

Recording the Interview

In this Legacy Lab we'll be discuss how to record a Legacy Talk interview. So, as you should expect, the legacy talk by itself will deliver enormous benefits to you and your clients. But what if you were to record the interview and give the recording to the client so they can share it with family members today and inspire future generations?

Few things in life will have more meaning or value to a person or family. So this Legacy Lab will focus on the recording process.

Now with today's smartphone technology it is infinitely easier to record events in both audio and video formats. However, except for the younger generations who share videos of themselves in real time, we have found that most people are not comfortable sitting in front of a video camera for any number of reasons.

Some people are self-conscious about their appearance or feel pressure to perform. Whatever the reason you'll avoid these awkward situations by simply recording in audio.

Now if you have experience with video interviews then you already should know what is required to prepare the client and help them get past their anxieties. But that takes experience and unless you are in the video production business it is going to be a lot easier to stick with audio for simplicity.

Think about it for a minute. With video, the camera is always staring at the client. Whereas with audio you can just press record and get on with the legacy talk.

Although video is incredibly powerful, it soon becomes boring to the viewer watching a talking head for a long period of time unless you can change the angle, which requires multiple cameras or pausing to move the camera to a different location.

When it comes to the spoken word, which is what a legacy talk is, audio allows the listener to use their imagination. They lean in to focus on the nuances like the teller's voice tone, their dialect and personality.

Moreover, they listen more intently to what is being said and the person who is saying it. It is well-documented that after a loved one passes it is their voice and personality that fades quickest and it's what we miss the most.

OK so this tutorial will be focused on recording in audio.

Now you don't need a padded studio to produce a more than acceptable audio recording. All you need is some basic preparations. I'm going to go through that process now.

And, by the way, you want to make sure to ask for the client's permission to record the legacy talk as a courtesy. Tell them they'll have the recording for posterity and for their family's history and I'm sure they'll agree without any problem.

So most everyone owns a smartphone or tablet these days. But if you don't, all you'll need is an inexpensive voice recorder that you can get at Office Depot, Staples, Best Buy or most any store that sells electronics.

The only real difference between recording with a smart phone and a digital voice recorder is how you get the file off the device, and I'll cover that later.

Most smartphones come with a built-in voice recorder app. I won't go into the different apps here because you can learn which app to use in your smartphone and how to use them, here in your resources.

So the key to a quality recording is setting up the room environment. You'll find a section in the handbook that explains this but I'll discuss it here in more detail.

1. **Choose a quiet location-** Whether you're conducting the interview at your office or the client's home, you want to find a quiet spot where you can be uninterrupted by people coming in and out of the room. So obviously you don't want to meet at a Starbucks right?
2. **Hold all calls-** If you're recording at your client's home or office, be sure to ask them to hold any calls until the interview is finished.
 - a. On a side note, if you're using your smart phone, you probably already know how the recording app pauses briefly when you receive a text, email or a call. This is certainly a good argument for going with a digital voice recorder.
3. **Turn phones to vibrate and silent-** Ask the client to set the phone to vibrate, and you should set your phone to silent mode.
4. **Use a lapel mic if possible-** Background noise can be incredibly distracting in an audio recording and can sometimes drown out the teller's voice. That's why we recommend buying an inexpensive microphone that can clip on to the client's shirt lapel and plug into your smart device or recorder. I provided a link in your resources if you want to order them online or you can get one at the same stores I mentioned before. You can get one for less than \$20.
5. **Turn off background noise-** Whether you use a lapel mic or the open mic on your device, it's important to eliminate any potential background noise that can leak into a recording. To that end you should turn off the TV, fans,

appliances or an air conditioner that you can noticeably hear from your interview location. It's just common sense right?

6. **Test, Test, Test-** Nothing can be worse than sitting with a valued client and capturing their legacy stories, only to find out later that the recorder wasn't working or background noise drowned out the narrative or the recorder was too far away from the client and sounded too distant, or even worse, so close that the recording was distorted. So I cannot emphasize enough right here, right now, that you must do a test recording before you begin.

You're going to find that some people speak more softly or loudly than others and it's imperative, if you're not using a lapel mic, to move to device closer or farther away to get the right volume without causing any distortion.

Just ask the client for a few words and test until you get it right. It's not complicated or an inconvenience to the client and they'll appreciate your taking a few minutes to get it right for their family if nothing else.

7. **One voice at a time- It's a** wonderful thing to engage in a legacy talk with a couple in the same session. However, this can lead to real problems when one talks over the other, making it impossible to understand what's being said or distinguish between the two on the recording. That said, you have to explain this to the couple ahead of time so they're aware of it.
8. **Stop and start-** Now obviously, the easiest way to record is to do the entire interview in one continuous flow without stopping the recorder. But when you do this just know that your voice and questioning will also become part of the deliverable.

Not only that but you're going to capture whenever the client coughs or sneezes or when somebody interrupts or whatever. This can all be edited out if you want and know how to do that. But if you just want to give the client the recording as is when you're finished, I highly recommend pausing the recorder between the clients responses and starting it again after asking the questions. This is another good reason to use a lapel mic because you can hold the device in your hand to control pauses without having to lean over to where the device is located every time you pause.

This is also another good reason why your first legacy talks should be with people you know who will be more patient with you to work through the real life experience before rolling legacy talks out to other clients or prospects, which, by the way, is a great way to move pending prospects over the line and into your camp.

Now when you finish the session you need to export the file from your device and transfer the file to a flash drive, which you can then give to the client. Unless you want the client to wait while you do this, I highly recommend doing this at home and using that as an opportunity to revisit the client, maybe with other family members, and deliver the flash drive as a follow up.

Believe me when I say that this follow up meeting could cement your relationship with the client and family forever. When they hold the flash drive in their hand they are going to know the value it has and the value of what you have given to them.

Not only can they include it in their estate portfolio for transferring assets, but they can enjoy the benefits of sharing their reflections today, while they are alive.

If your client is still in business you can suggest sharing their wisdom on their About Us webpage and through their social media. This is a fantastic way to let people know who the person is behind the products or services they offer. Don't forget to make that suggestion because it will certainly add even more value to the whole legacy talk experience.