

CFB Copywriting 5: VIDEO



SO THEY
KNOW YOU
LIKE YOU
AND TRUST YOU!

With David Garfinkel



Today we'll cover...

- How video can help your business
- 6 types of videos that increase sales
- How video fits into your marketing "funnel"
- Do's and don'ts for Web videos
- And more, more, more!

Franchise Copywriting Specialist — FCS

💡 CFB Copywriting 1: Lead Generation
(still available — ask Lori)

💡 CFB Copywriting 2: Lead Nurturing
(also still available — again,
ask Lori)

💡 CFB Copywriting 3:
Candidate Relationship Building
(contact Lori: lori@franchiseba.com)



FBA Copywriting Series

Copywriting I: Lead Generation

Copywriting II: Lead Nurturing

Copywriting III: Candidate
Relationship Building

Copywriting IV: Blogging To
Build Your Brand And Increase
Your Commissions

Copywriting V: Videos That Get
Them To Know You, Like You,
And Trust You

Copywriting VI: Webinars That
Make Candidates Want You To
Be Their Broker

Copywriting VII: Creating
Magnetic Landing Pages

Video — how it can help you

- SEO - Google looks at: **How long do people stay on your page?**
 - ✓ the longer, the better.
 - ✓ a video, they'll stay longer
 - ✓ Google likes that.

Why Video Is Important

- Brain processes images **60,000x faster** than words
- Web posts with images get up to **180% more engagement** than text-only posts
- Visitors spend **twice as much time** on Web pages with videos

Source: *The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand* by Walter, Ekaterina and Gloglia, Jessica



6 types of videos-slide 1 of 2

1. Introducing you (guerrilla branding)

- traditional branding - imagery + name recognition - doesn't work for smaller businesses without "carpet-bombing" budget.
- Guerrilla branding focuses on your customer - and you - and the relationship between you - and the experience the customer will have working with you / buying from you

2. valuable content (tip - how-to)

- ONE idea with a story
- Simple

• Practical

- Call to action

3. Motivational

- Start with something your prospect has self-doubt about
- Give quick example (possibly anonymous) about one of your clients, or someone you know of, who overcame doubts/fears and DID IT
- Encourage the viewer: "You can do this, too!"
- Call to action: I can help you (do this; get over it; find a way to do it yourself)

6 types of videos-slide 2 of 2

4. FAQ video

- 5 biggest questions
- Simple answers; high-level; don't need to be complete
- Leave 'em wanting more
- Call to action: I can give you customized, personalized response. Call me / email me.

5. You being interviewed

- 5 or six interview questions
- May want to edit your answers
- Focus on how you help clients

- Call to action: more info — call / email me

6. You, interviewing someone else

- Info your prospect finds useful
- Ask intelligent questions AND make occasional SHORT value-add comments
- Let your expert be the star of the show; don't hog the spotlight
- May need editing to keep it SHORT - 5 min tops usually
- Call to action: Glad to share what I have learned from _____ (interviewee) and others, with you; call me / email me

Where you can place videos on the Web

- Your website
- Your blog
- Someone else's blog or website
- Social media
- Freestanding: Youtube, Vimeo, Dailymotion, Metacafe
- FREE: Wistia (limited offer) - <http://www.appsumo.com/wistia-free/>

How video fits into your overall marketing (funnel)

- Freestanding videos (like youtube) for lead generation
- As part of a series - autoresponder mini-course
- To send to someone after a first conversation
- As content on your Website or blog — to inform visitors and to build your brand...

How to make videos: Audio Hardware

- free: use the built-in mic in your computer
- moderate: Yeti, USB mic by Blue (Amazon) (\$90-150, depending on model)
- pro-audio: ElectroVoice RE-20, shock mount, tripod, Apogee Duet audio interface (Mac only) (\$1200 + mac, software)

How to make videos: Video Hardware

- free: use the built-in camera in your computer
- moderate: Kodak Zi12 (Amazon), external mic jack (needs a phone plug), \$140
- pro-video: The sky's the limit!

How to make videos: Video Software

- Mac: Screenflow (\$99 from telestream.net)
- PC: Camtasia (\$299 from techsmith.com)

Rules for Videos

- Highlight/preview the value EARLY
- Keep it simple — 1 idea best, 3 ideas MAX
- Call to action at the end
- Short: sentences, words. Watch closed-captioning for ideas...

Don't for Videos

- Don't be boring
- Don't try to EDUCATE in any great depth
- Don't flat out PITCH TO CLOSE, and never pitch before you have delivered value

Advanced mini-course: The Four Steps of Creativity (Graham Wallas)

- Preparation
- Incubation
- Sudden Insight
- Application

Resources to help you get your video made

- Kindle book: Multicast Marketing, by Mike Koenigs and Paul Colligan
- voice talent: voice123.com
- production: videoscribe.co — \$30/month



QUESTIONS

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