




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

~ Richard Moore, Chief Instructor  
[www.UltimateVideoMastery.com](http://www.UltimateVideoMastery.com)

## Your Important Details

<b>Title</b>	<b>Video Skills Training Pre-Workshop Masterclass</b>
<b>Date:</b>	 Insert your Registered DATE
<b>Time:</b>	 Insert your Registered TIME
<b>Registration &amp; Instructions:</b>	<b>NO REGISTRATION REQUIRED AT THIS TIME</b> Joining Instructions at: <a href="http://ultimatevideomastery.com/preworkshop/">http://ultimatevideomastery.com/preworkshop/</a> <del>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.</del>
<b>Focus:</b>	<b>Pre-workshop Preparation To Fully Identify Your Target Market (including your Market's "Headaches" and "Front of Mind Problems") to help with Video Qualification</b>
<b>Handout:</b>	Please visit: <a href="http://ultimatevideomastery.com/preworkshop/">http://ultimatevideomastery.com/preworkshop/</a>

## Tips to Get the Most Out of This Training

1. Print out this handout so you can take notes during this Masterclass 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](http://www.Time.gov) so please dial-in 5 minutes early so you won't miss any content. You'll be glad you did ☺

Switch off any distractions that you might have around you. Switch off your email, your Instant Messenger, your Facebook, and place your phone on silent or airplane mode, just for the duration of this class. Stay hydrated, and have a drink to hand. Have your pad of paper and this printout to hand or whatever you take notes on.

By the end of this Video Skills Pre-Workshop Training, you'll discover how to...

\_\_\_\_\_.

...so that you can get into the \_\_\_\_\_ and \_\_\_\_\_ of your target audience.

Part 2 of the 8 Part Squeeze or Landing Page Video is called \_\_\_\_\_

and it is my experience that Business Owners are unable to clearly

\_\_\_\_\_ who they are qualifying in their squeeze videos.

There are three key issues worrying business owners today...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

This Video Skills Training is to do with Attracting more prospective customers, Converting more of those prospective customers into clients and customers. It's about Selling more, getting your message out there in a bigger way, being better known, better celebrated, gathering a bigger Crowd around you and your message and what you stand for. You want to look good on camera, Perform effectively and dynamically to camera so that your message is Heard by those who really, really want your help with the service that you provide. And to do that, you have to fully qualify your V\_\_\_\_\_ A\_\_\_\_\_

Squeeze Videos contain the following parts...

1. Welcome
2. Qualify
3. Here's What I've Got For You
4. Here's What It's Going to Do For You

In the forthcoming workshop, you will be structuring your own Squeeze videos and you will need to know the answers to Parts 2-4 above. This pre-workshop webinar will help you surface those answers so that you can hit the ground running when you attend the Workshop.

**You will need the answers to these notes in your "Magnetise Your Videos" Workshop.**

---

## *Identify Your Specific Viewer*

---

A Specific Viewer or Audience is a clearly defined (group) of individuals you can focus on being of service to. Specific Viewer is a better name than a target market or a niche market. It's more respectful, friendly and more focused.

We are looking for a select group of people that we are going to be of service to.

We are going to now analyse who it is that you're going to be of service to. This is one of the most important and misunderstood concepts in all of business, sales and marketing. This is talked about a lot but acted on by very few. It's one thing to say it, but another thing to act on it and leverage it to your market.

- Narrowing your focus is often counterintuitive. It feels like you are actually leaving other people alone when you choose one specific audience. You might feel that you are leaving money on the table. And that is completely false.

Being more specific is going to give you all the leverage that you can possibly imagine so that you are serving as many people as you possibly can.

---

## *How Do You Get Specific?*

---

To choose a Specific Audience, understand the concept of...

- Ego-driven Labels

Everyone has their own Ego-driven labels. Everybody has an ego. It is important to understand in your marketing that...

- Only the Ego buys anything.

A lot of us want to speak to people's spirit or higher self and that part of us doesn't need anything. Only the ego buys anything.

An Ego-driven label is simply a way that we identify ourselves. It's a name that we call ourselves, both inwardly and outwardly. It's a way that we feel comfortable referring to ourselves, something that we may feel proud of.

We have strong attachment to our Ego-driven labels and clients will usually defend something they feel strongly about. If there is a label that you will really defend, then that is a pretty good indication that that is what you think - it's an Ego-driven label.

An example, one of the most powerful Ego-driven labels that you can come across is once a woman gives birth to a baby, she is now a 'mother'. Good luck taking that label away! If you go up to a woman who has a few kids and told her she wasn't the mother, something ugly would happen and a strong defense mechanism would kick in. That woman will defend that label and depending on how you challenge it, that defense could be extreme. Mother is a very good Ego-driven label.

Another example is a teacher. People identify strongly with that.

- So when you choose a strong Ego-driven label to identify with a particular Viewer, you are going to get a similar reaction. By speaking to people's Ego-driven labels you are going to get them to say: "Yes, I am one of those!".

## **EXERCISE...**

Identify as many Ego-driven labels as you can that **relate to you**. This is just to you as a person in order to keep it simple. It's any kind of **noun** that you feel applies to you.

Examples are given on the next page.

You should have at least 10 Ego-driven Labels on the list.

### **Examples:**

HUSBAND. This is a strong Ego-driven label.

OUTDOORS WOMAN. This is a weaker Ego-driven label. It is important to identify the ones that are not as strong. It turns out that this lady likes skiing. SKIER is a more specific Ego-driven label. Outdoors woman is a bit vague.

Look for strong, powerful Ego-driven labels to give you clarity - where you either are or you are not.

ENTREPRENEUR. This is a good Ego-driven label. Either you are running a business or you are not! Very strong attachment.

SPONTANEOUS. This is not an Ego-driven label because it could mean anything. It's not even an noun! It's an adjective.

ALCOHOLIC. This has a negative connotation but people do have a strong attachment to it.

## **HANDOUT**

These are examples of Ego-driven labels. They are arranged by category. This is just to get your creative juices flowing.

### **Complete the list of your own Ego-driven Labels**

---

---

---

---

---

---

---

---

---

---

## **YOU WILL NEED THIS INFORMATION IN THE WORKSHOP MASTERMIND SECTION**

## HANDOUT 02 - Ultimate Video Mastery

### EGO-DRIVEN LABELS (Examples)

#### **VOCATION:**

ENTREPRENEUR  
BUSINESS OWNER  
COOK  
PROFESSIONAL WOMAN  
PROFESSIONAL MAN  
ATHLETE  
COUNSELLOR  
STUDENT  
DOCTOR  
COACH  
TEACHER  
PLUMBER  
ELECTRICIAN

#### **NATIONALITY:**

EUROPEAN  
BRITISH  
AMERICAN  
CANADIAN

#### **PERSONAL:**

HOME OWNER  
PET OWNER  
RENTER  
VEHICLE OWNER

#### **OWNERSHIP:**

HOME OWNER  
PET OWNER  
RENTER  
VEHICLE OWNER

#### **RELIGIOUS:**

SPIRITUAL  
CHRISTIAN  
ATHEIST  
BUDDHIST  
MORMON  
JEWISH

#### **RELATIONSHIP:**

MOTHER  
FATHER  
GRANDMOTHER  
SINGLE  
MARRIED  
COUPLE  
SON  
DAUGHTER

#### **GENDER:**

FEMALE  
MALE  
WOMAN  
MAN

#### **HOBBY:**

DINGY SAILOR  
CYCLIST  
DANCER  
RUNNER  
SKIER



---

## *Your Avatar (Viewer)...*

---

- Your Avatar is a composite representation of your ideal client
- It is very helpful to actually think of your avatar as a real person. You can even give her/him a name
- Remember, you are always presenting / writing to ONE person - your Viewer
- It's all about CONNECTING with your prospects and clients. Brands are built on connection, affinity and transparency.
- Video is about using great marketing skills to create great connections.

---

### Connecting With Your Avatar (Viewer) - WORK ON THIS !

---

- The first step in connecting with them is understanding your Avatar
- This next set of questions will give you the insights to create your videos - they'll be the fuel for your videos
- Picture your Avatar in your mind's eye
- We're going to move through these questions quickly... do your best and then circle back afterwards to really work on getting this right for your business.
  - Some examples are given.
  - **These questions are repeated on Page 10 for you to fill in your answers.**

#### **1. What's your Avatar's biggest source of pain?**

#### **2. What keeps your Avatar awake at night? (Examples...)**

- a. Kids
- b. Don't like the job
- c. Don't have an online presence
- d. Embarrassed about how they look
- e. No one will take them seriously at work
- f. Their business needs more clients
- g. Need more staff
- h. Financing
- i. Midlife career transition
- j. Past traumas
- k. Scared they are going to get the disease that their parents had
- l. Worried that their server will go down
- m. Relationship issues
- n. They do not feel successful in life
- o. Ashamed about their body
- p. Their kids don't recognise them because they work too much
- q. The job doesn't pay enough
- r. Health problems
- s. No time
- t. Unfulfilled life
- u. Government
- v. Need more income
- w. Bills are rising and their monthly income isn't
- x. Need a Mentor
- y. Not enough people to see
- z. Need more energy
- aa. Masses of self-doubt
- bb. Afraid of Marketing and Technology

Go to the magazines in your niche, or the library to find such magazines. Look at the covers and the stories on the covers and that will give you a good idea about the pain in your market. Go to social media and find groups and see what people are posting.

Get really clear on the source of pain and what keeps them awake at night.

**3. What scares your Avatar?**

**4. What is the biggest danger that they don't even see yet?** (These are two very powerful questions.)

- a. Tenants trashing their home
- b. Poor quality of product
- c. Afraid of losing their job
- d. Loss of business
- e. Failing the kids
- f. Not good enough
- g. Midlife crisis
- h. Never losing weight
- i. Fear of dementia
- j. Emotional meltdown
- k. Family crumbling
- l. Infidelity
- m. Being laughed at in a crowd
- n. Chronic illness
- o. Not able to satisfy partner

**5. What are your Avatar's greatest opportunities?**

**6. What opportunities do they have that they don't even know about yet? What might they be?**

- a. The power to say no
- b. They can be loved by their employees
- c. They can work all over the world and have an amazing life
- d. Big loss is an opportunity for change
- e. Prevent disease
- f. Watch less television
- g. Awaken their inner peace (what does that mean?)
- h. Transform talent into authentic mutual pleasure (what does that mean?)
- i. Helping people with personal expertise (what does that mean?)

When people talk about pain it's easier to be very, very specific. When we talk about opportunity, many of us tend to get pie-in-the-sky, unicorns and rainbows and milk and honey. You want to remain concrete when talking about opportunities.

For example the concept of gaining confidence is very airy fairy. It's hard to sell a product that tells you that you are going to gain confidence. Drill down to what that would look like and how that would show up in their life and what results they will get.

"You will be able to run 5 miles, in under 34 minutes without any pain." This is really concrete and specific.



“Having power beyond measure” is a tough one to sell. How would you know? If you have timing like the example of somebody running 5 miles in under 34 minutes, then you could show the picture of a clock. So it's a lot more concrete.

People are generally not concrete enough when they do this exercise.  
EG, “Save 20% on your water bills by planting climate specific plants”. Great - specific!

“Get 10,000 fans on Facebook” is a specific concrete goal to aim for and a specific result. Much better than: “Be a star on the web”.

Get specific first and then you will be able to create an amazing, crazy, powerful offer.

## **7. What are your Avatar’s hopes and dreams?**

### **8. Who or what do they aspire to be?**

- a. Who do they want to be when they grow up?
- b. A Hero to the wife and kids
- c. To be independently secure
- d. Having amazing romantic love that lasts
- e. Having a normal life with more energy and better sleep
- f. Getting control of their financial life
- g. Look good naked
- h. To break six figures a year
- i. Make an impact in the world.
- j. Have vibrant health

Dreams can be less concrete by their very nature, but you should still try to get as concrete and specific as possible.

The company Apple wasn't about making a dent in the universe, it was about having 35,000 songs in your pocket.

Now zoom in on your Avatar's needs. Example: Why do they want/don't want \_\_\_\_\_?

- Why does somebody want to earn an income from being a writer?
- Why do they want to double their income?
- Why do they want financial independence?
- Why do they want \$1 million in assets?

You want to drill down further as to why they want to get multiple job offers after graduation. Keep on drilling down as it is super powerful.

Businesses fail because of these things...

- a. You are bringing a product to market that no one wants
- b. You are not articulating your message well enough
- c. You are not giving enough value
- d. You are not positioning the purchase

Revisit this stuff frequently. Get better at articulating what that pain is and what you can do for them. Think about your greatest case study now or in the future. If you don't have a great case study, then invent it. Project it if necessary.

---

## *Your Own Answers to These Questions...*

---

1. **What's your Avatar's biggest source of pain?**

---

---

---

---

---

2. **What keeps your Avatar awake at night?**

---

---

---

---

---

3. **What scares your Avatar?**

---

---

---

---

---

4. **What is the biggest danger that your Avatar doesn't even see yet?**

---

---

---

---

---

**5. What are your Avatar's greatest opportunities?**

---

---

---

---

---

**6. What opportunities does your Avatar have that they don't even know about yet?**

---

---

---

---

---

**7. What are your Avatar's hopes and dreams?**

---

---

---

---

---

**8. Who or what does your Avatar aspire to be?**

---

---

---

---

---

9. Why does your Avatar want or doesn't want \_\_\_\_\_?

---

---

---

---

---

10. What are the signs your Avatar has/doesn't have \_\_\_\_\_?

---

---

---

---

---

11. What did you just learn about your Avatar – that is new and specific?

---

---

---

---

---

---

### 3. *Specific Problem*

---

Decide what you are going to do for them. You need to be able to solve this...

- Specific Problem (HEY WHAT'S YOUR PROBLEM?)
- **As an Entrepreneur, you solve Problems for People at a Profit.**

Repeat this, entering in your Ego-driven Label....

- "I solve problems for (Ego-driven Label) at a profit."

In building a business, you have to have people want and desire to give you their money.

People are not going to hand you their money because of something that you can do. It's not going to happen. They are not going to give you money because of some skill that you have! They are not going to give you money because of something that you happen to be good at. None of those things will happen. Nobody gives a dam about any of that stuff. Nobody cares!

The only reason somebody is going to give you their money is because they have a problem and they think you can solve it for them. You will not be given money because somebody thinks you are good at something!

Magnetic Marketing attracts people who self select. We are looking for people to have a reaction in that they identify with what you are saying or writing and that they believe you are talking directly to them as a Specific Person.

With respect to the Specific Problem, they want to say to themselves that yes, they have that exact problem that you solve. "Yes, I have that problem!"

And the only way to trigger this is that you must be crystal clear on the problem yourself. For them to say to themselves that they have the exact problem, and you must be crystal clear on what that problem is.

And there are three steps to get clear on your Avatar's specific problem which may not be your solution.

# 3-Part Viewer Qualification & Identification™ Method

## Step #1: Write Down Your Solution

---

Write down what it is that you help people with.

## Step #2: Phrase Your Solution As A Problem

---

Phrase this in the negative.

Example A: The problem I solve for my Specific Audience is dehydration (see page 17)

Take whatever it is that you are helping, phrase it as a negative.

## Step #3: Phrase It As A Front Of Mind Problem

---

An important piece of marketing mastery is to be able to talk from the perspective of your client as opposed to from your own perspective. The mastery is to be able to talk from their perspective.

### **The Front of Mind Problem that you choose must be conscious to your client or to the Specific Audience, the potential client.**

Your client is only aware of the problem that they have and they are probably unaware of the solution. They don't know about it, how it works or why they would want it. So if you talk about your solution and its features, if you're talking about this in your marketing, your marketing will be simply overlooked. Because it's not relevant to them.

You are an expert in what you do. This means you will have a tendency to look past the Front of Mind Problem. To you the Front of Mind Problem is just a symptom.

- WARNING: you will tend to focus and name the underlying **CAUSE** of what is ailing them.

**Example A:** The Front of Mind Problem I solve for my Specific Audience is headaches.

- Dehydration is a cause, not a symptom.
- People are not aware of the fact that they are dehydrated.
- You are an expert on water and the importance of hydration.
- As an expert you will tend to think that your client has a problem of dehydration.
- However dehydration will be not be the top of mind problem to your potential client.

They might be thirsty, tired, overweight, stressed out, with headaches. These are all things that are caused by dehydration. So if I have a headache, I am aware only of my headache and my head pounding.

- You are not thinking that you need a glass of water because you are so dehydrated.
- It is critically important that you speak to a Front of Mind Problem. This is totally critical.

Other examples include dry skin and poor sleeping. These can be the result of being dehydrated. If we speak to those, we are going to have success.

- If you call yourself the dehydration master, you aren't going to get many clients.

## 5 Categories of Front-Of--Mind Problems

---

Now we're going to name five different categories that the Top of Mind Problem always seems to fall into...

1. **Health** - the idea of having a headache which I will be aware of. I feel in my head that something is not right.
2. **Wealth** - if people are having trouble paying their bills or can't afford what they want, they are aware of it.
3. **Relationships** - being in a relationship is a Top of Mind Problem.
4. **Sex** - especially if you are not in a relationship! Not getting any can be a Top Of Mind Problem.
5. **Identity** - the idea of Ego-driven labels. Addressing a strong Ego-driven label, when someone was fighting, the label of fighter would have been very powerful for him. If you had addressed a specific problem with his ability to be successful as a fighter, you would have had a good chance of speaking to him.

Say your solution was yoga and the problem that you worked with was lack of flexibility, relating the idea of flexibility to a Front of Mind Problem, regarding the guy's success as a fighter, you will get the fighter's attention.

### The question is this...

- **What is your ideal client thinking about when they are lying in bed at 1 AM and they can't sleep?**

It's 1 AM and your ideal client is not able to get to sleep. What is he/she saying to herself?

You are going to write down the number one Front of Mind Problem that you solve. There will probably be many. Understand that you solve more than one problem in your business. We all do.

- For each piece of marketing material, only choose one problem. Critically important. One Specific Audience, one Specific Problem.

We are not yet creating a marketing message because this is all just setting ourselves up and creating a foundation to create Magnetic Marketing.

- Your Front of Mind Problem should fall under at least one of these categories.

Phrase this in terms of what your client is saying to themselves. Your client is not saying that she is sleepless. She is saying that she can't pay her bills, how is she going to make ends meet, and is she going to have to get a job...

- Phrase it in terms of what they would actually say to themselves.

It's the same as Ego-driven Labels where I put my hand up and say that I am a Professional Woman... "that's me!".

- The idea is that your client thinks you were in their head last night, hearing them talk to themselves. Use the same language.

# MY SPECIFIC PROBLEM

## Step #1: Write Down Your Solution

Example A: I help my Specific Audience Re-\_\_\_\_\_ their bodies

Example B: We help our Specific Audience be more P\_\_\_\_\_

---

---

---

---

## Step #2: Phrase Your Solution As A Problem

Example A: The Problem I solve for my Specific Audience is D\_\_\_\_\_

Example B: The Problem we solve for our Specific Audience is help them  
with a L\_\_\_\_\_

---

---

---

---

## Step #3: Phrase It As A Front Of Mind Problem

Example A: The FOMP I solve for my Specific Audience is H\_\_\_\_\_

Example B: The FOMP we solve for our Specific Audience is to give them  
More\_\_\_\_\_

---

---

---

---



## DESIRES THAT MOTIVATE PEOPLE TO BUY

To successfully motivate your potential clients, the key is to know what makes them FEEL! Use this list of basic human desires to get you rolling in the right direction with your marketing copy. Pick a few of the desires your product, program, or service addresses so you can HIT the HOT buttons that'll make people want to take action on your offers.

make money save money be comfortable make life easier save time love and be loved be safe and secure lift their work load avoid effort keep what they have gain control	be admired be healthier avoid problems stay younger avoid criticism gain power and status gain praise or recognition sex appeal attractiveness friends status	home youthfulness money security health comfortable retirement a better life for kids love deep relationships happiness look good
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------

## DESIRES THAT MOTIVATE PEOPLE TO BUY

We each have a natural emotional need to feel...

accepted accepting accomplished acknowledged admired alive amused appreciated appreciative approved of attention believed capable challenged clear (not confused) competent confident developed educated empowered focused forgiven	forgiving free fulfilled grown up happy heard helped helpful important in control included independent interested knowledgeable listened to loved needed noticed open optimistic powerful privacy	productive protected proud reassured recognized relaxed respected safe satisfied secure significant successful special supported treated fairly taken care of understood useful valued valuable worthy wealthy
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

---

## *Transformation and Results*

---

**1. How has your product positively impacted your Avatar's life?**

How is their life different now because of your product? Look into the future - 1 year, 5 years, 10 years... be as SPECIFIC and CONCRETE as possible

- Most products do transform and change people's lives.

---

---

---

---

---

**2. What will it cost your Avatar to NOT have your product?**

What extra pain and frustration? How much money? What will they miss out on? Look into the future - 1 year, 5 years, 10 years... be as SPECIFIC and CONCRETE as possible

- Example given is not being able to make so much impact or give great jobs to people on his team.

---

---

---

---

---

**3. Who will your Avatar become as a result of the positive impact of your product?**

Look into the future - 1 year, 5 years, 10 years... be as SPECIFIC and CONCRETE as possible

- (Eg) An industry leader

---

---

---

---

---

