

The 5-Minute Crew Content Playbook

Turn Your Team into Content Allies (Without
the Eye Rolls)

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GETTING YOUR CREW TO HELP (Without the Eye Rolls)

The Problem

You: "Hey guys, we need content for LinkedIn."

Crew: Instantly becomes invisible

The Solution:

To get your team rowing in the same direction -

Make It About Them.





Step 1: The Pitch That Actually Works

"Listen up. I'm trying to show people we're not just a bunch of chainsaw cowboys. When you do something impressive - that perfect rig setup, that crazy technical removal - send me 30 seconds of video. If I use it, there's a \$20 bill in it for you. Plus, you might get famous with other climbers."





Step 2: What to Ask For (Keep It Simple)

Tell them EXACTLY what you want:

- ✓ "That rigging setup is beautiful - get me 20 seconds."
- ✓ "Before you make that cut, video the plan."
- ✓ "That's the biggest oak we've done - photo for scale."

NOT:

- ✗ "We need content."
- ✗ "Take some photos today."
- ✗ "Document everything."



Step 3: Make It Worth Their While

- Immediate: \$20 cash for any content you post
- Recognition: Tag them (if they want) - climbers love peer recognition
- Career building: "This helps when you apply elsewhere. It shows your skills."
- Competition: [NAME] video got 500 views last week..."





Content Goldmines Your Crew Can Capture

Safety Moments:

- Morning tailgate topic (15 seconds).
- "Why we do it this way" explanations.
- Near-miss discussions (learning moments).

Skill Shots:

- Complex rigging setups.
- Precision cuts.
- Problem-solving in action.

Behind the Scenes:

- Gear organization (climbers love this).
- Truck setup tours.
- End-of-day equipment care.

Human Moments:

- Crew member explaining something to a trainee
- The satisfaction shot after a tough removal
- Team problem-solving discussions



The Script for Your Crew Leader

[Crew Leader Name], you're in charge of getting me one good video a week. Whatever impressed you that day - a cut, a rig, a teaching moment. 30 seconds max. I'll Venmo you \$20 every Friday for what I use. If the crew complains, tell them it helps us get better jobs where we're not just hacking trees for lowballers.

What NOT to Do:

- Don't make it mandatory
- Don't critique their camera work
- Don't post anything that makes them look bad
- Don't forget to pay immediately
- Don't use content that shows unsafe practices

The Payoff Conversation (3 Months Later)

"Remember when you guys thought LinkedIn was stupid? Well, that property manager who hired us for the 50-tree contract saw [Crew Leader Name] rigging video. She said it showed that we actually know what we're doing. That's \$40K in work from one video. Keep 'em coming."