

WELCOME TO WEEK FIVE

Rock Your Videos

SHARE YOUR MESSAGE IN A BIG WAY!



OUTLINE

GET GROUNDED/SET INTENTIONS

VIDEO STRATEGY

1. INSTAGRAM
2. FACEBOOK

VIDEO STRATEGY

1. ENGAGING A FOLLOWING
2. LAUNCHING A PROGRAM

Strategy

VIDEO STRATEGY

INSTAGRAM

- A. 1 MINUTE VIDEOS
- B. POST DAILY
- C. QUICK TIPS
- D. INSTA STORIES

FACEBOOK LIVE

- A. 5 - 10 MINUTE VIDEOS
- B. POST EVERY OTHER OR EVERY 2 DAYS
- C. USE VIDEO OUTLINE
- D. GIVE VALUE

KEEP THINGS CONVERSATIONAL!

VIDEO STRATEGY

ENGAGING A FOLLOWING

A. GENERAL CONTENT - 4 PILLARS

B. 5 DAY SERIES - ON YOUR PROFILE OR IN A GROUP. YOU CAN ALSO CREATE A TAPED VIDEO SERIES AND USE IT FOR LIST BUILDING.

C. ENGAGE WITH PEOPLE

LAUNCHING A PROGRAM

A. LEAD IN WITH A 5 DAY SERIES OPT-IN - PITCH AT THE END

B. POST VALUABLE CONTENT AND NICHE VIDEOS FOR A PERIOD OF TIME - PITCH AT THE END OF EACH VIDEO.

HOMEWORK

1. FINAL PROJECT

2. CREATE A CONTENT PLAN

A. ONE WEEK

B. ONE MONTH

3. 3 MONTHS

3. CREATE A LAUNCH PLAN

BUILDING A FOLLOWING

FACEBOOK

GROUPS

- A. POST DAILY VALUE RICH POSTS
- B. COMMENT ON OTHER PEOPLE'S POSTS
- C. FRIEND REQUEST PEOPLE YOU CONNECT WITH - PM THEM

FRIENDS LIST

- A. FRIEND REQUEST PEOPLE IN GROUPS WHO ARE YOUR TD
- B. FRIEND REQUEST 5-50 PEOPLE A DAY
- C. PM PEOPLE WHO STAND OUT TO YOU AND BE FRIENDLY NOT SALESY