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camera (cell phone is fine), and a cup of coffee. Keep the topic relevant and short. Spend 5-10 minutes with your virtual audience answering a question they might have.

Becky Livingston • Jan. 27, 2022



According to [HubSpot](#), in 2022, video marketers will keep content short. I can hear a huge sigh of relief from you as you read that.

Here's how you can maximize video content without spending a ton of time or money on it.

Host a coffee meeting weekly or once a month. That's right. All it takes is you, a

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- Questions clients ask via email
- Staff questions from clients or each other
- Search the internet for common accounting question by industry
- Start with the basics like business formation (that could be a series in itself) or chart of accounts
- Consider topics in the news, such as estate planning tips
- Request suggestions from clients on a form you send via email
- Use resources like Answer the Public ([answerthepublic.com](https://www.answerthepublic.com))
- Questions you should ask your accountant each month (limit to 3-5)
- Questions you should ask your accountant before tax season (this could be a series)
- Help! I'm getting audited. What do I need to know?
- Why should I hire a fractional / virtual CFO?
- When should I consider a merger or acquisition?
- Interview someone about a relevant topic

There are dozens of things you could chat about. You're probably thinking of some right now!

What you may struggle with is keeping it short. If you need to, write a script or use index cards to help you stay focused.

Effective Coffee Time Tips

1. Keep it conversational
2. Film it in a relaxed and comfortable environment
3. Be consistent with release dates/times
4. Record the session, post it on your firm's video or podcast channel
5. Promote it on social media, in emails, and in your email signature

6. Create subscription form on your website or video channel to encourage

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[Learn more help or a family member \(add to your family\)](#)

Here are some more tips about recording yourself from [MotionCue](#).

What to Avoid

- Being too technical, provide a call to action with how they can contact you for more information.
- Wearing solid and/or bright colors. Avoid clothing with loud or very small prints (like checks, plaids, or stripes).
- Being distracted. Film at the time of day when you will have a quiet atmosphere or limited distractions around you.
- Being too critical of yourself. People want to connect with people. Be yourself.

Give yourself a couple dry runs to get the hang of things. Remember, you want this to feel natural, like you're talking to your best friend about a topic.

Now that you have the tips, get your favorite beverage and start planning. I'm sure you can come up with a dozen topics quickly.

Lights. Camera. Action!

Firm Management

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