

**WEEK 7**

VIDEO MODULE 1 – VIDEO CONTENT

WORKSHEET

Summary:

Did you know that VIDEO is by far the most powerful marketing tool we have available to us these days?

Think about it:

It used to be so expensive to create videos… we needed to have the right equipment or hire videographers. These days, most of us have all the tools we need in our smartphone devices – and yes, they definitely are good enough to produce videos for our businesses!

In a video, you can educate people on what you do, and they can also get to know you, how you speak, act, etc. This will help build trust with your prospects much quicker than any written post will.

Even better, it’s a tool that allows you to get your message to the masses very efficiently. You can create a welcome video for your website, video content for social media, the options are many and varied!

The one downside to creating videos is that it can be a bit of an intimidating exercise for people who have never done it before. I know I really struggled with it when I first started out creating videos.

A few tips I can offer:

* Don’t overthink it! Know the one point you’re looking to make. Take a deep breath and hit “record”.
* Done is better than perfect! If it freaks you out too much, you don’t ever watch it again!
* For social media especially, don’t worry about having to be too “polished”. It has been my experience that the less polished the video, the more relatable it is to the viewers.
* If it’s your first ever video, it can be helpful to mention this in the beginning, to take the pressure off yourself. You might even find that this endears you to your viewers!

Action Items:

1. Take a video of yourself, talking for 1 minute about your biggest takeaway from this course so far.
2. Upload it in the Facebook group or send it to me privately.