

123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Davis: [00:00:00] On the show today, we're sharing some genius ways social media managers make money from b-roll videos.

Laura Moore: Welcome to JFDI with The Two Lauras. This is the show where we share ideas and advice to help freelance social media managers to get better results for their clients and make more money for themselves.

At the moment, b-roll seems to be a bit of a buzzword when it comes to social media content. So in today's show, we're diving into seven genius ways we've seen social media managers make money from b-roll videos lately. According to the latest HubSpot State of Video Marketing Trends report, 89 percent of consumers want to see more videos from brands in 2024, and people are 52 percent more likely to share video content than any other type of content.

But, business owners are still reluctant to create video, or they just don't know how to, which is where you can come in. So grab a notebook, or make sure you make time to come back to HubSpot. To this episode again later, because there's probably at least one service you can take from this episode to [00:01:00] offer yourself.

So before we dive into it, just for anyone who doesn't already know what even is a b-roll?

Laura Davis: I probably should have looked at a, um, dictionary definition or do you think it's not even in the dictionary?

Laura Moore: I reckon it probably is. I would say, and I haven't looked to the dictionary, dictionary definition either, but I would say traditionally and what it probably would say in the dictionary. It's like the pieces of video that go in between the main parts of a scene.

Laura Davis: Yeah.

Laura Moore: Whereas on social, they're used, like, stand alone, aren't they?

Laura Davis: So what I just said, being media trained that I am, that when I used to do video editing, the b-roll, was the video that, the filler video or the,

Laura Moore: Yeah, that made the edits look less choppy.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Davis: Yeah, it was just an, or background video that actually wasn't part of the storytelling side of it. But yeah, now on, in [00:02:00] modern day, we're seeing b-roll as essentially the main video, aren't we?

Laura Moore: It's like the background still though, isn't it? Like the story is still told on top of it.

Laura Davis: Yeah, yeah, yeah.

Laura Moore: Rather than the b-roll being the actual story.

Laura Davis: It's just like the, like a, if you were to create a static piece of content and you wanted to write something over a image, the image is, is essentially b-roll. And that's the same as the video. It's what sits in the background of the actual message that you're trying to get across.

Laura Moore: Definitely. But I think it's important to say that before we get into all of these different ways you can make money, everything we're going to say today is applicable to any kind of video, not just b-roll.

Laura Davis: Oh, yeah.

Laura Moore: So you might be thinking, Oh, b-roll might, I don't think that would really work for my niche, but it, first of all, it probably would. But secondly, you can apply this to any type of video.

Laura Davis: Yeah.

Laura Moore: So should we go straight in with the first one? Okay, so the first one that I've, and I've seen quite a few people doing this on [00:03:00] social media lately.

It's dedicated b-roll group shots, by which I mean, getting a group of people together in a nice location, and it might be that they're all from different businesses, but it might be that a lot of people from one business, but you get a group of people together in a nice location. So maybe a rented house, fancy shopping mall, the beach, a nice park –

Laura Davis: IKEA.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: Ikea, definitely all of those sorts of places and you would bring like all of the props and what have you and all of these people would have the same videos shot throughout the time you're together. So where I've seen this being marketed on social media, people have had between 7 to 10 people, maybe up to around 20 and they've offered it either as like a full day shoot or a half day shoot.

And when they, like, show what the outcome of it has been, there've been some videos that they've just shot of the person, like, whose business it is, so they're on their own. There's also been, like, group videos, so if you need people where there's [00:04:00] lots of people in the videos, there's those group videos.

Some of them are shot by the social media manager, some of them, the social media guides the group, and everyone in the group is shooting them, so there's lots of different ways that you could do it. But it's very much that there isn't any kind of strategy or planning. Kind of created for these kind of shots because it's quite a low ticket option and it's much lower ticket than some of the others that we're going to talk about.

But you could maybe give them some sort of workbook beforehand or some sort of planning sheet or something that they could do beforehand so they know what they need to do in the session. But the session itself isn't like a training session. It's not like a strategic, this is why we're taking this kind of shot.

It's not that sort of thing. It's much more relaxed and chilled and they just come away with a load of videos.

Laura Davis: It's, yeah, it's giving people an opportunity to get a bank of videos that they can dip into then for the coming weeks and months and years of creating content.

Laura Moore: Yeah.

Laura Davis: It's not training.

Laura Moore: No, exactly. [00:05:00]

Laura Davis: If anything, it's the accountability. So we, you know, like we can all sit here and say, Oh yeah, well we often have this conversation. Oh, we just need to create some more b-roll. But the reality is, unless Laura's shouting at me or repeated that message, it



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

doesn't happen because it gets forgotten. So this allows business owners to have that accountability and to have that dedicated time and they can go away and bash out a load of b-roll.

Laura Moore: Yeah, definitely. And it's not, it's the accountability, but it's also, sometimes you need someone else to shoot it for you, don't you? And if your husband is like mine, then you've got no hope. I asked my husband to shoot a b-roll of me walking along the beach the other day. And I ended up with half the screen full of disgusting seaweed and this tiny little shadow of a person in the background, a video I'm never ever going to be able to use. So –

Laura Davis: Oh, we should totally use it.

Laura Moore: Maybe we should use it to promote this podcast.

But prime example of accountability, like both of us should have shown up to this podcast [00:06:00] with a tripod set up. Ready to record ourselves some b-roll while we're talking and I haven't, I bet you haven't either.

Laura Davis: I definitely haven't mainly because I haven't got any makeup on.

Laura Moore: So there we go. Anyway, so that's number one.

That could be so easy to do. Literally just find a nice location.

Laura Davis: And how fun is that? Especially you're like, you're laughing if you've got like a nice kitchen in your own home and obviously you don't mind people coming round. Or a lovely back garden. Like if you're, or even your mother or your mother in law, if they've got like a nice, well looked after garden.

It's like cheap as chips then, isn't it? It doesn't, and it's quite informal, have a cup of tea maybe, a bit of a, oh yeah, I'd come. So let me know when you're doing your shoot.

Laura Moore: If you've got a client that's got a nice venue, like a really nice shop or something, do it out of hours or, you know, nice cafe, restaurant, those sorts of places. That could be great too.

Laura Davis: Nice bar.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: Yeah. Love it. Okay. So anyway, so that is number one. The second [00:07:00] version of that is a little bit more, could be a little bit more high ticket, bit more planning involved, probably going to make more money. And this is what we have seen described as like a b-roll mastermind day.

So, it's very similar in that you would have a group of people together, and you would be probably shooting a lot of the b-roll yourself, and helping them to do it too. But you would also help them to plan. And record those b-rolls. So they've got that strategic content ready to go out. So by the end of the day, or, you know, you might do it over a couple of days, a weekend, whatever, you spend time strategizing, planning those ideas, and everyone creates their own spin on those ideas.

So it's not like one to one, Oh, this business is going to go and do this thing. And this business is going to go and do this thing. You would strategize like the overall strategy that would work for everybody. And everyone's then going to have their own spin on that. Like, You know, for example, everyone's probably going to need some sort of content that introduces a brand.

But they're all going to do that differently. [00:08:00] So you can do that and then everyone would obviously create that content. And you could, throughout the day, you could split that into a few sessions where you're, like, strategising on a specific objective and then people are recording their b-roll to go with that.

And they could work together to get those b-roll shots. You know, they could work in groups if they need more than one person in a video or they need somebody to record them, for example. So it's a really good way of them networking and meeting people and, you know, coming up with good collabs and stuff.

And ideally, if you're going to do something like that, again, it would be in a lovely location, all of that stuff. But ideally, you would try and get some of that content to be published on the day so that those people start to see immediate traction. So they leave feeling like they've achieved something.

Ideally, they leave with a good result from that content, which leaves them with a really good feeling. You get great results and great feedback then. And whilst they're still in the room, you could record those testimonials, record the excitement of how they've created



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

this content. And, you know, if somebody happens to start getting loads of views and [00:09:00] loads of comments or leads or what have you, get them to record your testimonial at that time so, you know, you can really capture that excitement.

Laura Davis: Well, and as an added bonus, you'll also get your b-roll recorded at the same time and you're essentially being paid to create your own b-roll.

Laura Moore: Totally. Love that.

Laura Davis: I would definitely, if I had my time again. And I was setting up now this, I would do this when, when I used to do all my workshops, I'd probably still do the workshops, but I would definitely do this and take everyone at the top of the Malvern Hills or, or maybe find a nice house as well.

And I'd just create, Oh, it'd be such an easy, easy, nice, fun day or afternoon.

Laura Moore: And like to make, you can make it feel really kind of exclusive and high ticket by. You know, advising them on what to bring, but also maybe if you've priced it right, you can give them the, the things they need, you know, the little sticky things you put on the back of the phone so they can stick it to the window or [00:10:00] whatever, or, you know, they could have a little goodie bags that makes it really easy for them to do this stuff.

You can bring a load of tripods with you so that no one's stuck on not having the right equipment. You know, if you've got lights, you can bring those things, sort of things with you. So you could make it really good. So it feels like high quality. And host it in a lovely fancy house or a nice hotel and, you know, nice food, all of that sort of stuff.

That'd be brilliant. I'd love to go to one of those days actually. Let's try and book it.

Laura Davis: Yeah and me.

Laura Moore: Do it. Ideally somewhere like Ibiza.

Laura Davis: Ooh yeah.

Laura Moore: Especially if it's in somewhere hot like Ibiza, Barcelona, we're in, save us a spot.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Davis: Yeah. Sold.

Laura Moore: Sold. Okay.

Laura Davis: Okay, so the third thing we can do, which is going to get you a bit more moolah in the old bank, is a high ticket one to one service.

So, think of, you know, what we've kind of discussed, you can bring in a lot of those kind of attributes of these group things that you, we've just been talking about, but you're making it a one to one service, which straight [00:11:00] away, It's worth more money and you should be charging a premium for that. And you can extend that to not just having a day where you're, you know, having someone record b-roll.

You could have a session in advance of that where you're pre planning, you're getting to understand what their kind of objectives are. So you know exactly what you need to achieve. You can therefore create a plan for that. You can create, you know, like if you have a photo shoot done. Nowadays, you would have a call, they would plan, they would talk about makeup, hair, what you're going to wear, what props you need to bring.

You can do all of that, but obviously this is going to just be for video, not photos. Yeah. And then, so that, and that's your one, your kind of first step, layer really of a high ticket one to one service, but if you really wanted to go to town, you could also be much more strategic in helping them write the captions helping them write the [00:12:00] hooks that go on top of your reel, you know, your b-roll. Even sit down and get those scheduled with them and so literally –

Laura Moore: You can edit them.

Laura Davis: Yeah, yeah, they literally get everything done in that one day. Kind of, with a bit of planning and maybe a bit of post, post work, but it means that for a business who understands that they need to get this done, but for whatever reason they don't get it done, they maybe they don't have the skill set, they don't have the time, they don't have the inclination, they don't have the tools, they don't really understand what they should be doing.

All of those things are just ticked off straight away and they just have one full day. With a bit of maybe prep work and it gets done.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: Yeah, so what you, what you could do, even you could almost make it like a one week service where like the first day of week one, they get some sort of questionnaire.

They've got to fill in for you so you can then start planning. Then you could have a call with them where you're like making sure everything's all right and what have you. You have the actual shoot, then you have a day of editing and then you have a day of like creating the content, writing the captions, all of [00:13:00] that stuff, scheduling it. A whole, like, how much could you charge for that for a week? That would be amazing.

Laura Davis: It'd be lush.

Laura Moore: Yeah, I mean, we might even buy that.

Laura Davis: We're buying these all.

Laura Moore: Don't cold pitch us. Love that.

Laura Davis: Yeah.

Laura Moore: Okay, so that was number three. Number four, and we've seen some people doing this quite successfully recently, is to have a b-roll online programme.

One of our members has done this this summer and it seems to have gone really, really well. And so what you could do in this sort of case is that you could support a group of people. So this would, this wouldn't be a one to one service. You could make it one to one probably, but this would be like a group programme where you're supporting these people for, I don't know, say four to six weeks.

And every week they're given specific prompts, specific ideas. Specific ways that they can go and record the videos that they need. And you're also maybe giving them ways in which they can use those videos. So they're not just getting one use out of those videos. They can repurpose those videos. You could include [00:14:00] caption prompts, scripts.

You could include more training about why and how to use these things. You could think about targeting this at complete beginners by showing them how to shoot the reels, what props they need, you know, talking to them about how to use the reels editor, all of that



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

stuff. Or you could make it, you know, a little bit more advanced by being a bit more in depth than the strategy.

And you're showing them how to do editing to, to put, you know, different types of b-rolls together, all of those sorts of things. You could just think about who is the audience and what level does this need to be at? And you can make additional money by the way, anytime you're doing any of these programs by adding in affiliate commission by recommending tools or, you know, apps or props or anything like that or any tech that will help them with that and making sure that any links that you're sharing are affiliate links.

Always nice to sprinkle a little bit of money on the top.

Laura Davis: And I think of all the things that we're talking about on this episode, this one I think is the most easily scalable probably.

Laura Moore: Yes, for sure. [00:15:00]

Laura Davis: Because everything else you're relying on a face to face service. So you're limited by a numbers, but also location.

Whereas having an online program, in theory, you're not limited by how many people do it. Obviously, it depends how you do it.

Laura Moore: And it doesn't have to be a live program. It could be an evergreen self study.

Laura Davis: And they can be from anywhere in the world, so it's much more scalable than the, the group ones, which, and maybe it's a slightly lower ticket than the group and the face to face stuff.

Laura Moore: Doesn't have to be though.

Laura Davis: No, no, no.

Laura Moore: Could still be a decent price.

Laura Davis: Yep.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: Okay, next up, and I've seen quite a lot of people start to do this, which I think is genius is working with a photographer. Now, quite often photographers will work together. So like when I got married, I had my main photographer and they brought along a friend who did like some, I guess you probably would call them like, b-roll photos, I don't even know, like the, the kind of photos that are not staged.

There's probably a word, but I can't think of [00:16:00] it. Whereas in this case, if a photographer is shooting, especially for like personal brands, you know, small businesses, those sorts of people, and they've got a social media manager who comes along with them to record the b-roll. So you've got the b-roll of, you know, that, that photo shoot, that could be a really good way for them to not only for them to get great content, you know, background behind the scenes stuff that the client can use, but also maybe the photographer could use, but also it's a really good way to network and meet new potential clients because you already know that this is a business shoot.

It's either a personal brand or it's like, you know, in a shop or whatever. It's some sort of business who is already investing in their photographer. So they're probably, you know, quite keen to invest in their marketing. So that would be potential, a really good fit to, you know, maybe offer other services.

And you could like level this up by planning out the actual reels that you're going to record when you're there. Telling them how they can use them. When you deliver them, you can make sure they're edited all of that sort of stuff. [00:17:00] So they don't just get their photo shoot and they're not just getting a b-roll of their photo shoot.

They know how to use it strategically in their business. And you, you don't just have to limit yourself to shooting the b-roll of, you know, them actually having their photos taken, you could do b-roll of their products and all of that sort of stuff as well.

Laura Davis: Yeah. I was definitely going to say for those people who've got a product based business where they have their product photography done, normally the business owner is there anyway. So you're often able to, you'd be able to get content and b-roll of both the product, so it's a good opportunity to kind of tick a lot of boxes probably in one go if they're product based.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: Yeah, and I think we're all so used to photographers, especially for product based stuff. The photography always has to be amazing, doesn't it? And the photos are always almost stock image kind of level, aren't they?

They're such good quality. Whereas the content we want to see on b-rolls and on videos, On Instagram, TikTok, those sorts [00:18:00] of places. When they're really high produced like that, we scroll past them because they look like an ad. Whereas if you're taking the more kind of raw, real b-roll videos, it's probably going to work better.

So by not having a proper photographer take those videos, there is a chance that they actually will stand out and work better because they are less overly produced. They are less slick. You know what I mean? So don't start thinking, yeah, but I can't do that because I'm not a photographer. I couldn't make it look amazing.

Laura Moore: That's the whole point.

Laura Davis: The point is, doesn't need to. Yeah. Exactly. And this is something you could offer to like your existing clients as well. If you know that your existing clients got a photo shoot booked, tell them, did you know I do this service? Do you want me to come along as well? You know, so that you're not just offering it to, you're not just going to the photographers, although you definitely should do, think about who else has already got photo shoots booked.

And often you'll see people on social saying, I've just booked a photo shoot with so and so. So, you know, that's a good potential in to get in with them on that b-roll shoot. [00:19:00]

Laura Davis: Yeah, nice, like it.

Laura Moore: I saw this next one on Threads, and when I saw it, I thought, oh my god, I really need to tell Laura about this, because I really feel like we need to buy this.

But I managed to withhold myself and not spend any more money. But it was somebody who, they kind of pitched it as a repurposing kind of service. And this service was a \$400 service whereby the business that they were working with would send them 10 links to their existing content. So like podcasts, blogs, product links, one of their clients even gave them access to their membership.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

And so the social media manager had 10 links to different things and they would then go and create 10 or they wouldn't even create anything. They would give them 10 ideas for each of these links, right? What I think would work really, really well is by, yes, you give them those 10 ideas for each of these things they can repurpose.

But take it one step further and make it specifically a service where you're giving them 10 [00:20:00] short form video ideas with b-roll suggestions or level it up, record the b-roll or level it up and you know, go and go on site and shoot the b-roll with them, whatever. And all they did was they just delivered it in an Airtable and they showed screenshots of it on Threads.

And so it was an Airtable that was like the original link of the original product or podcast or whatever. A list of 10 ideas. And then what you could just do is add in the videos that they could use, maybe even add in the captions, you know, the more you add in, the more you're going to want to charge, obviously you could give them the hook, you can, the copy, you could tell them exactly how to shoot.

You could charge more by like giving them a video script, for example, to add a bit more variety, but there's loads of different ways that you could help them to repurpose their existing content. And I feel like there's not enough people doing this, which is why this stood out to me and immediately I thought, Oh my God, we need someone to do this for us.

Yeah, it's such a good idea. It's such a good simple service, but so needed.

Laura Davis: And it's a real problem that I think people have in [00:21:00] that people automatically, A, they struggle with ideas. They can't come up with the original idea. They're so busy doing everything else. But B, everybody overlooks the whole repurposing, you know, and something that we bang on about a lot.

And I think there's a real opportunity for people to kind of make hay while the sun shines on some of that content they've already done, especially if it's good and it's worked well, then make it work well again and make it work harder. And. But equally, if it's not worked well, but it's a really important message or point or lesson, then repurposing it to try and make it work better is also an opportunity that so many people just don't tap into.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

And I think, I think this is such a good idea. And I think when people are struggling with ideas and you've got someone looking at it with completely fresh eyes, Looking at it as a marketer as well. So there's not just some random person saying, Oh, I've got 10 ideas for you. It's someone who is [00:22:00] obviously trained and able to look at something strategically and give a business marketing ideas like 10 times.

10 things, 10, 10 ideas for 10 things is a hundred, like -

Laura Moore: Yeah, well done, brilliant. Quick maths there Laura.

But I mean, like, like just think like, we've got probably like 120, I don't even know what number episode this is going to be, 120 or so episodes of our podcast. And every single time we come to record, we're like, Oh, what are we going to record a podcast about?

Whereas if somebody just went through our podcast list, they could come up with 10 ideas of, of, you know, they could find 10 great podcasts. They could write nine ideas for each of those for social content and one idea for a podcast. And we'd have, so much content from stuff we've already done.

Laura Davis: Yeah, let's do it.

Laura Moore: You know, without us having to think of new stuff, I can see she's like, yes, we need to buy this.

Laura Davis: Yeah, I'm disappointed you didn't buy it.

Laura Moore: I did save the link.

Laura Davis: You don't normally, I was going to say, you don't normally not buy things.[00:23:00]

Laura Moore: Love it. Um, on that note, I should say as well, If you need help with like repurposing or remixing like content, not just for you, but if your clients as well, we've got a really good guide that will help you with this. So just go to thetwolauras.com/remix, and you'll be able to grab that guide.

That'll give you loads of different ways that you can turn any content into lots of other ideas using the same message, the same idea, et cetera. And there's examples and stuff in



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

there as well. So that's thetwolauras.com /remix. We'll make sure the link for that is in the show notes.

Laura Davis: Okay, so the final number seven is, and I love this one, and this is good if you are someone who enjoys going out and creating videos, but it's selling b-roll videos.

So if you're someone who loves getting out there or getting in there doesn't have to be, I always think of outside when I think of b-roll, but obviously it can be inside and you're someone who can create that bank of images or video, sorry, that [00:24:00] people can then just buy off you. It's like easy, isn't it? If you imagine, and I am referring to outside again, but imagine you live in a really picturesque area, well even if you don't actually, and you walk the dog every day and you're just filming as you go, like you're going to make money from walking the dog.

Laura Moore: Love that.

Laura Davis: The dream.

Laura Moore: Is that, is that the next thing you're going to do?

Laura Davis: No, because I just live in a boring housing estate. I think you should, Laura, you live in a better area than me.

Laura Moore: Okay, I'll take some of some of that. Beach without any seaweed on, yeah?

Laura Davis: Yeah, yeah.

Laura Moore: Although maybe there is a need for the seaweed ones, who knows?

Laura Davis: Well yeah, there might be.

Laura Moore: If anyone wants any, let me know and I'll go out and shoot you some.

Laura Davis: One person's, oh here we go, there's a phrase I can't remember the end of.

Laura Moore: Oh God, here we go, go on.

Laura Davis: One person's -



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Moore: One person's seaweed is someone else's something or other.

Laura Davis: One person's, what is it? It's something like one person's shit is someone else's gold, but it's not that.

Laura Moore: Oh my god, write in if you know.

Laura Davis: Oh, it's gonna annoy me. I will find that one out because I like that one.
[00:25:00] Um

Laura Moore: Okay. I know it! I know it! One person's trash is another person's treasure.

Laura Davis: Possibly, yeah.

Laura Moore: I think that's right. I feel like I need a prize.

Laura Davis: Let's go with it. It sounds better than my shit and gold.

Laura Moore: Yeah, definitely.

Laura Davis: I wasn't far off though. Shit, gold. Gold is treasure.

Laura Moore: Okay.

Laura Davis: Trash, shit.

Laura Moore: Yeah, maybe. Anyway. So, back on script. Yeah.

Laura Davis: Yeah, so if you're a social media marketer creating b-roll because you know what works on social media, I think it's going to be far better than the type of shit that can be available in some of the stock video options.

Laura Moore: Oh, some of the stock videos are so bad.

Laura Davis: They're just awful. They're awful.

Laura Moore: I mean, the stock photography was always bad. Don't ever try and find stock photography of a disabled person, because they're just horrendous. But, I mean, on that note, I remember one stock photography thing. I used to work for a care agency, and I was



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

trying to find stock photography to use for them, because they didn't have any photos. [00:26:00] And there is this one video, uh, one photo, sorry, of this old lady in a wheelchair with her carer right on the edge of a cliff that looked like she was going to push her off the edge of the cliff.

So yeah, stock, stock photos, stock videos. They're not great, but also they're always really over edited, aren't they? And really like slick –

Laura Davis: Yeah slick.

Laura Moore: Going back to what we said earlier, they just don't work on social. They look too fake.

Laura Davis: They look like they're advertising, which people don't want on social media.

Laura Moore: Yeah. Yeah, it's the raw, unedited, you know, dog having a poo in the background kind of video from probably not that, but you know.

Laura Davis: I think that might be slightly too far.

Laura Moore: It's, it's the seaweed on the beach kind of video. It's probably worked much better than the pushing an old lady over a cliff kind of video.

Laura Davis: Well, you never know, you know, different strokes for different folks and all that.

Laura Moore: Oh my God, you got a saying right!

Laura Davis: But I think the beauty of this, especially if you work within a niche and that [00:27:00] you know that it's a niche that A, struggles to have video and B, you know that stock video isn't something like, so for example, my client who sells houseboats, there's no options on Canva, you know, it's all bloody Amsterdam or Venice canals, it's nothing like what I need and yeah, I need British waterways.

But anyway, so there, there is a lack of that kind of content out there available. So I have left, you know, luckily I've convinced my client to go and find a pay for a videographer and that's fine. So that ticked that box.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

But you know, really what I could do is just walk away around the waterways of of England, put together a package of videos and sell it to all these companies that need access to that kind of, which there are many. So if you're in a niche where you know that there's a gap, and you know that they, because you've tried to find them yourself, you could say, you [00:28:00] know what, I'm going to go and book two days and go and stand on a top of a hill or in IKEA or, So hire a house or use your mother in law's back garden, whatever it may be, to create b-roll that you can then sell to your particular, to any niche, but even better if it's the niche that you know well, then I think that's such a good opportunity. And it's a nice little package.

Laura Moore: Just in case anyone's listening, thinking, why the hell do they keep saying IKEA? There's been quite a lot of content out there. I mean, IKEA has always been something that's gone down well on, on social content, but there's been quite a lot of people recently who have actually been.

taking their products into IKEA, sticking it on like a kitchen in IKEA to take photos and stuff a bit. Um, you know, going into the bathroom section and putting some towels up or whatever, because it saves you from going and finding a fancy venue, doesn't it? So, you know, as long as you don't get caught, I'm sure it'll be fine.

But yeah, that's why we do keep referencing IKEA. I do think it's [00:29:00] genius.

Laura Davis: It's brilliant though. It's a genius idea. You've got so many different interior looks in one building.

Laura Moore: Yeah.

Laura Davis: And you get to have some meatballs.

Laura Moore: Totally. Let's do it.

Laura Davis: What are we going to take?

Laura Moore: Ourselves. We can just sit in the place where they've got desks. Perfect.

Laura Davis: I always think the desk section is the least inspiring.

Laura Moore: Yeah, it's rubbish.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Davis: And it's always got those hands, you know, the wooden hands where kids have walked around sticking their fingers up.

Laura Moore: Oh, I've not seen those in our IKEA.

Laura Davis: Oh, that's just Wednesbury.

Laura Moore: Maybe they only have them in Birmingham.

Laura Davis: They're like a wooden hand, you know you can get like a wooden doll, you can move the part, like the leg, and they stand on like a stick, and you can move the arms. They've also got wooden hands, which are all like movable knuckles.

Laura Moore: And what's the purpose of these wooden hands?

Laura Davis: Well, I don't know, I suppose they're I don't know. Ornaments? I don't know. But all, clearly the kids all

Laura Moore: What kind of weirdo would have a wooden hand in their house?

Laura Davis: Well, maybe it's just a Birmingham thing.

Laura Moore: Have you got one, Laura?

Laura Davis: No, no, I don't. But the kids like them because we walk past them and they're [00:30:00] all, kids have walked around sticking their middle finger up.

Laura Moore: Nice. Classy area where you live, yeah?

Laura Davis: This is Wednesbury, West Midlands.

Laura Moore: We don't get that down here, down south.

Laura Davis: No, I'm sure you don't, darling.

Laura Moore: Anyway, back on track. So that's our seven services. Should we just recap what they were? So the first one was a dedicated group b-roll shot. So getting people together, shooting some b-roll.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Next up was like a b-roll mastermind day. So it's a bit more in depth, a bit more strategic. Number three was a high ticket one to one service. So rather than a group one to one, then you've got an online program where you're helping people over a period of time. And that, as we said, could be live or an evergreen program.

You can work with photographers, go along to photo shoots. You could offer that remixing or repurposing service to turn existing content into b-roll ideas. And you could take it one step further by obviously writing scripts or writing the captions and all of that stuff, shooting the videos. And then finally, we talked about selling b-roll videos.

With any of [00:31:00] these, no matter which one of these you pick, whether you pick one or you pick all seven or whatever service it is you're offering, always recognize the value of these services and charge accordingly because these are so valuable. The amount of times that Laura and I are like, Oh, let's just do this quick reel and we don't have a video.

Neither of us can be arsed to brush our hair. If we had a bank of b-roll video, that would be valuable to us. You know, so that is a valuable service that you're offering somebody. You might think, yeah, but it's just a quick video. It isn't. It's a valuable asset for them to use to market their business. So charge accordingly and think about all of the different ways that you could bundle these things up.

You could have different price levels to cater for different types of people, group offers, lower ticket offers, VIP dates, you know, that, that turning a VIP one to one into like a week, you know, all of those things. Where you can make it at different price points for different people, depending on what your niche is, who your audience is, what people are coming to you asking you for, and don't think of this as a low ticket [00:32:00] b-roll is just b-roll kind of service. It's not. This is a valuable thing you could make a lot of money from.

Laura Davis: Nice.

Laura Moore: Nice.

Laura Davis: I'm excited by this.

Laura Moore: Good.



123 - 7 Services to Sell to Make Extra Money from B-Roll Videos

Laura Davis: I think this is going to be the podcast that everyone makes loads of money from.

Laura Moore: Ah, when you do, please come and tell us.

Laura Davis: Yeah come and tell us.

Laura Moore: We love hearing stories of people making money and stuff, so yeah.

Laura Davis: I'm excited for this one.

Laura Moore: Yeah. Drop into our DMs on Instagram. We are @thetwolauras. Let us know which one of these you're most excited to do. Let us know if you start doing it. And of course, come back and let us know when you've, like, made money and take your first booking and what have you. We, yeah, we want to support you. And tell us everything! There you go.

Laura Davis: Nice, alright, well we'll be back, same time next week, we'll see you then.

Laura Moore: See you then with all your b-rolls. Ta ra!

Laura Davis: Bye.

