



References and Resources

Resources

- My example of an explainer video - [About the Deep Eddy Postdoc](#)
- My clinician intro video – [Kyler Shumway Clinician Preview](#)
- Mac free movie editing software - [iMovie](#), link to [tutorial](#)
- Windows 10 free video editing software - [VideoPad](#), link to [tutorial](#)
- Link to [YouTube Studio](#) and the [tutorial](#)
- How to create a YouTube channel - [link](#)
- How to transfer video from an iPhone to a PC - [link](#)
- Free to use images - [Pixabay](#)
- YouTube Audio Library – [link](#)
- How to upload videos to YouTube - [link](#)
- How to embed YouTube videos on Wordpress – [link](#)
- Teachable.com platform for selling online courses – [link](#)
- Trailer for my video course on small talk - [link](#)
- Feel free to email me with questions! KylerShumway@gmail.com

References

- Research by Wyzowl
 - <https://www.wyzowl.com/video-marketing-statistics-2020/>
- Research on first impressions
 - Willis, J., & Todorov, A. (2006). First impressions: Making up your mind after a 100-ms exposure to a face. *Psychological science*, 17(7), 592-598.
 - South Palomares, J. K., & Young, A. W. (2018). Facial first impressions of partner preference traits: Trustworthiness, status, and attractiveness. *Social Psychological and Personality Science*, 9(8), 990-1000.