



Leverage the Power of Videos!

Videos can be an incredibly powerful way to quickly develop “know, like and trust” with your target market. Consider adding video content to your website, blogs and newsletters for added impact!

Here are some tips to consider when creating video content:

- Website: Video content is particularly powerful on your home and “about me” pages.
 - **Home Page:** A compelling Video of you that specifically directs people to sign up for your “Freebie.”
 - The purpose of this video is to not only share some important information about what you do and the amazing solutions you can help them achieve, but more importantly, **it’s to get them to ENTER THEIR EMAIL ADDRESS – this is the most important thing.**
 - The flow of the homepage video is as follows (duration= less than 3 minutes)
 - Introduce yourself and your mission. Ideally, use your “what do you do” statement with an emphasis on your mission and the amazing results your service provides (NOT the process).



- Let them know that you “get it” - you understand their struggle or what they’re going through and you want to help.
- Call to action: invite your visitor to start making progress right now by signing up for your “freebie” and a quick mention of how the freebie can help them to get started on their journey.
- **“About me” page** (duration = 5 minutes or less)
The goal here is to let your visitor in on your unique story and to connect with you on an emotional level. Remember, people buy based on emotions and they must have a degree of “know, like and trust” before doing so. Most importantly, they want to know why you care! So the bottom line here is that integrating video within your about me page allows you effectively differentiate yourself from the crowd by expressing: who you are, what you do and why you do it.
- Here’s the general flow of the “about me” video:
 - Your name and mission (a little more detail as compared to the home page video)
 - Your big WHY
 - Why you are so passionate about this area of work



- If you have experienced similar struggles, you can briefly describe what that was like for you personally.
- Your moment of clarity or “aha” moment AND the solution. This is a description of the time you realized something had to change
- Briefly describe your solution and how it changed your life (only if you’ve experienced it for yourself, of course)
- Describe the transformation or results of your work (in big picture, general terms)
- How you now help others
- Connect on an emotional level by briefly describing how your work impacts your clients’ lives or how the transformations spill over into other areas of the persons’ life.
- Invitation to stay connected on their journey (social media, newsletters, videos, programs, etc.)