WELCOME TO

just 1 thing



POWERED BY

inside expertise

THE BEST ADVICE YOU NEVER KNEW YOU NEEDED

Do you have inside expertise?

Thank you for your interest in the Inside Expertise: Just-1-Thing programme.

Have you ever had a moment in your career where you thought: “If only I had known that at the time?”

We all have, and often carry those lessons with us for years.

Now, you have the opportunity to pass that insight on and make the journey easier for someone else.

Your experience could be the clarity someone needs to move forward or the reassurance they’re on the right path.

CREATING YOUR VIDEO

Step 1: Choose your “Just-1-Thing”

You likely have many valuable insights but keep each video focused on just one. *Think of it as the advice you would give your younger self.*

Step 2: Write your script

Keep your video to 90 seconds or less.

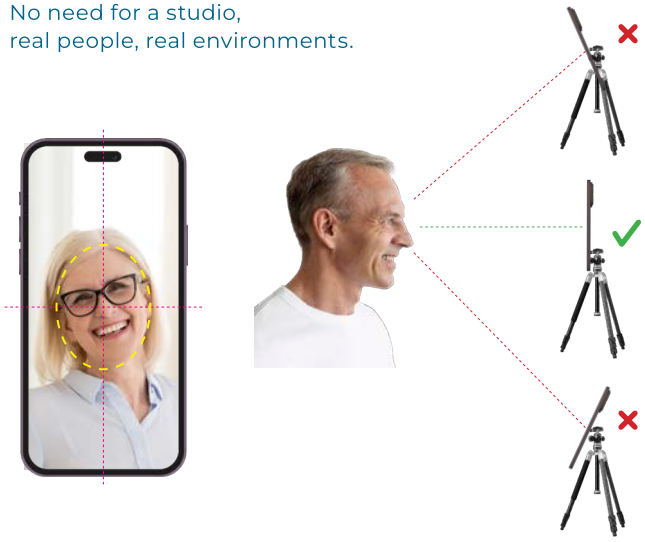
To maintain consistency across the series, please end your video with:

- Your name (no surnames please)
- Your role
- Your years of experience
- Followed by the line:
  “And this is the best advice you never knew you needed.”

Example:

> I am John.
> I have been an IT systems analyst, software developer, and cybersecurity advisor for 30 years.
> And this is the best advice you never knew you needed.

Step 3: Record your video
Shoot in portrait format.
Use the highest resolution available.
No need for a studio, real people, real environments.



IMPORTANT GUIDELINES

Sound matters
Avoid background noise (traffic, machinery, fans, aircon). Clear audio is essential.

Lighting matters
Make sure your face is well-lit. Avoid standing with a bright light or window behind you.

Clarity matters
Speak naturally and clearly.
Be mindful of distracting sounds (e.g. sniffing, swallowing).

Keep it focused
This is about impact, not length.
One clear idea, delivered well.

Keep it professional
Please avoid profanity, religion, and politics.
Consider a broad, diverse audience.

Language
Please record in English (for now).



Do you have inside expertise?

SEND YOUR VIDEO TO US

Once you are satisfied with your video,
please upload it via our website.

We will edit and post it on the channel. For examples, please see the videos currently on the channel.

WE NEED YOUR PERMISSION

The video that you record will be posted on YouTube under the Inside Expertise channel, as well as on Facebook and Linkedin. Therefore, we need your written permission to use the material online.

Please download the form from our website.
You will need to complete it and sent to us on email or upload it along with your video.

No personal details will be posted- other than your name mentioned in the video. If someone reaches out via the channels for further details, the contact will be forwarded to you and you decide your next actions.

THE COMMENT SURVIVAL KIT

Breathe first.
Not every comment needs your attention. Pause, breathe, and let your initial reaction settle before reading too closely.

Focus on the helpers.
Seek out the comments that are curious, grateful, or constructive. Those are the people your advice really reached.

Ignore the noise.
Some comments are negative, off-topic, or just plain rude. They're about the commenter, not you.

Remember your purpose.
You're here to share wisdom, make an impact, and help others. One unkind comment doesn't undo the positive ripple you've started.

We've got your back.
Our team monitors the channel and removes inappropriate content quickly. You're not alone in this.

CONTACT US

If you are unsure or need to chat,
please send us an email: info@insideexpertise.com

