# EXAMPLE ON HOW TO RAISE TRAINER'S CREDIBILITY THROUGH VIDEO CONTENT

This example is from Sarah Cordiner, an Australian trainer coach supporting less experienced educators in reaching a new audience and adapting their training content to online delivery. Her approach is to share marketing and organisational techniques that will benefit her customers' training activity.

A POSITIVE MESSAGE
Sarah's online presence is underpinned by a professional website hosting her courses and subscriptions, several social media and a YouTube channel hosting her videos. Throughout, her high energy and positive message create a sense of trust and optimism.
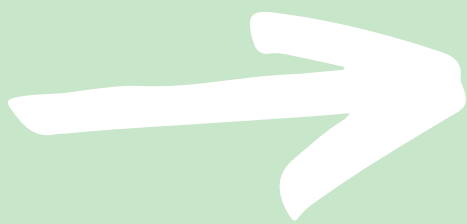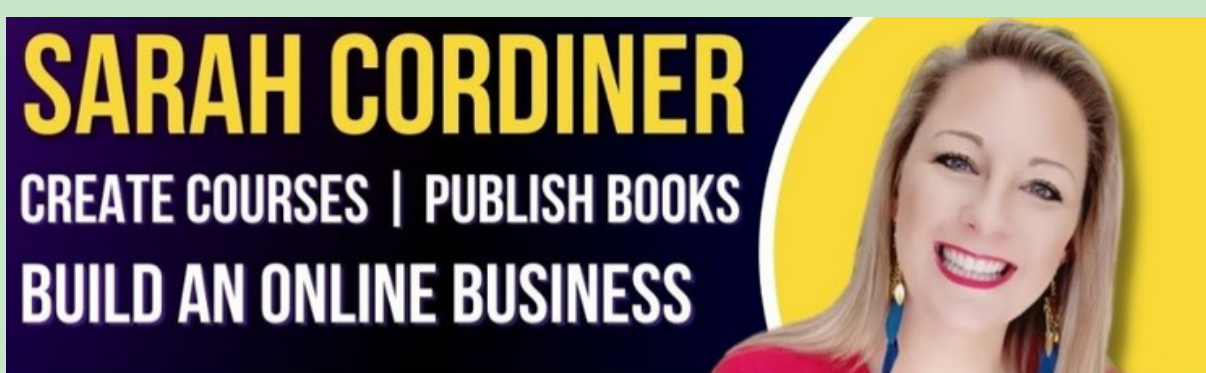
PRACTICAL CONTENT
Sarah's videos are not only interesting and entertaining, but they provide valuable support to those who need it, but most of all they improve her credibility as an expert. Potential customers can watch her videos before deciding to join one of her courses.
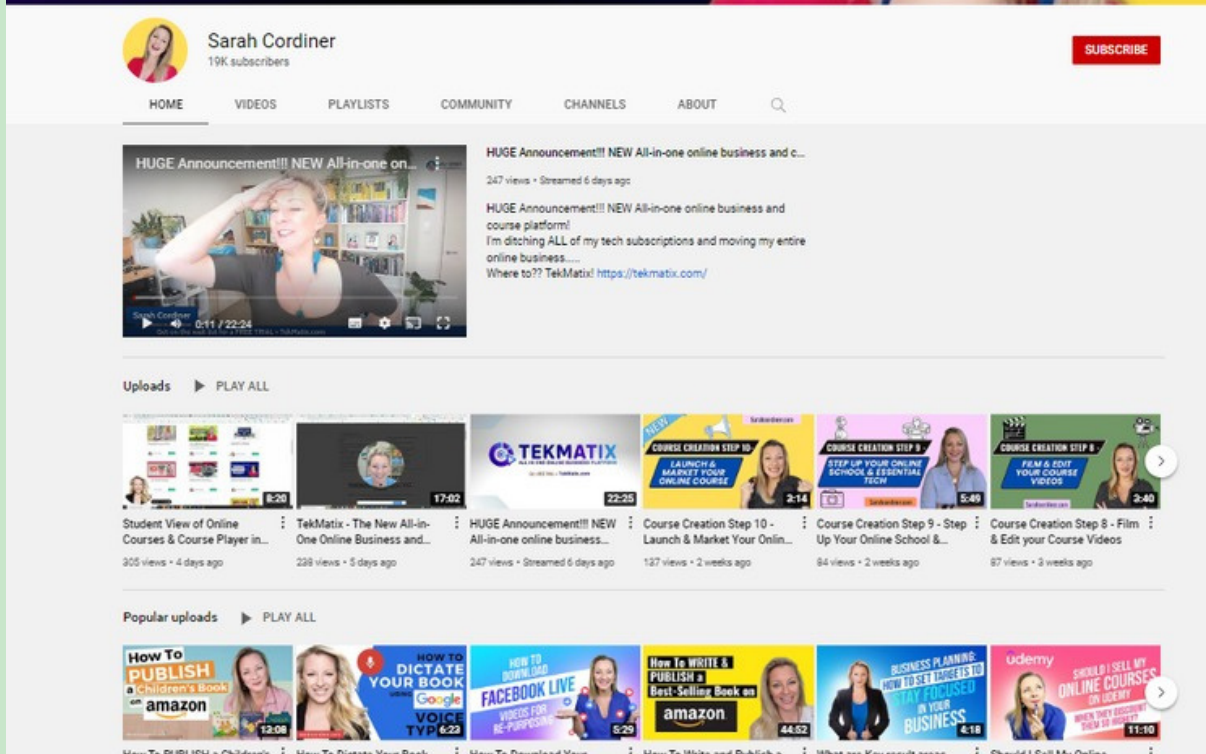
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1 The header of a YouTube channel is the first and constant element while browsing through someone's YouTube channel. Don't underestimate it, prepare it well. It needs to convey the essence of your brand.

2 It is the number of subscriptions and online traffic that determines your income from posted videos thanks to advertising. New visitors to your channel need to hear the message that it's always best to subscribe if they like your content

3 Choose wisely your feature video. It may be the newest video, or it could be your most popular video. Your feature video will create the first impression, so make sure it's a good one.

4 Building a solid volume of quality videos is a testament to the author's expertise. New content will also improve your visibility in search engines.
However, beware of creating content for the sake of quantity, always put quality before quantity.

Visit Sarah Cordiner's YouTube channel to watch her videos on content creation

youtube.com/c/SarahCordinerEDU