our initial product offering as an email marketing platform with video uploading and hosting built right in. And, as a product, that's what it was at the time—and I fully expected MailChimp or even Google to devour the available market for it by rolling out a similar feature set. Through constant and direct customer contact (something I rarely had in my broadcast television career), it became clear that we weren't just a "video email marketing" service. This mental shift or change in understanding is most clear in the increasing gap between "marketing through video" and "relationships through video."

In this book, you'll get language, understanding, and practical applications of this rapidly emerging trend of rehumanizing communication, accelerating sales, and improving customer experience with video. It's about realigning some of your day-to-day efforts with millennia of human brain training that dictates how we communicate and connect with each other. It's about evolving tactics and improving results. It's about how and why a salesperson sent his 12,000th video—and the likelihood he's the first person to create that volume of video to build relationships and increase sales. It's about being there in person when you *can't* be there in person.

Over the past decade, we've watched our own community grow from about 100 active, paying customers to well over 40,000. They live all around the world and work in all kinds of industries. We've learned and taught from their success stories and examples in hundreds of blog posts, webinars, podcasts, stage presentations, and, of course, videos. We've seen other companies come "down market" from prescribing scripted, lighted, produced, and edited videos to recommending our "video voicemail" style videos. We've

read about multibillion-dollar companies like Coca-Cola and Levi Strauss & Co. intentionally reducing the quality of their photos and videos to make them appear more trustworthy to consumers, a phenomenon we'd described years earlier as the "Shiny/Authenticity Inversion." With a growing range of companies, communities, and individuals getting involved, this movement is just getting started.

Now is the time to start using video for relationships,
not just for marketing.

In Part One, you'll learn what personal video is, why it's rehumanizing compared to the status quo, and why you should participate. In Part Two, you'll see who's using personal video and when you might use it, too. Part Three is the how—recording and sending, cameras and equipment, psychological barriers, and more. Part Four delivers advanced strategies and a look to the future of this growing movement. Throughout, you'll get practical tips to replace some of your typed-out text with a more personal and human touch.

And, no, the irony is not lost on us that this is all being shared by way of simple black text on a plain white page.