

Marketing Video Mastery FOR BEGINNERS
WORKSHEET PAGE 1 OF 4

Print out this worksheet and have it in front of you during the class. Fill out the blanks as the answers are revealed on screen.

LESSON 1: MAKING WEB VIDEOS

The Key Ingredients of Videos That Will Make You Money

_____ is the key to a video's performance and you don't have to be a Hollywood feature film producer to create an engaging video.

The main things to focus on are the _____, the video production quality, and the _____. Especially the audio because it's more important than the video.

_____ is when you use special software like Camtasia or Screenflow to record your computer screen and microphone. These are commonly used for software demos.

A _____ is animated text and images created with software like Keynote, Powerpoint or Google Slides kind of like what you are seeing here.

For most of our purposes as internet marketers, business owners, and entrepreneurs we must create _____ that influences the viewer to take an action.

The _____ is what keeps the viewer interested but the _____ is also critical so that the viewer doesn't get bored so you should create a dynamic video and follow a proven script.

_____ videos are the most commonly seen online marketing video and they are designed to persuade the viewer to make a purchase.

_____ videos are typically screen share videos that vendors put on their sales pages to demonstrate how their product works.

_____ videos can be produced in a number of ways but the purpose is always to review or demonstrate the performance of a product.

Testimonial videos are for _____ about your exact experience with a product or a vendor. This can be very persuasive videos to prospects as long as they are not salesy.

LESSON 2: CREATE YOUR PERFECT SCRIPT

Understanding the Ways to Persuade Your Viewers

_____ : This is the sense that the product is scarce or running out. Fear of loss gives them the feeling that they may not be a spot for them if they wait too long.

_____ : Nobody wants to be the first person on the dancefloor but we all crave what others have. “The jones effect” use social proof to get them to want to “join the crowd”

Introduction: Use a smile, eye to eye contact, and enthusiasm to present an ice breaker, a shocking headline, or some sort of _____ statement.

Rehash: Hit the hot spots of your product again and close them again. Use the _____ in your rehash to raise impulse and get them to buy now not later.

Follow up your shocking statements with _____ of your results from what you're teaching. The results don't have to be yours but they must be shocking and verifiable.

Sell YOURSELF as the _____, demonstrate why you are qualified to speak on the topic. Show them character endorsements and testimonials.

Explain what YOUR product does, focusing more on the _____ of the main features. How does the user's life improve with each specific feature?

Call them to _____ and use factors of impulse “FIGS” in your close. Tell them and SHOW them what to expect next.

Start with a bold promise of what they will get out of the webinar by staying to the very end. The _____ is a very effective way to hook them to the end.

DO NOT _____. If you teach too much on your webinar video you will most certainly have less sales because they subconsciously feel they have work to do first.

LESSON 3: PRODUCING YOUR VIDEO

The Nuts & Bolts of Making Your Script Come to Life

Even experienced film producers start with a plan. You should create an _____ or at least a list of the steps you'll be taking to create your video.

Think through the best order to do this in. Sometimes it's best to _____ first and synch it later. This is especially true for animated slide presentations.

The approach to recording varies by the _____ you're making. When doing on camera video your lighting is critical and I recommend three point lighting with softboxes.

The audio and the text should be in perfect synch and there should not be awkward pauses during slide transitions. The presentation should sound like a _____.

Import all your clips to your video editing software like _____ (PC) or Screenflow (Mac). These softwares allow you to layer your footage into "tracks"

Export your video in an MP4 format and try to keep it in an HD resolution like _____. This will look good while keeping the files size down for steady streaming.

Once you're done editing you'll be rendering or _____ your video in a streamable format. The most common web format is MP4 and keep it in an HD resolution like 1280 x 720.

Many people use _____ as a quick solution to both host and stream their videos but this is not the best idea for sales videos or for paid content in your members area.

Success in post-production stems from your recording quality. _____. Capture good positioning, good lighting and good audio because the software can magically fix those things.

Consider using a _____ app on your ipad or laptop. This works for some people but you have to be mindful of eye positioning.

LESSON 4: ENHANCED PERFORMANCE

Web Video Techniques to Set You Apart From the Crowd!

Avoid _____ in your sales videos, keep examples and explanations very basic. Sell them on the dreams and the benefits that your product provides.

_____ them. The best videos strike the perfect balance between entertainment and education. Keep it fun, friendly, and entertaining while explaining the points you want to make.

Write down the _____ most important things about your topic. Start by creating a list of everything that's important. It's a list, not a book so keep it simple but list as many as you can.

This _____ system will enable you to create 35 minute training videos by speaking on each point for 5 minutes. Five slides, five bullets, five minutes. (1 minute per bullet)

Don't make a boring video that puts people to sleep. _____ creates emotion and sometimes just a slow "Ken Burns" zoom can adjust the bit of depth your video segments need.

Use low background music from _____ to hold it all together. Be mindful of the EMOTION that the music creates in your video.

Interactive video tools like _____ which embed behavioral dynamic responses directly into your video so the user can tailor their own ending.

Record in front of a live audience to create a more "_____ you" and to force yourself to get through it instead of being a perfectionist!

Add _____ elements into your video solely for cinematic and engagement purposes. A scene of the traffic outside, a behind the scenes angle in black and white etc.

Chroma key is a great way to get creative with your _____. Most editing software has a built-in feature to "key out" your green screen. Keep it fun but don't overdo it.