

VALUE VIDEOS

MAKE VIDEOS THAT GAIN CLIENT TRUST

SETTING THE STAGE



This video gives you the opportunity to



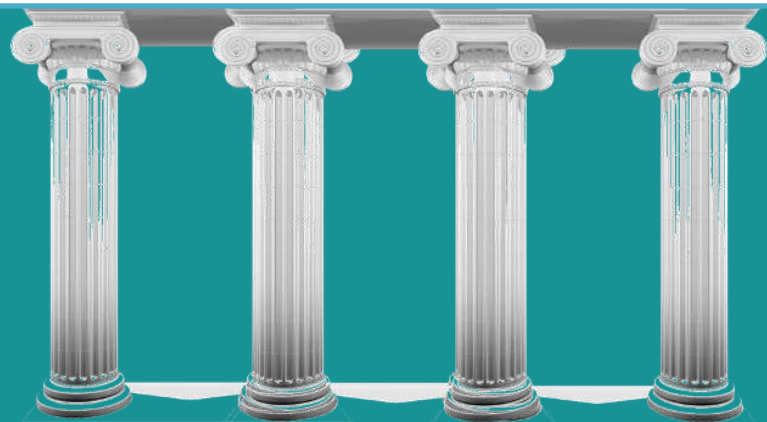
I want you to know that I truly care



This video solves

4 Pillars of a Video

INSPIRE - ENTERTAIN - EDUCATE - DEMONSTRATE



THE VIDEO SCRIPT



HOOK

+



STORY

+



CONCLUSION

HOOK

“GRAB IN < 5 SECONDS”

What #1 Question Keeps Clients Up At Night?

Curious
Concerns



Benefit
Need

“Are You Worried About?”
“A Top Question That I Get Asked Is....”
“Want To Know How To?”
“Would You Like To See ... ?”

STORY

“CLIENT DISCOVERS ANSWER”

Hope
Empathy



Speak To Their
Emotions

“I Know Exactly How You Feel”
“Let Me Tell You About When This Question Came Up For (A Client)”
“My Client Felt....Scared... Unsure ... Confused ...”
“... And Then I Discovered (Answer/Epiphany)”
Which Got My Client (Results)

CONCLUSION

“WHAT TO DO NEXT”



“You May Also Be Wondering (2nd Question).... Then Watch My Next Video”



“Call Now” “Sign Up”
“Like/Share” “Follow”
“Request A Free Consult”



“Email Me Or Click Below”
“Let Me Know How I Can Help”
“Leave A Comment Below”

PUTTING IT TOGETHER

VIDEO TIPS N TRICKS

VIDEO PREPARATION



Use DSLR or High Definition Cellphone

Pin Audio Script Beneath Camera and Read It

Use Good Lighting Or Studio Lighting Kit

Have A Plan

CREATE BITE-SIZED VIDEOS



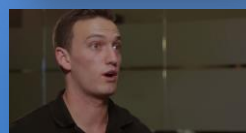
1 VIDEO PER TOPIC

1 VIDEO PER QUESTION

KEEP VIEWER'S INTEREST



Leave Gap On Side Or Bottom of Video (Space For Subtitles)



Move Around & Film From Different Angles

VIDEO LENGTH

15 sec - 1 min

Instagram Ad

Be Brief

15 sec - 1 min

1st Facebook Ad

15 sec

2nd Facebook “Follow-Up” Ad

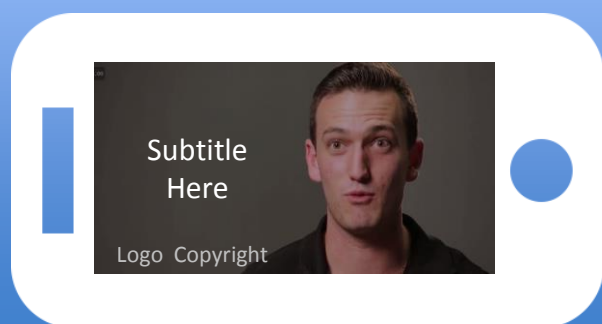
30 sec - 5 min

Web Landing Page

PRODUCTION



Add Subtitles - Logo - Copyright



Want to learn more? Need more help?

Great!



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