



# Video Marketing Made Easy

“4 Easy Steps To Overcome Your Fears & Start Marketing Like a Seasoned Pro Today”



# Would You Like To Have...

- The ability to Crush the 4 most-common fears that plague “rookie” marketers and begin effortlessly cranking out compelling videos that get leads, make sales, and create residual cash-flow for your business?
- The top equipment you need to quickly and easily shoot rapport-building, prospect-persuading videos, for only \$40 (or less!) ?
- The best free editing software to create high quality, branded videos that establish insta-credibility and authority in your niche?
- Our “Video Blitz Formula” so you can easily point, shoot, edit, and upload – creating an automated lead-gen machine, all in less than 30 minutes per day?

# Before We Dive In...

- ➡ Ton of Content
- ➡ Eliminate distractions
- ➡ Bonus Walkthrough
- ➡ Q&A at the end



# A Little About Us...



- ✓ Generated over 45,461 leads leveraging the internet
- ✓ Speakers, Trainers
- ✓ Built a home business from the ground up with a list of less than 500 subscribers and making \$276.80 to building a list of over 30,000 and becoming 6 Figure Earners in less than 12 months
- ✓ Top of the Leaderboards for Leads and Sign ups inside of two companies we work with
- ✓ Host our own live events and workshops covering lead generation, video marketing and autopilot sales



# It's Not Going Anywhere

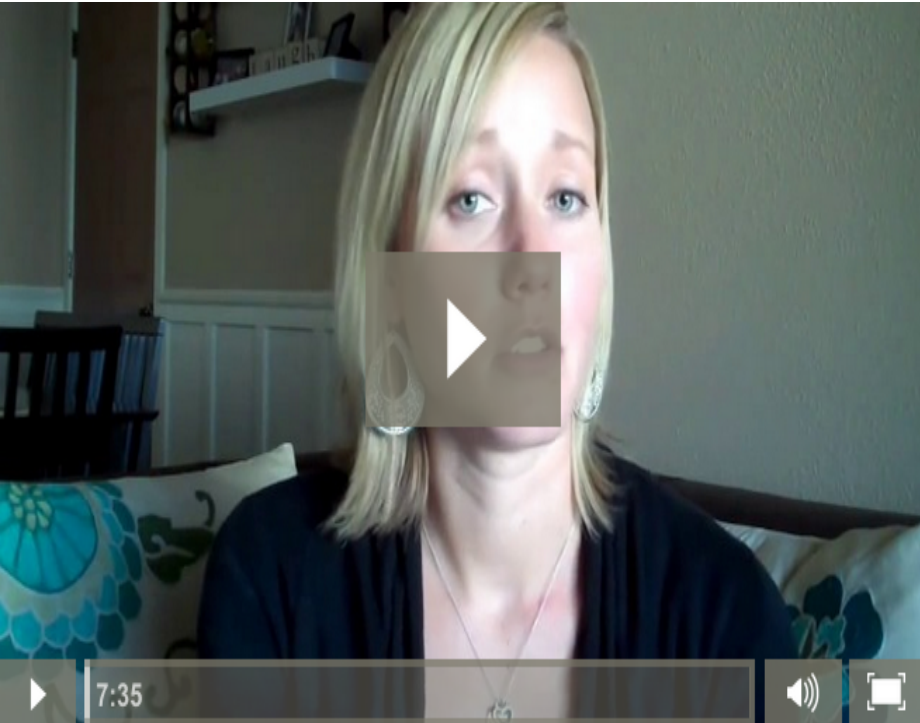
- ✓ People in the United States watch 52 billion videos online per month...
- ✓ 55% Video Traffic by 2016
- ✓ Instant Relationship Builder
- ✓ Brand You As a Leader
- ✓ Engaging Way To Create Content
- ✓ What would you rather do?



# The 12 Month and 3 Hour Journey...



# Top 4 Fears About Video Marketing



1. Creating Videos Is Too Expensive
2. Creating Video Is Difficult
3. I'm Afraid Of Getting On Camera
4. I Won't Have Anything To Say

# Fear #1 - Creating Video Is Too Expensive

- Equipment – Smartphone, Tripod & Microphone
- Video Editing software -
  - Screenflow, iMovie, & Camtasia, Windows Movie Maker, Videoshop
- Place To Host Your Videos-  
Wistia, Vimeo, EZS3, YouTube,







**\*\*DO NOT CLOSE THIS WINDOW\*\***

The **Lead Machine Formulas** On It's Way To Your Email!  
**Before You Go Check Out This Special Offer...**

Leads are the lifeblood of your  
business

## o Is Difficult

- Traffic Videos
- Branding Videos
- Training Videos
- Sales Funnel Videos

# My Favorite Video Format

- 4-6 Minutes
- Opening & Intro
- GIVE VALUE!
- Transition to a Problem
- Give a Solution
- Call to Action with Link
- Extended ending
  - VideoMakerFX
  - Splasheo.com
  - VideoHive.net
  - Fiverr or oDesk



# Fear #3 – I'm Afraid Of Getting On Camera



1. Lighting
2. Keep your chin up
3. It's about your message

# Fear #4 – I Won't Have Anything To Say

- What kind of video do you want to shoot?
- Script it
- Memorize it or Read It
- Be authentic



# Video Blitz Formula



- Pick One Style Of Video
- Develop Similar Script
- Set Up Equipment Night Before
- Commit to Time Frame



# Q&A