Your captivating video

GOAL: BE REMEMBERED OR GET THEM TO SAY YES TO SOMETHING

WHAT WE'RE COVERING TODAY

Outline a thank you page that gets people to act

The video structure that captivates

How to get people to remember you

The template of a simple focused thank you page

STRUCTURE OF THE THANK YOU VIDEO

1- Grab attention and give an action right away

2- Tell something about you, your freebie or how excited you are

3- Anticipate something reminding them to take action

4- Finish with a catchy phrase.

STRUCTURE OF THE THANK YOU VIDEO

1. Grab attention and give an action:
"Before you jump out of this page (CTA: invite them to stay to hear a lesson, put you in their contacts, put on their calendar, book a consult, join your group) because (give a reason)".

2. **Tell something about you, your freebie or how excited you are. Show some enthusiasm. You can use the example below or any other**
In case we just met, my name is (tell your name) and there's nothing I'm more passionate about then helping my clients go from (pain) to (desired outcome).

3. **Anticipate something**
"I'm looking forward to (what you're looking forward to. EG: Chat with you)."

4. **Finish with a catchy phrase**
Eg: I believe in you and I believe in your business.

STRUCTURE OF AN OPT-IN VIDEO

1- Warm intro and Hook

2- Relate and present yourself (if appropriate, share a story)

3- Give your tip and show your expertise

4- Give a call to action showing what it means for them and to you

Video

VOICE

- Avoid Question inflection
- Use Vocal variance - Pace, pitch and rhythm
- Emphasize important ideas
- Don’t hold emotion and enthusiasm
- Ask Engaging Questions
- Tagline or sacred phrases

Video

NON-VERBAL COMMUNICATION TO CONNECT

Show your hands and use gestures

Show enthusiasm

Smile, but not too much (no fake smile). And avoid a few facial expressions.

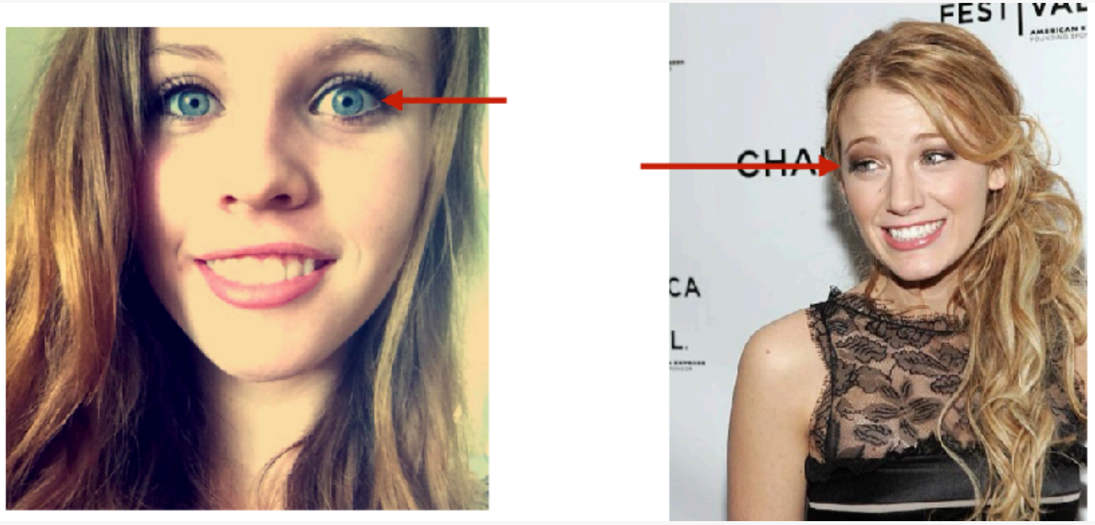
Shoulders down, open torso.

AVOID

CONTEMPT



FEAR



Video settings talk

FRAMING

- Use a non distracting background or one that makes your brand stronger (the life your client wants)
- Don’t leave too much space above your head.
- Leave space on one side if you want to add copy, graphics or show your space
- **Show head and shoulders, head to waist.**



ANGLES

ABOVE





- Likable
- Shows around
- Inviting

BELLOW





- Confident
- Sociable
- Attractive

STRAIGHT





- Trustworthy
- Respectful
- Sympathetic

Video

BASICS FOR RECORDING

- Remember: **The lens is the Eye**
- **Light it up!** Dark shots make us less likable and trustworthy. A Window is good for lighting. Lumee or other led light or ring light is a good alternative
- **Don’t worry about small errors.** It makes you more likable

Video

SPACE

- Your space or outdoors?
- Props and Decor or clean background?
- Lifestyle?
- Brand References?

In video

VERBAL COMMUNICATION TO CONNECT

Use trust words, specially when creating rapport and tapping on objections

USE THE MAGIC WORDS: YOU - BECAUSE - IMAGINE (or WHAT IF) - THIS

USE POWER WORDS and phrases as well to reinforce your brand

Follow the script steps and tweak to sound like you

In video

KEY EXPRESSIONS AND MAGIC WORDS

- You
- This
- Because
- Imagine
- What if
- Have you ever (blank)?
- How will it feel to wake up every day to (blank)?
- I won’t overpromise
- You are a one of a kind (blank)
- Don’t be that person.
- Here’s why
- You'll know exactly
- It’s important that you know
- This has the power to profoundly change your...
- Join/Schedule now and get
- In a year from now... what being a part of this will mean in your business? / how will you feel about your decision?
- The one common mistake

Yay! Please, join the FB group and check your email.



JOIN THE FB GROUP HERE TO GET STARTED!

HEADLINE

VIDEO

BUTTON

Bringing all together

TECH NEXT STEPS

1- Save pdf and test link

2- Host pdf and get the link

3- Host video and get the link

4- Set thank you page and get the link

5- Set form

6- Connect form to thank you page

7- Set the delivery email with hosted link to your PDF or video page

8- Add the form and copy to your homepage and squeeze page

9- Test the form on desktop and smartphone

Let's chat!

GO TO OUR FACEBOOK GROUP AND ***SHARE WHAT YOU CREATED***