Video Marketing
For Business Success
Walk away empowered and excited to make your own videos!

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“Helping Build Your Business Visibility”
PART 1 Video Marketing

1. Why Use Videos: New Leads / Warm Market / Existing Clients / Referrals

2. Spoiler Alert: Videos Aren’t About You! (They are about the viewer)

3. Where to Use Videos: Social Media / Website / Email / Private Message

4. How to Use Videos: Events & Promotions / Products & Services / Training & Info

5. Video Lengths:
   Cold Market: 1 minute (Think commercial or advertisement)
   Warm Market: 2-10 minutes (They are starting to get to know you)
   Existing Clients: As long as needed to provide the information

6. Three Things You Need to Get Started: Camera / Tripod / Message

7. One Thing Every Video Should Include: Call to action!

PART 2 Technical Tips

1. Sound: Speak Up / Speak With Confidence / Be Aware of Surrounding Nose / Use External Mic if Needed

2. Lighting: Natural Lighting is Easiest / Position Light on You / Avoid Standing With Light or Window Behind You

3. Framing: Position Yourself Near Center of Frame / Avoid Too Much or Too Little Space Above Your Head

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4. **Background**: Choose Backgrounds That Represent Your Brand / Consider Clean Organized, Without Distractions / Less is More!

**PART 2 Technical Tips (Continued)**

5. **Camera Placement**: Eye Level is Best For Building Trust / Avoid Looking Down Into The Camera / Avoid Looking Up at The Camera / Looking Straight Across is Best and Most Natural

6. **Where to Look When Filming**: Look Directly into The Eye of The Camera / Help the Viewer Feel Like You Are Speaking Only To Them / Eye Contact

**PART 3 One Minute Video Formula**

1. **Catchy Opening/ The Hook**: *(Question/Statistic/Statement)*
   
   *Example: Have you been thinking about making videos but keep putting it off because it’s overwhelming, confusing and scary?*

2. **Introduce Yourself**: *(Name / Business / Tagline)*
   
   *Example: I’m Julia Glyde, Creator of the Video Academy and I empower realtors to make their own marketing videos.*

3. **Content**: *(Tips / Training / Event Details)*
   
   *Example: Videos don’t have to be hard once you understand the basics. Learning sound, lighting, background as well as crafting a good message will get you well on your way to success!*

4. **Call to Action**: *(Click the link/Enroll Today/To Learn More / Call Today)*

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Example: If you are tired of just thinking about making videos and you’re ready to learn how, click the link that’s with this video and join the Video Academy. You will walk away with great looking videos made right on your smartphone!

5. Close: (I Look Forward to Connecting / Let’s Connect / See You Soon)
Example: I look forward to helping you!

Julia Glyde has been entertaining, educating and inspiring audiences for over 30 years. She knows that being visible is KEY to business success which is why she teaches “video marketing” and “public speaking” to realtors.

Julia has empowered thousands of business professionals to speak with confidence, make their own marketing videos, increase their visibility and grow their business.

Connect With Julia on Social Media

Facebook: Julia Glyde Training

Instagram: Julia Glyde

Linkedin: Julia Glyde

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