

# **REHUMANIZE YOUR BUSINESS**

**HOW PERSONAL VIDEOS  
ACCELERATE SALES AND  
IMPROVE CUSTOMER EXPERIENCE**

**BY ETHAN BEUTE  
AND STEPHEN PACINELLI**

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FIGURE 1.1 Traditional Email

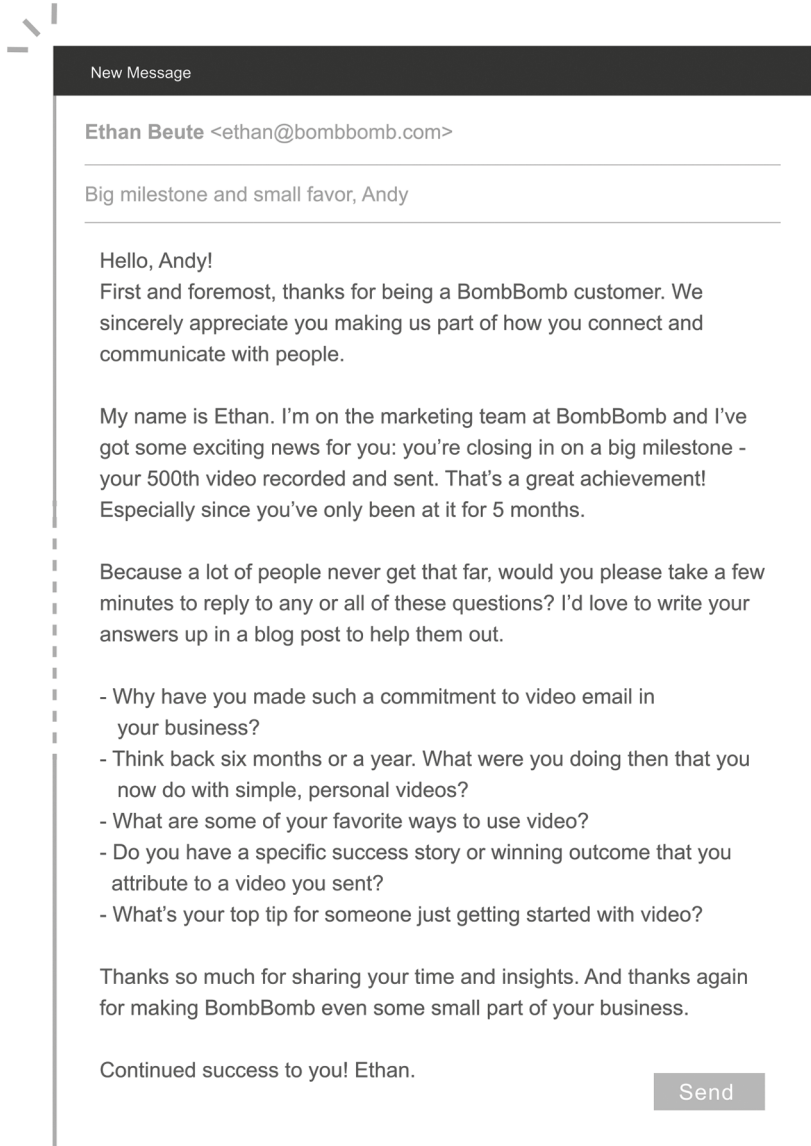
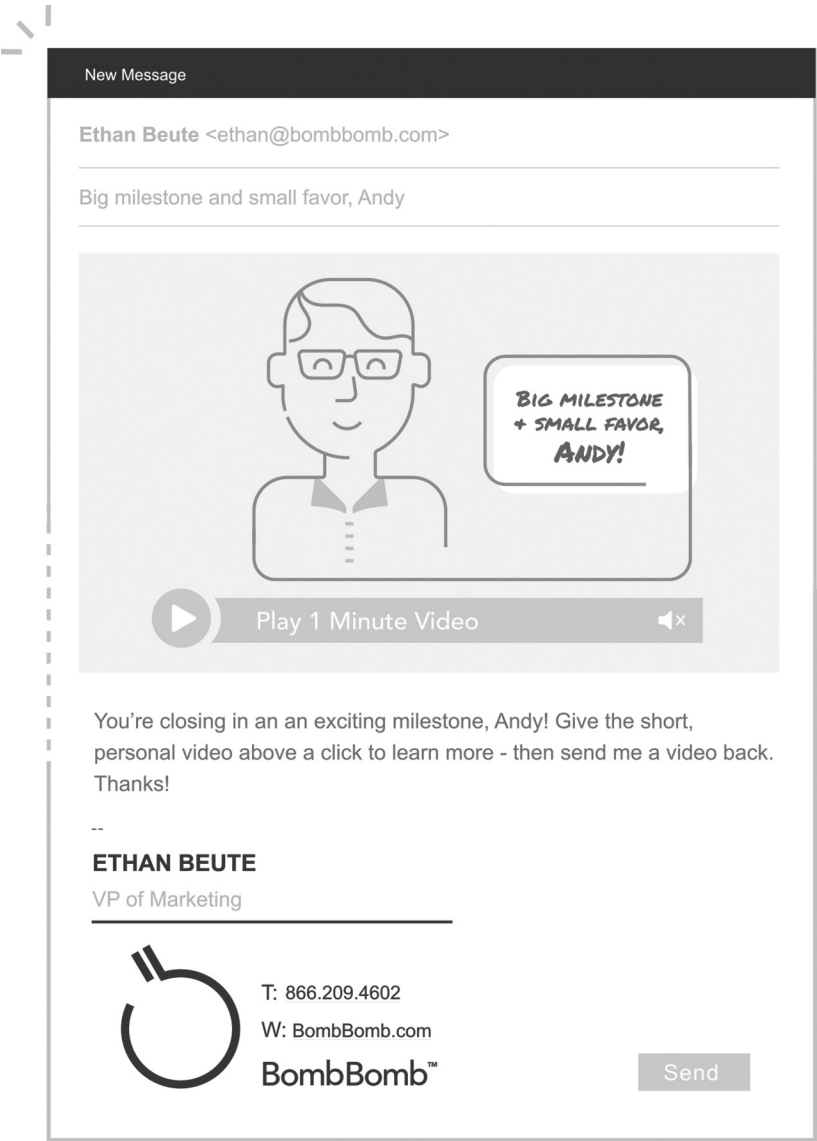
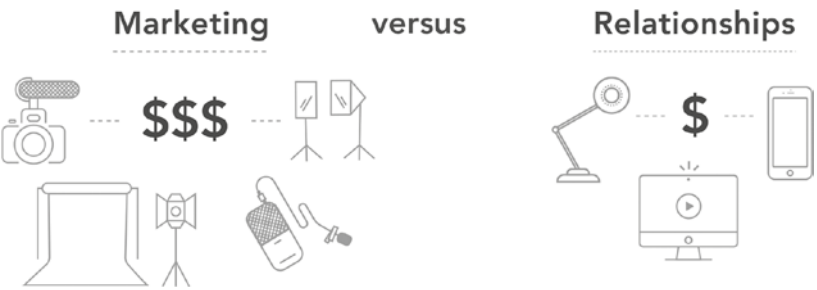


FIGURE 1.2 Video Email



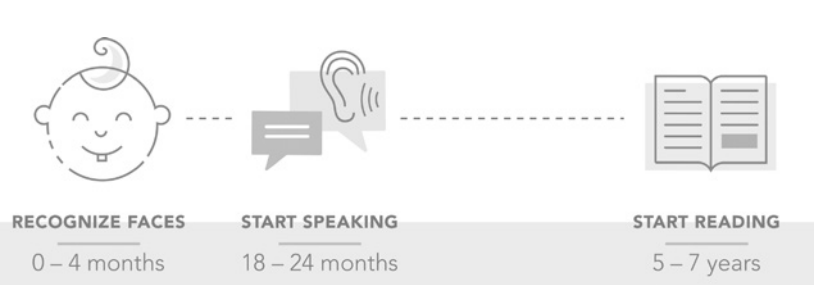
**FIGURE 1.3** Marketing through Video versus Relationships through Video



**FIGURE 3.1** History of Human Speech, Writing, and Literacy



**FIGURE 3.2** Human Development of Facial Recognition, Speech, and Reading



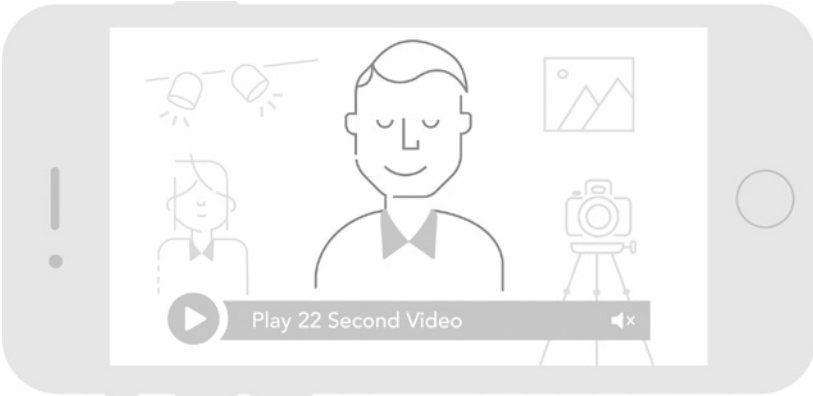
**FIGURE 3.3** The Dual Theory of the Mind

Dual Theory of the Mind	
IGNOBLE	Noble
SYSTEM ONE	System Two
IRRATIONALITY	Rationality
EMOTION	Logic
INSTINCT	Reason
IMPULSE	Intellect
FEELING	Thinking
FAST	Slow
EASY	Laborious

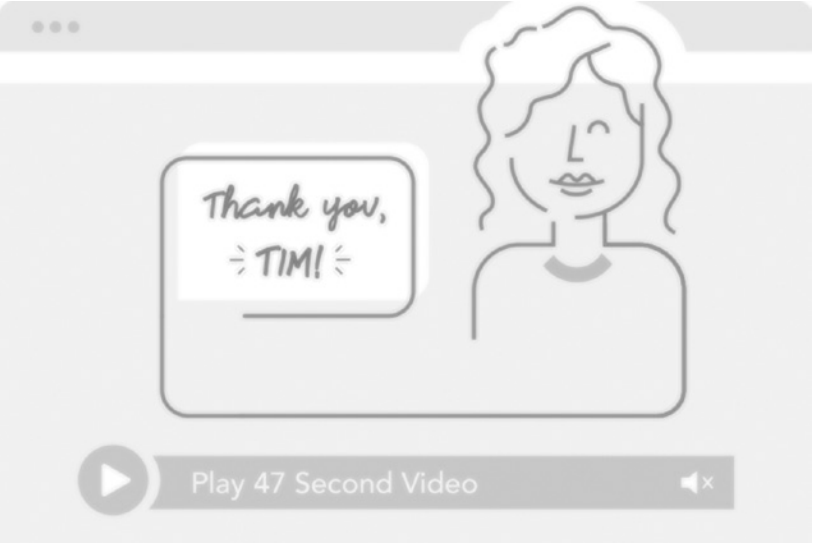
**FIGURE 4.1** Six Signs That You Need Personal Video

- 
- 1 **YOU TEACH, TRAIN, SELL, OR SERVE**
  - 2 **YOU DRIVE OPPORTUNITIES TOWARD  
FACE-TO-FACE MEETINGS**
  - 3 **YOU WANT TO IMPROVE CUSTOMER EXPERIENCE**
  - 4 **YOU RISK DISINTERMEDIATION BY WEB  
APPS, TOOLS, AND AUTOMATIONS**
  - 5 **YOU BENEFIT FROM WORD OF MOUTH**
  - 6 **YOU WIN MORE OPPORTUNITIES  
WHEN YOU'RE FACE TO FACE**

**FIGURE 5.1** Quickly Record and Send Mobile Videos



**FIGURE 5.2** A “Thank-You” Video Delivers Appreciation You Can Feel

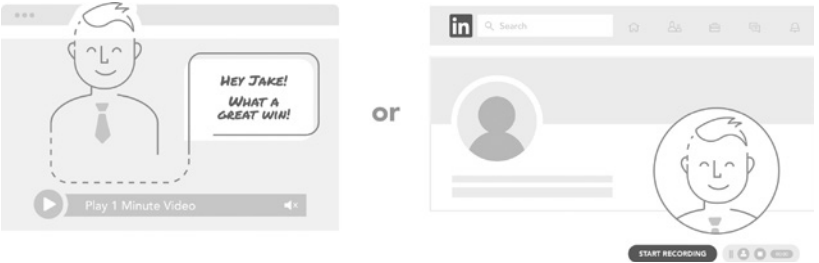




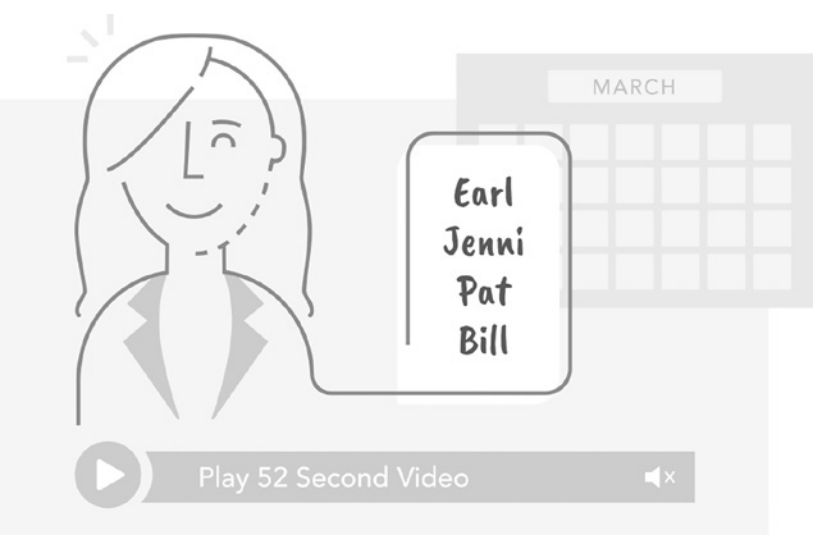
**FIGURE 5.3** Improvements for Customer Success

	NO VIDEO	VIDEO	IMPROVEMENT
Time to Resolution	61 min	11 min	81.9%
First-Touch Resolution Rate	58%	90%	55.1% Evergreen
	58%	66%	13.8% Personal
Survey Response Rate	22%	31%	40.9%
Customer satisfaction	97%	98%	1%

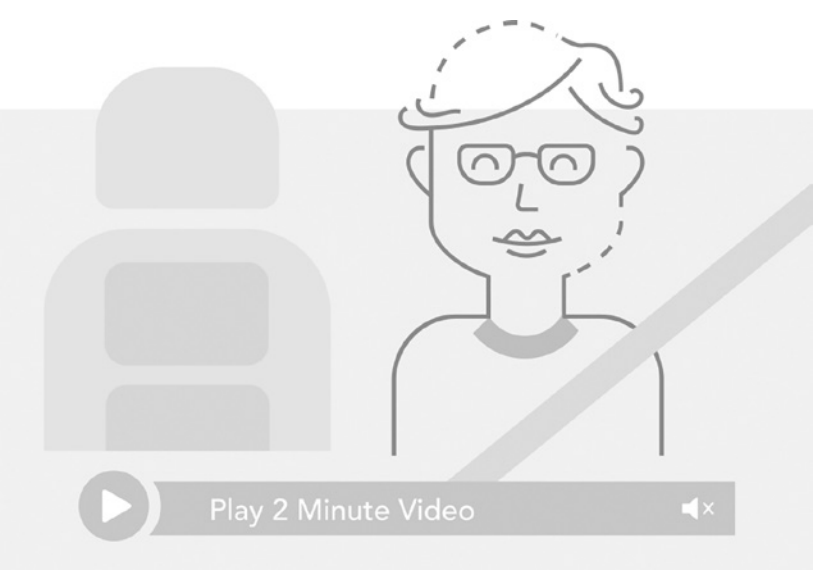
**FIGURE 6.1** Let People Know It's Truly Personal



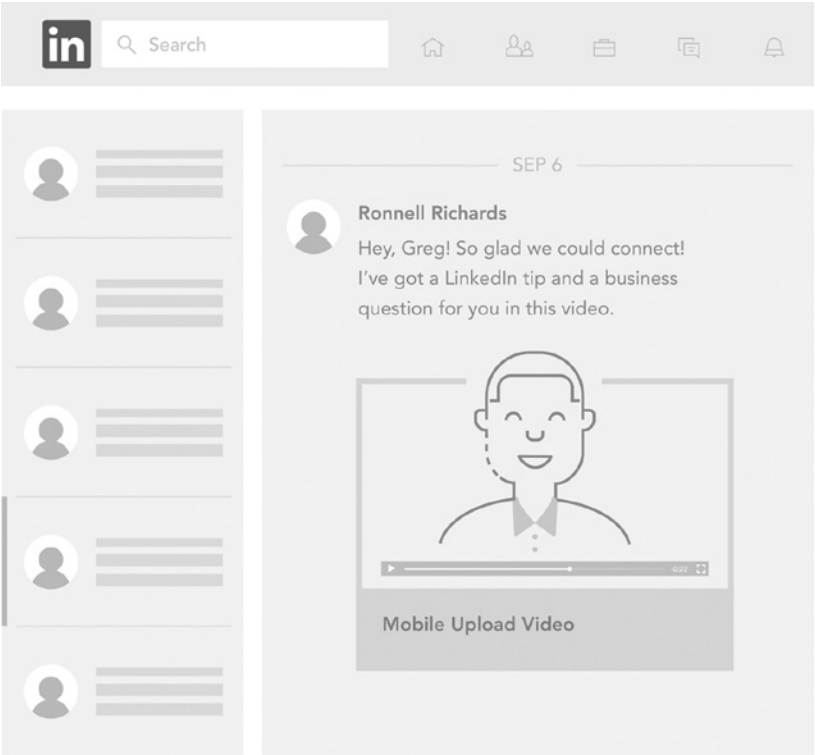
**FIGURE 6.2** Keep Everyone Informed and Prepared throughout the Process



**FIGURE 6.3** Video Gives People Time to Process Bad News



**FIGURE 7.1** Start More Conversations with Video in Social Messages



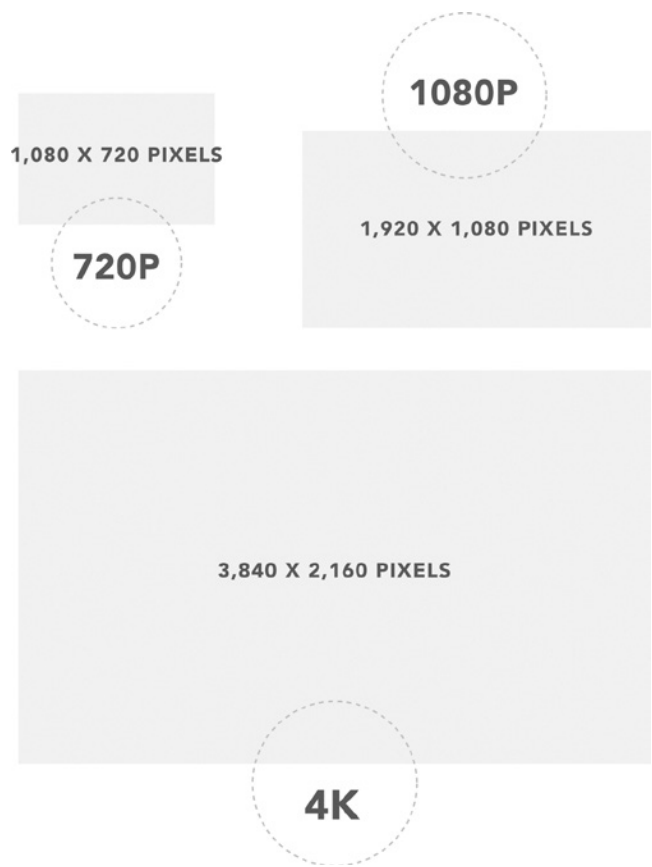
**FIGURE 8.1** The Shiny/Authenticity Inversion

Shiny	<b>AUTHENTIC</b>
Marketing	<b>RELATIONSHIP</b>
Produced	<b>SIMPLE</b>
Scripted	<b>CONVERSATIONAL</b>
Edited	<b>RECORDED IN ONE TAKE</b>
Polished	<b>RAW</b>
Expensive	<b>FREE (OR NEARLY FREE)</b>
"Professional"	<b>PERSONAL</b>
From the Mind	<b>FROM THE HEART</b>
Formal	<b>APPROACHABLE</b>
Perfect	<b>IMPERFECT</b>
Corporate	<b>HUMAN</b>

**FIGURE 8.2** Example: Empathy, Value, Call to Action

<b>OPENING</b>	Thank you so much for visiting our website. I hope it's been a value and benefit as you're searching for your new home.
<b>EMPATHY</b>	I also wanted to let you know that I completely understand you not putting in your real contact information. I'd do the same thing myself if I just wanted to find a home and not be bothered.
<b>VALUE + CTA</b>	But when the time is right for you and you feel you need someone to help you through this difficult process, find that dream home, and get the best possible price, please put in your correct information and reach out to us. We're here to help.
<b>CLOSE</b>	Thanks again and have a great day!

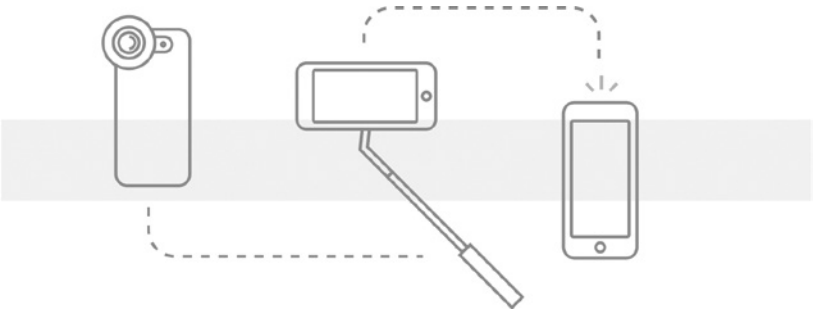
**FIGURE 9.1** Comparison of Video Resolutions



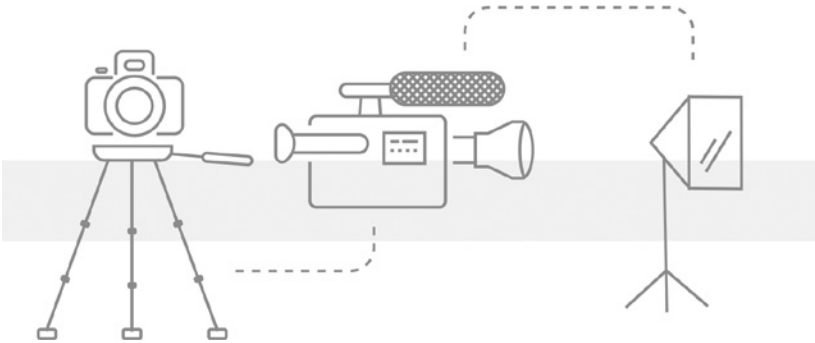
**FIGURE 9.2** Be Ready to Record in Your Office



**FIGURE 9.3** Be Ready to Record with Your Phone

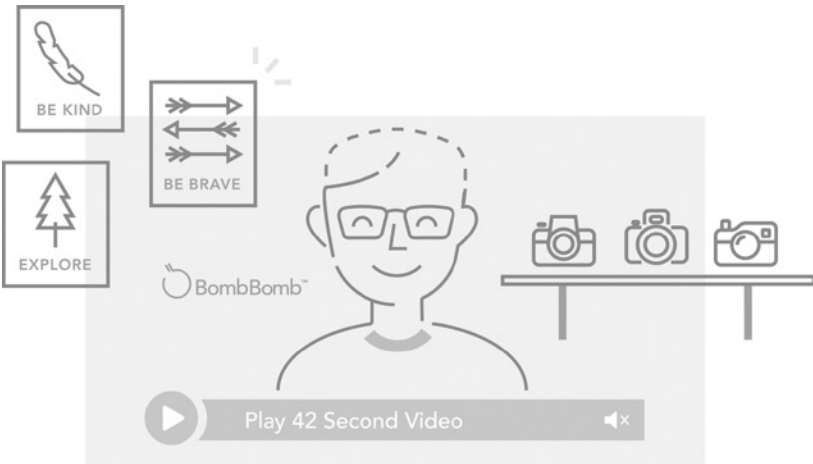


**FIGURE 9.4** Studios Are More for Marketing Videos

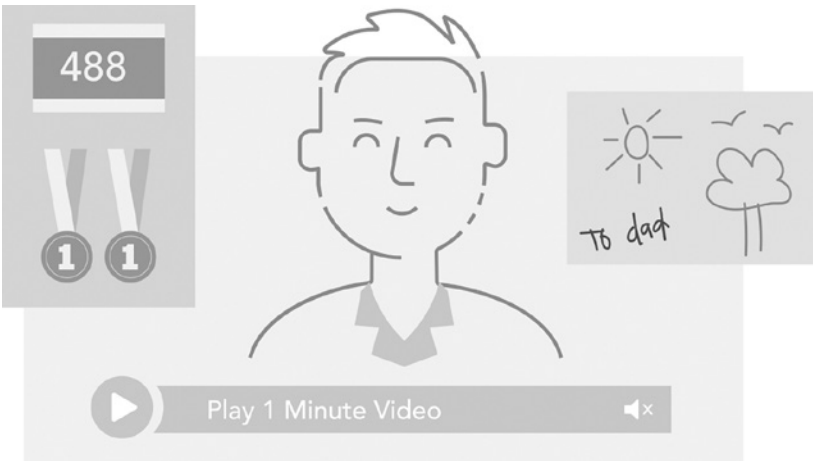




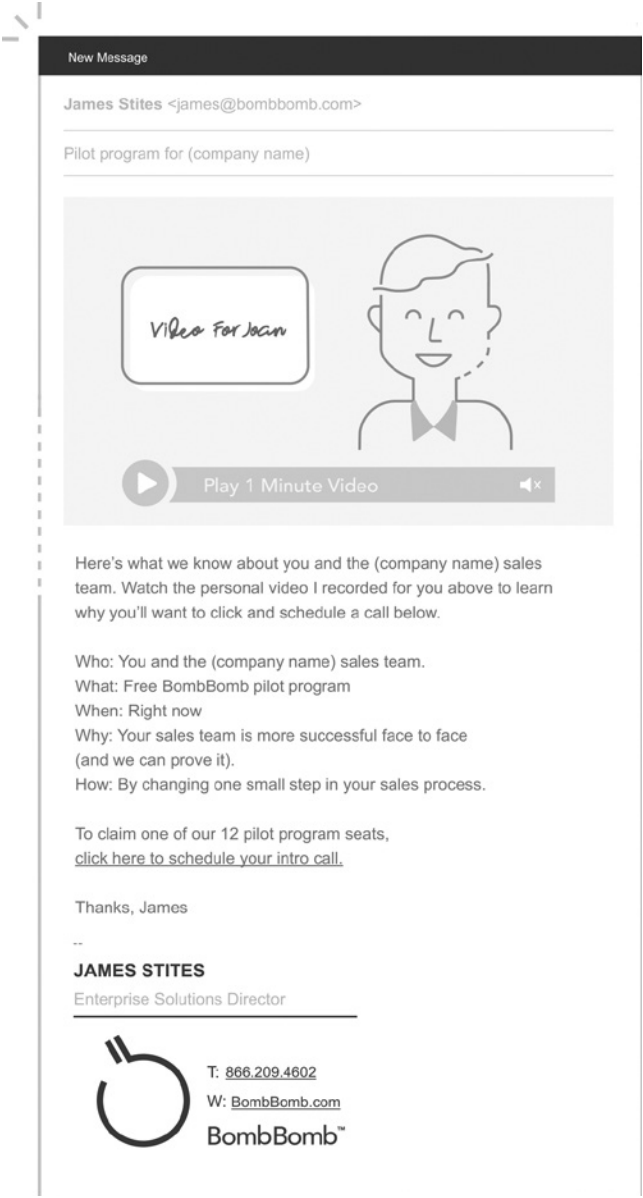
**FIGURE 10.1** Steve’s Office Helps Tell His Story



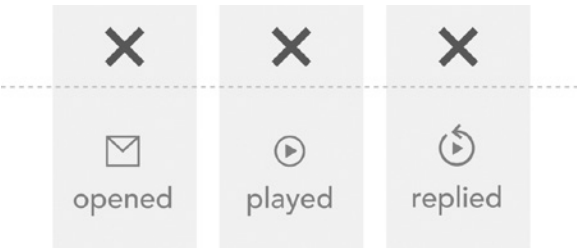
**FIGURE 10.2** Ken’s Office Helps Tell His Story



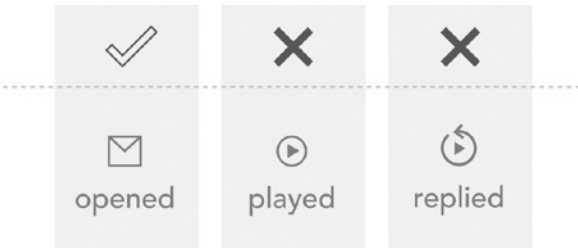
**FIGURE 10.3** Example: Prospecting Video Email



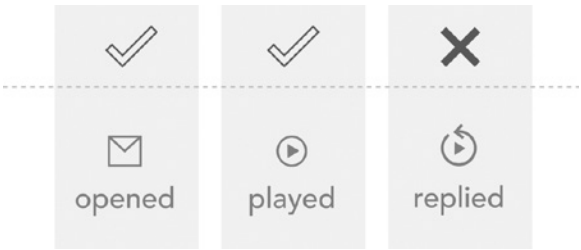
**FIGURE 11.1** – If Your Video Email Didn't Get Opened



**FIGURE 11.2** – If Your Video Didn't Get Played



**FIGURE 11.3** If You Didn't Get a Reply or Response



**FIGURE 11.4** Personal Videos Serve a Unique Purpose

