

## PRAISE FOR *VLOG LIKE A BOSS*

“Mastering the art of the ‘jab’ through vlogging means learning from Amy Schmittauer. I don’t consume a lot of video, but Amy knows how to crush it to get attention. She got mine. Take notes.”

—Gary Vaynerchuk, Four-Time *New York Times* Best-Selling Author and CEO of Vaynermedia

“If you want to say, “Wow, I love my boss,” then Amy Schmittauer is your girl! I’m so happy to call her an internet friend, and now you can too! Amy is charming, witty, smart, and fun as she drops all the vlog knowledge you need in one place. She’s the best #VlogBoss ever!”

—Justine “iJustine” Ezarik,  
YouTuber and *NYT* Best-Selling Author

“Amy Schmittauer is the most authoritative voice in the how-to vlogging space. She is by far one of my favorite thought leaders and educational resources for all things digital and video. Her mentorship has contributed to my growth and success as a social media marketer and video producer.”

—Tyler Culbertson,  
Social Media Manager for Tony Robbins

“The art of vlogging looks deceptively simple, but Amy does a masterful job of navigating through the many, many subtleties that turn a decent vlog into a great one.”

—Austin Evans, YouTuber

“With *Vlog Like a Boss*, Amy has served up a slice of vlogging reality for both beginners and experienced vloggers that’ll help anyone take their online video strategy to the next level. Fun, full of frolics and simply fantastic, this book is one I’ll personally refer back to time and time again.”

—Chris Ducker, Founder of Youpreneur.com, and  
Author of *Virtual Freedom*

“Amy is brilliant. They say if you can’t explain something to a five-year-old, you don’t understand it well enough. Amy breaks down topics in marketing, blogging and video well enough to have a five-year-old vlogging like a boss in no time!”

—Marques Brownlee, YouTuber

“Only fools will try to start a video series without reading this book first. *Vlog Like a Boss* is a perfect mix of inspirational and tactical advice. Highly recommended!”

—Jay Baer, President of Convince & Convert, and  
Author of *Hug Your Haters*

“If you’re not doing online video right now then you’re missing a serious opportunity for fame, business exposure, storytelling, or plain old-fashioned connection. Kids (and their parents) all over the world are killing it with video. In this book, YouTube sensation Amy Schmittauer unpacks the precise steps she herself followed to conquer online video so that you can do the same. Amy’s a double-threat: fantastic on-camera and just as good at telling you why she is and how you can be, too. Buy this book.”

—Matthew Kimberley, Author of *How To Get A Grip*

“Amy’s authenticity and passion are inspiring. She makes it easy to learn from her, and I have learned a lot.”

—Michelle Tillis Lederman,  
Best-Selling Author of *The 11 Laws of Likeability*

“When I need help vlogging, Amy is the first one I contact. She knows her content and communicates it effectively through her proven process. She recently spoke at my conference and the sold-out crowd gave her a standing ovation at the conclusion of her session. Read this book to save time and money and start vlogging like a boss.”

—Kary Oberbrunner, Author of *Elixir Project*,  
*Day Job to Dream Job*, *The Deeper Path*,  
and *Your Secret Name*

“Simply put, Amy gets video. It is clear that Amy has mastered the art and science of how to leverage video as a powerful marketing vehicle. It’s that mastery that has allowed her to generate such a rabid following and positioned her as one of the smartest video marketers in the industry.”

—Erik Harbison, CMO for AWeber.com

“Amy combines 9 years of video experience with 30-ish years of being a human into the ultimate resource for anyone looking to start vlogging or any business looking to increase their online presence with video. When it comes to being human in front of a camera, there is no one better than Amy Schmittauer.”

—Vincenzo Landino, Creative Director for Aftermarq

“Being able to teach others to vlog is Amy’s specialty. She does it with not only knowledgeable tips, but when she tosses in her own personality, humor, and grace, you know you have a winning combination. When looking to start vlogging, Amy is your “boss lady” to give you the most valuable tips to start you out on the right foot. Start reading the book, press record, and click the “publish” button—it’s time to VLOG!”

—Stephanie Carls, My Savvy Life on YouTube

“You may think video is scary, and you’re right, it is—not because you aren’t a good creator or storyteller but because you don’t have the toolkit, mindset, and plan that experts like Amy have implemented with extreme success. Amy’s ability to create engaging videos that deliver a polished message while being fun has transformed my video creation process. Beyond the social media and equipment advice, Vlog Like A Boss will be your go-to guide as you overcome your fear of video.”

—Brian Fanzo,  
Global Speaker and Founder of iSocialFanz

“Since I started following Amy, I have been able to create better videos with all of her great tips and tricks. Amy is truly connected with her community which makes it much more effective and genuine. She is always there to help! Thank you, Amy, for being such a rock star!”

—Jean Richer, Vlog Boss University member and  
Realtor at Keller Williams Integrity

“If you want to start creating video, then you need to read this book. Amy shares some video tips and tactics to get you creating video straight away.”

—Andrew Browne, Vlog Boss University member and  
IT Consultant at Aussie I.T. Solutions

“*Vlog Like a Boss* takes Amy Schmittauer’s insight to a whole new level! Amy’s spunky, on-camera personality shines throughout her book, as any loyal Savvy Sexy Social YouTube subscriber would expect. This book is filled with encouragement and inspiration, but most importantly, actionable advice for any level of vlogger.”

—Meredith Marsh, Vlog Boss University Member and  
Founder of VidProMom.com

“Successful athletes never stop strengthening their mindsets and skills. They know victory is not found in their comfort zones, so they seek out winning coaches for a push, proven paths, and encouragement. Successful marketers and communicators do the same. If you want to create impactful and want-to-view videos for your business or organization, *Vlog Like a Boss* is where to start. You won’t find a better coach than Amy Schmittauer.”

—Tom Page, Vlog Boss University Member and  
Founder of School Communicators Network

“Amy’s videos have been a go-to resource for me over the last few years and will continue to be a guiding light for any of my vlogging, blogging, podcasting, strategy, tactics, and execution in the years to come. *Vlog Like a Boss* is a great addition to the Schmittauer media empire.”

—Keith Lewis, Vlog Boss University Member

*“Vlog Like a Boss* is an essential read for anybody wanting to crush it with video. It provides a logical, step-by-step approach to vlogging, but is delivered in a passionate and inspiring way. Writing for the modern world where video can no longer be an overlooked medium, Amy Schmittauer is a true thought leader in the industry, and she holds nothing back in this book to get you vlogging like a boss too.”

—Andrew & Pete, Vlog Boss University Members and  
Co-founders of [andrewandpete.com](http://andrewandpete.com)

“Reading this book makes me feel like I’m sitting next to my BFF and listening to her spill it all. Amy’s witty, to-the-point voice shines through, reminding me that video is always a good idea, no matter what excuses I’m making that day. The moral of the story is this: do the work, embrace your unique personality, and you’ll be vlogging like a boss in no time.”

—Amber Rose Monaco, Vlog Boss University Member  
and writer at The Amber Monaco Creative  
Content Marketing

“What I’ve learned from Amy—how to use video to reach more people as a teacher and have greater influence as an authority in my field—has had a huge, immediate impact on my calling as clergy and my career as a community leader. This book is the 100-proof distillation of her years of experience and expertise. If you follow it, you won’t be an overnight success—no one is—but you will experience rapid, profound growth in your authority and influence while saving hundreds (or thousands) of hours and dollars in trial and error. Thank you, Amy—my YouTube rabbi!”

—John Carrier,  
Vlog Boss University Member and Rabbi

**VLOG**

**LIKE A**

**BOSS**



**VLOG**  
**LIKE A**  
**BOSS**

*How to Kill It Online with  
Video Blogging*

**AMY SCHMITTAUER**

**AUTHOR**  
**ACADEMY** elite

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To my mom, Jacquie.

Thank you for teaching me independence,  
work ethic, and focus. More importantly, thank you for  
showing me that I can do anything.

I love you.



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# FOREWORD

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## BY THE SAVVY SEXY SOCIAL COMMUNITY

As I thought about who would be the most appropriate person to write a foreword for this book, I realized it was a no-brainer decision. There is no one on earth that knows me better and can advocate for the work I do more than the community that has been watching my videos for Savvy Sexy Social.

I asked them in a video for words to share with you. Here is what just a few of them said:

# xvi VLOG LIKE A BOSS



**Amy Lin** 11 hours ago

- 1) You show me the importance of being yourself, and it is ok to be yourself.
- 2) You never know when your unique perspective/experience will brighten up someone's day.

Reply ·



**Angeline Ridore** 20 hours ago

- 1) Amy's Channel gives you everything you need to be a Brand Boss and she motivated me to Vlog before I ever imagined it was possible that I could be doing it.

- 2) Video is ubiquitous now and if you have a message, a Brand, or any business...why wouldn't you want a proven no fluff content source to get it done right...the first time!

Reply ·



**AsPrettyDoes** 15 hours ago

- What do Amy and Vlogging have in common? They both changed my life! Video gave personality to my business and Amy gave me the push and resources I needed to take both to the next level.

Reply ·



**Billy Thompson** 16 hours ago

- your videos on both schmittastic and on SavvySexySocial has helped me better understand how to best get started by video blogging, now is the best time for people to get started with video blogging to get the most organic reach for not only their personal brands but for any business that they are trying to start.

Reply · 1



**Brian Musial** 9 hours ago

- You're not a "Hey look at me I made 100k a month as a video-preneur" Douchie McBaggerson.

That's exactly why we need you (Yes YOU reading this) to vlog your story.

Reply · 1



**CoolCat Carolena** 9 hours ago

- 1) You taught me there is always a way to make the video, no excuses, don't quit, my audience wants to hear from me, but it's up to me. MAKE THE VIDEO!

- 2) Video is for everyone because it's the future - video is education, business development, entertainment, communication - video can be everything or just what YOU need it to be.

Reply · 1



**Christine Morse** 17 minutes ago

- You have helped me in more ways than I can count but the MAIN way would be that I am just more confident in front of the camera and because of that behind it. I truly believe that if you want to make a difference in your business, your community and the world video is the #1 way to go about doing that.

Reply ·



**CraigH JohnsonTC** 14 hours ago

- Amy taught me the value of getting started, worry about the content and not the equipment. The biggest value in why someone should start blogging is to start building confidence, a vlog can organize your thought leadership and allow you to focus on the skills and experience you do have.

Reply ·



**Damian Noud** 10 hours ago

- Amy's practical tips cut to the chase and gave me the confidence to start vlogging a year ago. Things have snowballed for me since then and anyone who wants to vlog like a boss needs to get on board the Amy train towards their success destination.

Reply ·



**David Gonzales** 9 hours ago

- Amy, you gave me the courage to find and approach guests for my livestream show unintimidated via the technique used directly from one of your videos. Anyone who has an inkling that they may want to blog or get themselves out there would best serve themselves by learning the lessons from your content and experience.

Reply ·



**DHRUV PATEL** 11 hours ago

- There was always some hesitancy in me from birth but you have helped me to develop my personality. & I think people who face the same challenges should learn and grow from where they are.

Reply · 1



**All Dogs Are Smart** 13 hours ago

- Amy "encouraged" me to get of my a\*@ and vlog already. You should start vlogging because it is the fastest way to get your message out there. Hands down.

Reply · 1



**Doug Neville** 16 hours ago

After meeting you in Boston and discussing what I should focus on... I got off my bottom and made some videos! Amy makes getting started super easy, if you don't want to make a video after watching her... you're just lazy!

Reply · 1 👍 🗨️ ❤️



**Doug Scudder** 13 hours ago

Following Amy's YouTube channel has helped me be a better marketer and has taught me how to create engaging, valuable content. Learning how to vlog teaches marketers principles that apply to every kind of marketing content and how to engage with their target audience.

Reply · 👍 🗨️ ❤️



**Ewen Munro** 12 hours ago

1) You've helped me realize the potential with vlogging: being able to reach more people and create a business around vlogging.  
2) As well as advancing your own business, vlogging can teach you so much about yourself and give you life skills that'll help you in all walks of life.

Reply · 👍 🗨️ ❤️



**Family History Fanatics** 15 hours ago

1. Amy has helped my family organize, plan, and prepare for another season of vlogging for our niche and pointed out the biggest mistakes to avoid.  
2. To improve the quality of niche education, vlogging is an excellent way to achieve that goal and build a personal business as well.

[Read more](#)

Reply · 👍 🗨️ ❤️



**FITChickGloves** 11 hours ago

You encouraged me, informed me, educated me, pulled me up by my bootstraps, and kept me focused on my digital goals 🙌! PEEPS wanna KNOW, VIDEO's the way to GO!

Reply · 2 👍 🗨️ ❤️



**Haley Hall** 7 hours ago

The day I discovered your channel, BAM! I quickly learned from you that video blogging for my business could be silly and educational at the same time. Start vlogging today if you want to establish stronger connections, build your brand, and have fun while doing it.

Reply · 2 👍 🗨️ ❤️



**Unruly Housewife** 13 hours ago

You have taken the time to write genuine, funny and insightful replies to me - which has encouraged me and made me feel valued (even as a small YouTuber).

Someone should get started with video blogging today, because sharing what you know is too much fun to put off until tomorrow.

Reply · 1 👍 🗨️ ❤️



**Jason Kioko** 1 hour ago (edited)

Overall, it is your competence that inspires me to achieve my goals. Video blogging "is the most efficient way in which society entertains, educates, shares and communicates with the world."

Reply · 👍 🗨️ ❤️



**Jeff Elder** 16 hours ago

You have helped me realize that I don't have any excuses for not doing video and have provided the encouragement I needed to develop and start implement my YouTube strategy for 2017. At the end of the day people have to trust our brand. No other medium does that better than video blogging.

Reply · 1 👍 🗨️ ❤️



**Jennifer Southern** 16 hours ago

Amy taught me to just get out there and do it(using video), while showing me tools and tricks to look good, while I learn.

Video blogging has been the best way for me to close the distance between myself and my audience, creating an intimate relationship.

Reply · 👍 🗨️ ❤️



**thejernetnet** 16 hours ago

Amy helped me jump into to making videos. She motivates me to just do it and not let my inner critic stop me. I find her videos great sources of knowledge and motivation. 2017 is my year to vlog like a boss.

Reply · 1 👍 🗨️ ❤️



**Jessica Smith** 13 hours ago

You've helped me begin to get over my fears about video blogging and just do it.

Everyone has a message to share with the world, video blogging is a great way to figure out what your message is and a means with which to share that message.

Reply · 👍 🗨️ ❤️

## xviii VLOG LIKE A BOSS



**Jody Yarborough** 16 hours ago

1) Amy has helped me have the self-confidence to get over being new to video-blogging and just keep practicing and working harder to get better.  
2) I think anyone who has a passion to create and share their perspective should try the video platform. It is one of the most powerful mediums to communicate in today's world.

Reply · 1



**Mrs Joyful Jones Vlogs** 16 hours ago

Amy explains vlogging in a no nonsense way, she is like a good friend who tells you what's what. Video is best way to get noticed and build a true community.

Reply · 5



**Kate's Adventures** 12 hours ago

You helped me to think more strategically about my videos and to always strive to improve. I'm motivated to create better content consistently and to think creatively about how my videos can be presented.  
Other people should vlog because it's a great way of capturing your life and adventures to share with friends and family...or even to look back on to remember good times!

Reply · 1



**Kate Doster** 13 hours ago

You're VEDA (Vlog everyday in april + august) helped me get over my slump with livestreaming. I was able to score a buttload of freelance copywriting clients, just because I was on Periscope just talking about sales copy. It worked so well, I stop live streaming because my wait list was so long. ←That's why you need regular video content people.

Reply ·



**ItsKelsiesLife** 14 hours ago

Amy's given me countless tips, I ran out and purchased a 35mm lens and a ring light because Amy said so! Treating the camera like a person has been my goal since I started watching her videos, (and after meeting you at SMMW16) I became even more motivated to [@vlogjilliesboss](#)  
If anyone is toying with the idea of video blogging, then DO IT! Amy's made it clear that you may be talking to no one for a while, but the viewers will come if you stay consistent!

[Show less](#)

Reply ·



**Kezlovesmusic** 16 hours ago

You helped inspire me to make videos and you gave me so many tips on how to constantly get better at video making. Other people should make videos because it can be really fun, life fulfilling and you can discover your very own community.

Reply · 1



**Lavontay Santos** 14 hours ago

Amy taught me how to truly connect to my audience with nothing but a camera and a story. If you want to make a genuine impact in someone else's life, do two things, listen to Amy, and start video vlogging today.

Reply ·



**Lester Suqqs** 13 hours ago

After 7 years of following Amy on Twitter and 5+ years on YouTube, I knew everything I needed to begin but when to begin, and Amy gave me the knowledge and courage for a beginning. If you want to skip years of research and have the knowledge to start vlogging soonest, follow Amy today.

[Read more](#)

Reply · 1



**lindseys lifeNstyle** 5 hours ago

by overcoming my fear of creating you have always taught me to just turn on the camera and press record!

Reply ·



**Linus Lee** 9 hours ago

Today, right now, your voice matters, because through the internet, you have access to a world of information, people, and tools that can change someone else's life across the world. Amy showed me the power that video has in communicating those meaningful ideas, and in the process, connecting with real people in real ways that help me become better at what I do.

Reply ·



**Man after 30** 58 minutes ago

It is impossible to mention just one thing that you have helped (like going straight to the point right after video is started) me when I started but now the thing that help me the most is just that you are the great example of how you have changed in a good way during these years just by doing more and this is what I strongly admire  
Why others should start video blogging is because this is the best way to get out of comfort zone, to meet new people and opportunities and to improve yourself in so many ways that it is really hard to imagine.

[Show less](#)

Reply ·



**Marie Helene D** 19 hours ago

I've done one of Amy's courses on how to start vlogging for business and it was a game changer for me. No doubt for me that video is one of the most powerful tools to grow your business and build your authority. So, thank you Amy :-)

Reply ·



**Mark LaMaster** 13 hours ago (edited)

1. I was honored to meet you at the Igniting Souls Conference in Columbus, OH, where you helped me by challenging me (and the entire audience) to participate in creating my first "horrible" video!
2. I am now on Day 24 of your "30 Days to Better Vlogging" and have referred several of my friends to this course because it is powerful and practical material that doesn't leave me overwhelmed!

Reply ·



**MJSiebolt** By **Matthew J.S. Dykstra** 8 hours ago

Matthew Dykstra "MJSiebolt": You have helped me so much by teaching me the best ways to vlog and personally checking my site and replying back what you thought. I think video is the way to go just having a blog like a book is okay but people want media and you can help them by learning how to create the best you can.

Reply ·



**Meg Oh-Kay** 14 hours ago

I have recently joined the freelance lifestyle and I credit Amy's advice with giving me the confidence I have to keep going after what I want. If you are looking for a no fluff, real take on how to make your side hustle your breadwinner, Amy is for you!

Reply ·



**Michal Krzak** 33 minutes ago

I came across Amy's video blog when I was looking for some video shooting tips to promote my wife's interior design company. I started watching Amy's videos one after another and then something magical happened - it pushed me to start my own content marketing company. So it was even more important to me than starting a video blog (which by the way starts at the beginning of 2017). I believe that you should give it a try and build your dream.

Reply ·



**Sai Coombes** 1 day ago (edited)

I follow a #ShitTon of social media experts. No one explains things as well, as real, as relatable as Amy. She's RIGHT about everything.

Amy will save you from doing stupid things on social media. The outcome, you'll do more of what actually works.

Reply ·



**Samantha Melanie** 16 hours ago

Amy, you've taught me so much about how YouTube *actually* works & how grow a channel, in your classic honest, mildly sarcastic, & no b!tshit wine drinking fashion! 🍷

People should start vlogging because everyone has an interest or a passion- why not pick up a camera and share it with the rest of the world?!

Show less

Reply ·



**SaraMakesArt** 16 hours ago (edited)

Amy has helped me by convincing me of the power of video in the first place. Video really lets people feel like they know you more than text does, since they can see and hear you.

Reply ·



**slpshft** 20 hours ago

Amy helped me understand many of the best practices to engaging with a community. If you wait to start, you are just wasting time.

Reply ·



**Some Things About Her** 9 hours ago

You have helped me understand the missing pieces from my vlog. I'm still working on 30 days to a better blog and I know that I will have more details after the course is over.

Someone should start video blogging to reach people they may not reach in a traditional settings.

Reply ·



**StephCsGhosts** 8 hours ago

You helped me realize that I was good enough, because of you I was able to look past my self criticism and start my channel that has become a huge part of my life. Video blogging is not only enjoyable and very therapeutic, but also a way to record memories for yourself, not only the viewers.

Reply ·



**The Redesign** 15 hours ago

Who knew that opening up to the realm of video blogging could help an audio only podcast...Amy, it expanded my podcast listenership to an audience who wouldn't have even known I existed. The world of video not only increases exposure to your brand but it also allows listeners/followers/fans to see a more up close and real version of you.

Reply ·



**Tony Thomas** 14 hours ago

You have helped me to realize the power of personalized video communication and its ability to easily reach and influence thousands of people via YouTube. I think others should read your book to be able to actualize this tremendous potential to build their brand.

Reply ·



**Vince Lia** 5 hours ago (edited)

Your 30 Days to Better Vlogging Guide is a tool bag full of tips and tricks that I often refer back to when I need inspiration or want to improve on an aspect of my video content that you've discussed. Everyone should invest in vlogging to reveal a more personal side of their lives to the viewer and create a deeper connection with their audience.

Reply ·

I am humbled by this community's response and continually blown away by the power of video. Thank you, Socials.

# INTRODUCTION

---

My hands gripped the steering wheel. Alone in the car, enthusiastically dancing to the song on the radio, I was pretty sure anyone driving next to me was watching. I'd been on the road for about two hours headed to a destination that was only five minutes from my home.

It was a gorgeous fall day and I was spending the weekend in Hocking Hills with friends, thus the drive time. I had agreed to go on the trip before I knew I would need to be home—in Downtown Columbus, Ohio—that same weekend for a once-in-a-lifetime, ten-minute appointment.

I was going to drive Gary Vaynerchuk to the airport.

A) No, I'm not crazy. B) No, I'm not a stalker. C) Yes, this was a Very Big Deal.

Here's the gist:

Gary Vaynerchuk is a marketing and business icon. He's the guy who totally gets this online influence phenomenon we're currently living in, teaching his clients of Vaynermedia as well as the online world how seriously they should be taking it too.

Gary has a book launch ritual. He hosts an eight-hour promotional live video stream whenever he has a new book coming out. Taking questions from the chat participants (sometimes without a bathroom break for the entire eight hours), he makes a connection with his community throughout the Q&A while further encouraging book sales. Some of those lucky people tuning in will get picked to come on-screen and ask a video question live.

As a viewer of this stream in 2013, I somehow got to be one of the lucky few to go live and ask a video question directly to @GaryVee himself.

Whatever the question was, it was totally brilliant. Gary was impressed. My ego was stroked. I felt pretty good about myself.

Then he posed a question to me, “How many books are you buying?”

I used the opportunity to negotiate a shot at a meeting in return for what he felt was an appropriate bulk book buy (say that 3x fast). This resulted in a conversation about his upcoming Columbus trip and need for airport transportation.

Hence my role as his one-way ticket from a downtown Columbus hotel to Columbus International Airport. (Shout-out to Janine Sickmeyer. She went in on the buy with me so she could assist with the other half of his transportation coming into town. #RoundTripGirlPower #WinWinWin)

While my friends in Hocking Hills went on a hiking adventure, I set off in my boyfriend’s car (which I had to borrow because I didn’t even own a car). I had hours to plan exactly how I would redeem my ten minutes of one-on-one time with the man who would become one of the greatest digital mentors of this stage of my career.

I nervously approached the familiar Crowne Plaza down the street from where I lived. A little early, so right on time.

I parked in a back alley where I knew I could sit for a moment without trouble and waited. I peered at the hotel doors. No one but valet staff in sight.

A text pinged my phone. It was *the* Gary Vaynerchuk. Texting my phone number. Is this even happening?! What is life right now?

“Ready when you are.” Straight to the point.

I replied, “Parked outside!”

I put my hazard lights on in the illegal parking spot and got out of the car. Walking just a few steps over to the hotel doors, I saw a man in a hoodie and jeans, phone clutched in one hand and the other dragging a small roller bag. There he was. I smiled so he would know it was me.

“Mr. Vaynerchuk, it’s so nice to finally meet you,” I stretched out my hand for a shake which he did not accept, leaning in for a hug instead.

## The Scale of Moments

It sounds like it could have been awkward, right? Do you shake hands or do you hug? As you debate, the other person decides to move in, and you end up in this total guy hug (whether you’re a guy or not) like you’re afraid to look too excited or be accepting of germs. It makes you hate yourself a little and wish you would have just been the gutsy one to offer an embrace in the first place. But you didn’t. So you are the one who made it weird.

Except it wasn’t weird. It was great. As half-way or accidental as it may have ended up, it completely knocked down the walls of nervousness and started an incredible new friendship right then and there. (I mean, after an awkward hug like that we’re totally friends now, right?)

That was the first *moment* for me. That was the moment when a little lady in her twenties who had been

running her first business alone for almost three years started to realize that it doesn't have to be all about business all the time.

Gary put his bag in the back and then jumped into the passenger seat. I returned to gripping the steering wheel and started to realize what I had signed up for.

I was about to operate a motor vehicle on the freeway with the beloved Gary Vaynerchuk in the front seat. The nerves came back. This time accompanied by an immense feeling of responsibility.

He put on his seatbelt. Smart.

After I had reminded myself of how many books I'd bought in the negotiation, I decided to go through with it instead of calling Uber to my rescue. (Just kidding. Columbus didn't have Uber until December of that year. Thus, Gary's need for a ride.)

I shifted the car into drive as Gary did a final check of his phone and then switched it off and dove in.

"Okay, so tell me what you're working on." I handed him my dark purple business card for my YouTube channel, Savvy Sexy Social, which I had in the ready position on the dashboard. I began explaining what I do and how the YouTube channel helps me promote that business. Then, before I could finish—

"I've already seen this," he said. "I looked up your content, and you do really good work. What is your business model and how can I help?"

He looked me up? Sorry, wut? Can you repeat that?

Gary Vaynerchuk went to my channel and potentially, maybe, could have pressed play on a video?

R u 4 real?

This was a mind-blowing concept to me. I was stunned. I may have wasted a whole 30 seconds of the drive just in processing time. (Get it? Processing time?)

This was Moment #2. Only three minutes later reconfirming that people in business can be cool people. What. Is. Happening?!

I went on to multitask: merging onto the freeway and not killing Gary Vaynerchuk via motor vehicle accident, while explaining my business ideas for video in the social media space.

Gary provided a lot of great insight on the fly from his experience. It was exactly what I needed to better understand what I was getting myself into. Money's worth like whoa.

Remember how I said I was getting ten minutes with Gary? Let me correct myself. The airport is about seven minutes from Downtown. Yes, the ride was basically over when it started.

Before I knew it, we had safely arrived at Port Columbus as I pulled into passenger drop-off, thanking Gary and then hugging him goodbye for now (this time, awkward-driver-seat hug).

Grateful, I promised to review his book for my YouTube audience once I'd received it in the mail. (The book was still in pre-launch and had yet to hit Amazon officially.) He thanked me, grabbed his bag, waved back, and then headed into the terminal. I started my drive back to Hocking Hills.

## In the Spirit

A short time later, I received the shipment of books I'd ordered upon the title's public release. *Jab, Jab, Jab, Right Hook* would go on to become a New York Times Best Seller (obviously...the guy knows how to hustle for book sales if you haven't noticed). I was ready to crack it

open and read it cover-to-cover to make good on posting a review for my community.

I love reading the books written by my friends and colleagues as much as I like to read from people I don't actually know. They spent all this time and energy to write on a subject they've become an expert in to compile a 300-page baby. I love to support that! And learn something new in the process.

But this practice sometimes results in reading some pretty subpar books. No disrespect to anyone for their very hard work writing a book. Quite frankly, you might feel this way about what you're reading right now. I'm okay with that.

When I read *Jab, Jab, Jab, Right Hook*, I was over the moon about how good it was. This isn't a book. It is *the* manual for social media success. *And* it has pictures.

This was something the industry desperately needed, and it was exactly what I wanted all of my community to read before they posted any status updates or shared a blog or vlog with their followers. Ever. Again.

When I finished it, I couldn't wait to film my review. I was so pumped to sit in front of my handy Canon Powershot and rave about the pages I'd read. "You must buy this and keep it on your desk!" I would say.

The book came out late in the year, and I'm a pretty spirited girl during the holidays. Yes, I *am* the overly cheery girl listening to the Christmas Spotify playlist soon after Halloween. We all have our happy place, okay?

While spreading my usual cheer one Sunday, driving home from the grocery store, I was listening to the local holiday station. My all-time favorite Christmas song came on: the massively successful and beloved "All I Want for Christmas is You" by Mariah Carey.

(Fun fact: did you know Mariah didn't even want to do a Christmas album because she was worried about

what it would do for her image? Thank Santa someone changed her mind about that.)

I started singing along, as one does. (Funny how we're already back to a singing-in-the-car moment, by the way.) Sometimes I get bored of the lyrics I already know and start to make up my own. When I tried to pull new words out of my brain this time, out of nowhere, I started replacing the chorus, "All I want for Christmas is *you!*" with, "All I want for Christmas is *Jab, Jab, Jab, Right Hoooooooook!*"

It was weird, but it worked. The melody landed in place with the beat, and so I tried to nail it down again.

Throughout the verses, I tried to keep with the theme, coming up with ideas that I'd read in Gary's best seller and improvising whatever I could into the proper syllables of the song. It was working. Way, way, way too well.

I couldn't let it go. I didn't even unpack groceries before sitting down at home, reviewing the song on repeat, and flipping through the book to nail down a parody version of the holiday hit. I wrote my entire version on paper within a half hour.

The song stuck in my head. I grabbed my MacBook Air and Blue Snowball microphone to go into the closet for a more ~~hidden~~ sound-controlled space. I opened the app GarageBand for the first time and tinkered around to figure out how to use it to record vocals. I was used to video editors, but audio looked like a very different space-ship. I eventually had the minimum knowledge required to lay down some music.

Using a copyright-free re-creation of the background track for Mariah's song (thank you, YouTube musicians), I started to sing the lyrics into the microphone.

Can we just pause to consider the ridiculousness that is happening here?

Marketing consultant.

In her bedroom closet.

Singing at the top of her lungs to sound somewhat in tune with Mariah Carey, using parody-style lyrics about a social media book.

Really take that in.

Now, think about how weird it was to hear your own voice talking into a tape recorder (for the millennial+ crowd out there) or your voice memo app for the first time. How about the time you watched yourself in a video?

*Cringe-worthy* doesn't even do it justice, right?

Now, feel all those feels for every lyric of that song that I had to sing, go back, listen to, and redo or approve. Line-by-line from my mediocre-at-best audio equipment with my subpar Mariah Carey impersonation.

Painful. Anxiety-building. Vomit-inducing. You get the idea.

Anyway, the song was *done*, and that was enough adventure for one day. Tomorrow I would get camera-ready and film myself dancing along to the track to complete my utterly absurd and risky first-ever musical book review to upload to YouTube.

## The Big Reveal

The video was finally ready. It was time for me to change the settings on the YouTube upload from private to public. Well, except for the fact that YouTube was pretty darn sure I *was* Mariah Carey (Really, YouTube? Really?), which meant I would not be able to monetize the video with ads while it was under further review.

"Oh well. That's not why I made this thing anyway." I shared the video. It was live. *Gulp*.

I started checking my email like any other day at the office, but I couldn't get my mind off what I had just done.

I was checking for tweets and YouTube comments every few minutes.

I decided I would email Gary to let him know how much I loved the book and that I did something kinda different for the review. (Kinda different? Girl, you fell off the deep end.) I shared a link to the video and alluded to him watching it if he had the time.

I don't know what happened to that particular piece of correspondence. Although I sent it, later I would discover how it didn't end up mattering at all.

When I found out that Gary was doing a live interview that morning with Chase Jarvis on Creative Live, I watched. I wanted to figure out when he would be looking at Twitter again, something he does religiously to stay engaged and in-the-know with his community.

Maybe he would see that I copied him on my tweet about the video, and he would click the image of his book in my hands. Would that be enough when the whole world was reviewing his book right now? Especially after an interview with a huge new audience on a popular live stream?

But a funny thing happened throughout the time Gary was in that interview. People were watching my video and tweeting Gary. They weren't just sharing the video and copying both of us on the tweets. They were wildly clamoring for Gary to see it.

Tweets like "Have you seen this?" and "OMG @Gary-Vee" flooded his Twitter timeline, enough to be peppered in with the Creative Live tweets and draw a little attention as a blip on his radar.

The interview ended. Gary started checking tweets. I watched his profile and saw him begin to reply to people.

"@coolperson1234 thanks"

"@fabulousfriend9876 awesome"

"@supertweeter5678 ;)"

Quick replies to as many people as possible who had tuned into his interview. I watched them all come in.

*I might have to take that not-a-stalker promise back.*

And then, suddenly, the replies stopped. For a minute. Then two. Then when it got closer to four minutes, I knew he had seen it. He was watching my video right now. I could feel it.

Sure enough, there it was. His next tweet.

“OMG!!!!!! This is incredible Please watch this!”  
Followed by a link to my YouTube video. 3:25pm ET December 3, 2013.



He didn't stop there. He posted it on his Facebook fan page as well.

Oh. My. God.

Moment #3. People are cool. Even in business. Cool enough, even when they're well-known, that they are as overwhelmed by your generosity as you are of theirs.

I'm not sure what moment-number my music video was for Gary, but I know it ranked on his scale. Finding

your way onto someone's scale of moments is what I believe the trick to this whole thing is. Incredibly, it all goes back to being human and showing appreciation—giving value and not expecting anything in return.

This musical book review has grown to more than 15,000 YouTube views. This is nowhere near the top of the list of highest-viewed content on my channel of over 650 videos. However, it is one video that I can credit for hundreds of YouTube subscribers, tons of new friendships, almost 100 client inquiries, and thousands of dollars in products sold.

The increase to the bottom line is one big reason so many people are trying to learn how to be more human on the internet. More incredible, though, is when you have this eye-opening and groundbreaking moment, when suddenly money is of little importance compared to the achievement of having amazing people enter your life. Since that video, Gary has released another book, of which I received an advance copy and a personal request from Mr. Vaynerchuk himself for another musical book review, which I did just a few months ago.

Jab Jab Jab Right Hook: A Musical Book Review (<http://savvysexysocial.com/JJRH>) was episode 205 of Savvy Sexy Social. It wasn't how I got my start because technically I'd had a lot of experience in video at that point. But at the same time, it felt like an incredible beginning.

To get the attention I wanted, I had to do things I wasn't comfortable with. I had to be vulnerable. I had to take a chance. I had to let imperfection go live on the internet. I had to focus on making something great for one person to help the many.

I did the *work*.

Most importantly, I did the *work*.

There's something you should know before you read this book: I'm not just another motivational-hype-woman

for the internet. I don't sit around and think about the possibilities of what could happen with social video and then blog about it as if I had real experience.

I am *doing* this stuff. I am in the trenches finding out what works, when, and for who. "Practical" is my name and "execution" is my game. I don't know any other way.

***Vlog Like a Boss* is for go-getters and creators. It's for those who go after what they want in life and want to kill it online.**

So if you didn't pick up this book with the intention to get stuff done, it's not your time to vlog like a boss. I've taken everything I've learned over the years and compiled it into this no-nonsense, comprehensive guide so that you can get started immediately.

You may not totally understand the world of video right now. It might even scare you. But that shouldn't be what holds you back. I want you to take a chance with me to see what you're capable of. Because when I say, "If I can do it, you can too," it's absolutely true.

The key is to focus on what makes *you* great and keep doing the work. This pairing will be astronomically more productive than staying inside your comfort zone. My hope is that you will have just one moment that ranks on your scale so you start to see how big this could be.

Let's dive in.

# **PART ONE**

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## **LAUNCH LIKE A BOSS**



# CHAPTER ONE

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## WHAT'S A VLOG?

Vlogging. What a funny word.

Even funnier might be why you're here reading this book. Maybe you've watched a few great online videos (or more than a few...I see you, YouTube lovers) and thought about sharing your story with a camera. Maybe you're being pressured to think about video blogging because of the changing landscape of reaching people online.

Maybe you're just lonely—no reason to be ashamed of that. It's how many people have stumbled into a career on YouTube.

What is a vlog? Let's break this down.

Vlog

[vlawg, vlog]

noun

1. a blog that features mostly videos rather than text or images.

(credit: dictionary.com)

The word “blog” is something we’re all pretty familiar with these days. Blog is a short version of “weblog.” You’re logging stories, experiences, advice, or anything else through content on the web when you blog.

To vlog, essentially, is to add a video component to that. So rather than a weblog, it’s a video weblog or video blog. Shortened, we get the word *vlog*.

When I think about a vlog, I think of any online content that is documented and shared through video. A vlog and a video blog are the same thing in my opinion.

*I also want you to know how committed I am to this book right now. My iMac, which I’m currently writing on, absolutely refuses to stop autocorrecting vlog to blog. Could I fix it somehow? Probably. Have I figured that out? No. I’m too busy writing a book.*

Quite simply, you should think of a vlog as video content you’re sharing to communicate with an audience online.

You’re looking into the eyes of your viewers when you talk to a camera. You understand them. You help them. You relate to them. That is all vlogging is. It’s being human on camera.

Why would you choose video in the first place, much less video blogging? This isn’t a decision many take lightly, so what does it mean for you to use this platform to achieve your goals when you could go with so many other options?

## Vlogging and YouTube

Although I will be commenting on many video-friendly social platforms throughout this book, a heavy focus will be on YouTube and the whys and hows of working with this network. Not only is it where I got my start, but it’s still the

reigning champion for video online. Facebook, Instagram, and Snapchat are starting to change that dynamic, but the relevancy and attention paid to the kingpin of online video is far too important to ignore.

The key here is *searchability*. If you're doing it well, search results are going to generate the majority of your inbound video traffic. When we think of search results, we think of Google. ("Unless you're reading this far into the future when Bing finally takes over," *said no one ever.*)

Google is the coveted search engine for anyone who wants their online content to be discovered, which is what makes YouTube so powerful as well. YouTube started as the shiny new video-sharing platform in February 2005, but then Google acquired it in late 2006 making it the powerhouse we know now. These are the #1 and #2 search engines on the internet today, YouTube following its adopted mommy, Google.

Visual learners go to YouTube first to find what they need to know. But when anyone goes to Google, YouTube results also appear. You are using both search engines at once, getting you the best results every time. Thus, the best search resource ever.

Leveraging video to share your message is such an advantage that those who integrate video into a blog post on their website are 53 times more likely to appear on the front page of a relevant Google search (credit: Forrester Research). More on this later.

Let's talk about the less data-oriented reason that video is critical for building brand awareness. The reality is that in the world of social media, everyone can be your peer. Meaning, we're all on a level playing ground when we engage an online audience. Susie Teenager tweeting her thumbs off has the same potential to make an impact as Coca-Cola. No matter who you are, you're going to be challenged if you want to stand out from all the noise.

The benefit of video is that you can make that connection as quickly as pressing the record button. You'll start to build rapport, trust, and authority immediately upon sharing a video full of your ideas. This is your opportunity to sit down with thousands of people over a cup of coffee (without spending your life savings on lattes).

Being the main feature of your videos can sound daunting. I understand that. We are going to talk about this more coming up.

Do you know what makes vlogging special? It's the people who put themselves out there and become vulnerable. When you choose to make a connection with your face, it's such a bold move—even in today's fairly narcissistic society—that it automatically moves you further ahead. Just making videos isn't enough, but it's a huge first step to standing out.

As we start to think about the fears of creating video and how to overcome them, I think it's only right that you get a glimpse of what it was like to make my first video ever.