“Dominate w/ Video”
by Coach Kyle

“A person cannot __________ above how they see ________________.”

Facebook gets ________ million views a day on their videos.

The six reasons we don’t do _________:
1. We don’t think people will ________.
2. We are afraid to ________ _____.
3. We are “too _____.”
4. _____________ is already doing it.
5. We don’t have the right ________________.
6. We just don’t think ___ ________.

Treat ________ like ____________ with a ________________.
   - They know what you __________ like.
   - They know what you __________ like.
   - You talk about ________________ other than your ________________.

The Five Keys To Video:
1. Audience.
2. ________________.
3. Consistency.
4. Distribution.
5. ________________.

#1: Know Your Audience
How _____ are they?
What __________ of life are they in?
What do they do for _____?
What are their current ________________?
What ___________(s) are they on?
Why do they __________ you?

#2: Content Is King

“Content is the __________ of entry to ________________.” - Gary V.
Realtors are ________________…how are you______________?

Topics to talk about…..

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
“Stop _________ and start being _________."

#3: Consistency Matters

Do video _________.
Interact with the _____________.
Use your _____________ and your ________________ pages.
Add massive _____________.
Check your ________.

#4: Distribution

“Best _________, beats ________.” - Grant Cardone

Content Compounding:

Live Video ——> _________ ——> YouTube ——> _________ ——> Social _________

#5: Storytelling

How To Tell a _________ _________...
1. _______ is this for?
2. What _______ does it _________?
3. What ________________ do I want them to _________?
4. What is your _________ ______ _________?
5. What ________________ (s) and in what _________ is best?

_____________ and ______________ matter most.

Positioning:
Do you want to be _______ them?
Do you want to be ______________ them?
Do you want to ________________ them?

Context:
What happened leading up to the _____________ or _________?
What did you _____________ or ________________?
How did “________” (your client) ________?

“The _________ do the _________ more ________________ than anyone else.”

Hit me up!
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