Building Trust, Authority & Celebrity with Video

After completing this session, the attendee will be able to...

1. Use video to grow their KNOW, LIKE and TRUST factor in the community they serve, so they are viewed as an Authority not a Salesperson

2. Build their tribe of super loyal fans that will continuously feed them quality leads and referrals

3. Use video to convert leads into loyal clients without chasing them
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Session Outline

1. The Big Three Takeaways
2. I had BIG dreams
3. My "reality" was not what smooth sailing
4. The video that changed my life... FOREVER!
5. I struggled with video... REALLY, REALLY, STRUGGLED!
6. My upside down approach: Platform & Distribution channels
7. The "One" mind shift that changed my approach to video
8. My "Ah-ha" moment that redefined my video strategy
9. How to adapt your video strategy to your local market
10. The 3 video content strategies & how to use them
11. Why most videos don’t work
12. The perfect example of video content strategy
13. Best video equipment

Saturday Nov. 9th - Time: 9 to 10am
Session #: 1085
Moscone Center South
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Key Takeaway Points

5

I struggled with video... REALLY, REALLY, STRUGGLED!

I struggled with video because I was creating content that was _______ focused not ___________ focused.

6

My upside down approach: Platform & Distribution Channels

Instead of plugging myself into the ___________________

I created my own ____________________

I was now in control of my own ____________________

and ____________________
Key Takeaway Points

7. The "One" mind shift that changed my approach to video

I had to go from thinking like a ____________________________
to thinking like a ____________________________

9. How to adapt your video strategy to your local market

When you understand the ____________________________
you'll understand the type of video to create
Key Takeaway Points

1. The 3 video content strategies & how to use them
   - Content
   - Content
   - Content
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Key Takeaway Points

Why most videos don't work

Wrong ________________
Right person, wrong ________________
Right person, right time, wrong ________________
Right person, right time, no ________________

Framework!

Every video needs to have ________________