



Reel Connections - Issue #9

Confessions From an Introvert

A Weekly Sunday Newsletter from Stilson Video Services

*This was my first computer—
the coolest thing it did was make an animated moose talk*

The issue before last, I talked about mold attacking videotapes and shared an example of one such project that was underway. The photo below is of one of the tapes before it was cleaned. I'm happy to report that all of this customer's tapes were successfully cleaned and transferred with no loss of content. In fact, by the time we were finished, they looked really good. Upon hearing this, the customer was moved to tears, as there were some very special family recordings on those tapes.



The reason I bring this up is that it reinforces what drives us, and why we do this work.

I'll be honest: when I first started this business 20 years ago, I went about things all wrong. Like a lot of people who start companies, I was so excited about the service that I let marketing fade into the background. After all, video production and editing fascinated me, and I wanted to learn everything about it. I invested in high-end equipment, and before long I actually became pretty good at the services I could provide.

What a great job for an introvert like me. I was sitting in a room by myself, surrounded by cool tech, ready to dazzle the world.

There was only one problem: the phone wasn't ringing.

It was then that I began to realize nothing happens in business until you sell something. I know—it's kind of pathetic—but that's where I was. So I had to shift my focus, which wasn't easy or fun. Truthfully, I never liked sales and I'm not very good at it. To this day, I still hesitate to toot my own horn.

Luckily, the people I work with also believe in this company and have no qualms about blasting their horns to anyone and everyone. God bless them.

I look at sales differently now. I want people to become customers so they can have the best experience there is. That may sound braggadocious, but I firmly believe it. Therefore, I'd be doing everyone a **disservice** if I didn't toot my horn—at least a little—when nobody's looking.

In fact, I plan to give some local talks this year for the same reason. The thought of that is terribly uncomfortable for an introvert like me, but that tells me it's worth doing.

I'll let you know how those go later in the year. Maybe I'll even record them for your amusement. We also plan to host an event or two at our studio to show appreciation for our customers.

So, gradually, I've come full circle in my business. The tech doesn't excite me like it used to. Yes, I keep learning to stay current, but now technology is simply a tool to get the work done. The results we achieve and the people we serve are what excite me now.

And I want as many people as possible to experience our service. While that would certainly be good for business, what I really want are more moments with customers who truly appreciate what we do for them.

That's why I started this newsletter. It's just another avenue to reach people. Sure, I'd love readers to bring their work to us. But even if I only educate them and they choose another service, it's still a win.

Am I becoming a people person? I don't know if I'd go that far—but I definitely appreciate our customers and enjoy making them happy.

So that's the plan for this year: **do what's uncomfortable to help as many people as possible**. And if it all goes well, do a little celebrating along the way.

Lives are important.

Our mission is to connect them to future generations the best way possible.

Finally, if you have a topic you'd like me to write about, let me know at stilson@stilson.com and I'll add it to the list.

— Bill Stilson
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