

7 Essential Videos for Explosive Growth

by Andrea Stenberg



Introduction

Why live video?



Live videos get more reach, more engagement and people watch them longer than with a pre-recorded video. Even when people are watching the replay.

But it's not enough to make any live video. If you want to be visible to your ideal clients, establish your credibility and authority and then start generating leads and sales you must be strategic with your videos.

When using this book to plan your next 7 live videos, **choose one of your services or courses**. Think about what your ideal client needs to know, understand or believe in order to purchase this service or course.

Introduction

Why live video?

Choose the specific subject for each video with your service or course in mind. For the next 7 videos be sure you stay narrowly focused.

You're not going to make sales from one live video. But if each video builds on the last you'll move people from awareness to interest to trust.

Once you've gained a viewer's trust, you have set the table for transforming them from a mere viewer into a customer.

*Choose
your video
subjects
with your
service in
mind*



Section 1

THOUGHT LEADERSHIP

It's not enough to say you're an expert. You need to show it. Do this by creating videos that show off your expertise in your related field.



Contrarian

What's something that everyone thinks is true about your industry but where you have a different approach? Share your contrarian view and why your way is correct.



Startling Fact or Statistic!

Start your video with "Did you know X" and share the surprising fact. Then talk about what this surprising fact means and how it impacts your clients. Include a story about how your service helps them use this startling information



Key Takeaways From a Book

If you've recently read a book by a thought leader in your field, share three or more key takeaways from the book and why you think they're significant. More importantly, talk about how your viewers can apply these ideas.

Section 2

SOCIAL PROOF

Don't just talk about what you do and tell people you're good at it. Show them that other people work with you and think you're great as well. When other people say it, we call that social proof.



Case Study

Tell the story of a client who you've worked with. Describe the problem they had before they came to you, what they tried to do to solve the problem before they found you.

Then talk about how you helped them and show off the results. Focus on their story, not the details of what you did. Inspire the viewer to think "wow, can she do that for me too?"

Don't share the name of the client if you don't have permission. If you're brand new and don't have any clients yet, it's okay to use yourself as the case study.



Behind the Scenes

People love to pull back the curtain and see how people really work. Show your viewers your secret sauce. Talk about a specialized tool you use. Share what goes into preparing to work with a client. Show how you provide extra value to your clients.

Section 3

SHOW ME THE MONEY ~ YOUR BUSINESS

Believe it or not, too many coaches are so focused on providing value that they forget to talk about what they sell. Don't be one of those people! Share what you do and how people can work with you.



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Introduce Yourself

An introduction video isn't a video resume. It's a **story** that let's viewers get to know the person behind the business. They get a taste of your personality, your passion for your business and what you do.

But remember, it isn't really about you. It's about your ideal client and what they need to know about you so you build know, like & trust.

This video needs to be repeated regularly as new people enter your sphere.



7

Your Free Gift

Talk about your lead magnet. What problem does it solve? How does it help?

Walk people through some of the key outcomes they can expect if they get and implement your lead magnet.

And don't forget to tell the how to get it. In your video ask people to comment below and you'll send them the link.

About THE AUTHOR

Andrea Stenberg is a video marketing strategist, helping coaches and other experts explode their visibility and get new clients using video.

If you don't know what to say, hate how you look and are intimidated by the technology, Andrea helps you quickly and confidently make client attracting videos.

An award-winning blogger, Andrea's experience includes:

- helping a client land a major institutional client from one short video
- creating a marketing campaign that generated \$1.3 million in sales in a single year
- growing a client's Facebook page by 361% in two months
- being in the top 5% of most viewed profiles on LinkedIn



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