





"To get **Maximum Value** from this Online Webinar, **print out this handout** so you will **be prepared to take notes** on each **Key Point I reveal** during the Webinar!"

~ Richard Moore, Chief Instructor
www.UltimateVideoMastery.com

Your Important Details

Title	"Magnetise Your Videos" Workshop <u>Post-Workshop Webinar</u>
Date:	 Insert your Registered DATE
Time:	 Insert your Registered TIME
Registration: • (If applicable)	NO REGISTRATION REQUIRED AT THIS TIME Joining Instructions at: http://ultimatevideomastery.com/postworkshop/ Your personal, unique attendance code was sent to you by email when you registered. Click your email code to join the Masterclass at the appointed date and time.
Focus:	Post-workshop follow-up with Learnings + Q&A from Workshop, where you are with your videos, challenges and overcoming them + finish off some content pieces.
Handout:	Please visit http://ultimatevideomastery.com/postworkshop/

Tips to Get the Most Out of This Training

1. Print out this handout so you can take notes during this training.
2. Think of how to quickly implement the secrets revealed from this training.
3. Make a deadline to complete at least 3 tips revealed during the training.

SPECIAL NOTE: This Masterclass training will start promptly according to www.Time.gov so please dial-in 5 minutes early so you won't miss any content. You'll be glad you did ☺

Create A Tantalising Title For Your Free Report (Video Series)

Your TANTALIZING TITLE should grab the attention of both the 3% of ACTIVE SHOPPERS and the 67% of NON-ACTIVE shoppers in your ideal market. It compels them to want to consume your marketing, in whatever form it appears!

When your title is written properly, it will make your ideal potential clients SELF SELECT!

There are two ways to go with titles. PAIN or PLEASURE.

Titles that speak to a PAIN someone is in, usually motivates more often. In 'marketing speak', pain based titles 'pull' more.

Human beings are simply much more motivated to avoid pain than they are to pursue pleasure.

Pursuing 'more' is never urgent. Avoiding pain is *always* urgent.

Making more money, as an example, is only urgent when you're broke.

- Front End Programmes (Educational Based Marketing)
- Back End Programmes

Pleasure based titles work better for your Front End Programme.

Front End Example:

7 Massive Mistakes Business Owners Make With Their Videos That Keep Their Viewers Bored, Turned Off and Unresponsive (Causing Lost Leads, Sales and Income)

Back End Examples:

"Magnetise Your Videos" Programme

"Monetise Your Videos" Programme

Other examples...

3 Tragic Mistakes Bulimia Sufferers Make That Keep Them Locked In An Endless Cycle Of Binging, Purging And Lying To Their Families.

3 Deadly Mistakes Business Owners Make With Their Accounting That Cause Them To Haemorrhage Cash, Pay Too Much Tax And Live In Constant Fear Of Going Under.

The Three Big Blunders Most Professional Women Make That Keep Them Drained, Depressed and Dreading the Next Day of Work.

The Top Three Mistakes Most Women Make That Keep Them Feeling Unsupported, Disconnected and Hungry for Love.

The 3 Biggest Dangers Facing All Foreign University Students Causing Burn Out, Poor Exam Results And Dishonour To Family.

The 3 Biggest Blunders Public Speakers Make That Cause Them To Shake With Nervousness, Forget Their Words And Fail Miserably In Front Of Colleagues.

The title should speak intimately and accurately to a:

1. Specific Viewer...
2. By their strongly held Ego-driven label...
3. About a Front of Mind Problem.

It should GIVE VALUE (#1)

It should POSITION the next thing (#2)

Educational Based Marketing (EBM) Points

Your 3 (or more) EMB Points have to provide **Valuable** Education AND they have to **Position** the Purchase.

You want people to read about it or watch it, then get fixated on it enough to follow up. You want your EMB Points to be so compelling that they want to get in touch with you learn how they can buy your programme.

List your 3 (or more) EMB Points.

These can be fuel for your Content Videos

Your Titles should have a 'cringe' factor !!!

"The Top Three Mistakes That Most Real Estate Agents Make That Keep Them from Selling Their Properties Fast and For The Asking Price."

The Business is 'Home Staging' which is making your house presentable for the property market.

Potential EMB Points:

1. Mismatching (home and buyer)
2. Doing it all yourself
3. Presentation of property

The Front of Mind Problem is... 'Not selling your home'.

- Which one speaks to your next solution?

Answer... The Presentation.

- #3. Mismatching (home and buyer)
- #2. Doing it all yourself
- #1. Presentation of property

Your EBM Points are always counted down from #3 to #1, in reverse order with the most important EMB Point LAST!

The next problem is solved by the programme around Presenting Your Property. Or you might have a trip wire product - a low priced marketing product you sell or upsell.

Write down your next 'Thing' or 'Solution' after your Free Report.

List 5+ Content Videos you can do immediately from your free report.

Example: Ultimate Video Mastery

7 Massive Mistakes Business Owners Make With Their Videos That Keep Their Viewers Bored, Turned Off and Unresponsive (Causing Lost Leads, Sales and Income)

#7: Believing The 5 Common Video Myths

#6: Focusing On The Wrong Things

#5: No Effective Call To Action

#4: Failing To Correctly Identify and Qualify The Viewer

#3: Not Knowing What To Say In Your Videos

#2: Using Poor Body Language Skills That Turns Off Viewers

#1: Not Following The Marketing Trends For Video (Not using Video at all!)

FOMP:

- Not using Video (and don't know how / what to say, what to do)
- Worried about Technology and Equipment
- Worried about how I look on camera
- Concerned about being left behind competitors who ARE using Video

Q: What positions the next 'thing' or 'piece' after: "I'm not using Video and I should be"?

A: Not following trends around Video Marketing! #1!

- Video is everywhere these days and if you aren't using Video properly and effectively, your competitors certainly are!

This problem is solved by: "Magnetise Your Videos" Programme

Content Learning: Problem > Agitate > Discredit > Solution

Middle of Squeeze Blueprint #2 - Refer to associated PDF transcript from the Ultimate Video Mastery Academy for extra notes.

State the Big Fat Problem

What is the big overriding problem with your market? This is the big Problem you **KNOW** they have. What is motivating them, what is upsetting them, what is keeping them up at night, what is frustrating them?

Exercise: Describe the big fat problem, not all their frustrations!

Agitate

This is a nice way of saying that now that we have stuck the knife in, we are going to twist it.

We are going to show them the consequences of the problem if they don't do anything about it, if they stay where they are, or if they ignore it or whatever.

Here's how it's going to get worse if you do nothing about this problem... State the big problem and then twist the knife 3 times, to point out what the consequences are going to be if you don't learn this new skill.

Do the same for your videos. Get into the practice of stating a problem and then stating the consequences if that problem is not resolved.

- Then give 2 or 3 consequences to agitate the problem.

When you first do this, the temptation will be to do it with hype. Avoid using hype. Just think about the real world consequences of this problem.

When you are able to elegantly and subtly identify the problems in your market, and you are able to articulate the consequences of those problems, and also discredit some of the current alternatives, you are by definition showing your expertise.

This is not about giving the 5 biggest errors or mistakes and that is a different structure. Stick to this blueprint format.

In video, it is not empathic to go straight in and list the top 5 or top 7 errors or mistakes. This does work okay in a free report. Stay away from these in video.

Exercise: Write down some consequences...

Discredit Alternatives

Elegantly discredit or lower the perceived value of the things that your qualified viewer is currently doing or considering doing to try and solve that problem.

Exercise: Write down 2 or 3 or maybe more of these alternatives...

Solution

This is the equivalent of saying... Here's what we've got for you and here's what it's going to do for you.

"I've put together a free report that will show you the 7 big mistakes that people who turn to the latest fad-diet unwittingly make in their efforts to try and get their weight down and about how to go about solving these mistakes and reversing them."

Exercise: Now write down you EBM Solution (NOT your Programme)

END

Be Brilliant On Video !