



BUILDING YOUR AUDIENCE W/ LIVE VIDEO

YOUR PROMO VIDEO CHECKLIST WITH CASEY ZEMAN

C R E A T I V E L I V E

Copyright 2014 by CreativeLive. All Rights Reserved



YOUR PROMO VIDEO CHECKLIST

Your promo video can be used as a trailer video on Google+, as well as a video on a registration page welcoming people to a future event.

A promo video can just promote one event.
Or many events like a show series...

If you are doing a one time event, it can be very specific... if you are doing a series of events it should be nonspecific with still a call to action.

SERIES SHOW EXAMPLE

Hi my name is Casey Zeman, your host of the Big Results Show where every week, we find the most successful entrepreneurs from all different industries who share their cool life-hacks, tools and unique gifts to leverage big results in their business. They'll share their challenges and what simple tweaks allowed them to overcome these challenges...and how you can do the same in your own business and life. So join me every Tuesday at 2pm PST and let's achieve big results together.

WEBINAR OR SALES PRESENTATION TEMPLATE EVENT

1. What is the biggest problem that your audience is facing?
2. Your intro: (add social proof-why are you the expert?)
3. What they will learn and how you will solve their problems:
 - Bullet point one
 - Bullet point two
 - Bullet point three
 - Bullet point four
4. Call to action (reiterates the problem):



1. Are you are a photographer whose been struggling to get business because of the sea of steep competition you're faced with?

2. Hi my name is Casey Zeman (author of YouTube Revealed) and I've worked with fortune 500 companies and small businesses on building authority and engagement and I wanted to bring these unique and untapped strategies to you!

3. I'm holding a special limited-time training where I'll reveal:
 - How to create an emotional connection to your audience that will always separate you out from the competition.
 - How to stop running around like a chicken with it's head cut off taking every job that pops up. Instead how you can position yourself as the authority in your specific field and take only the clients that YOU want.
 - The 3 B's for building a profitable and consistent online community with your brand.
 - Finally, the 5 most important assets for tripling your growth that you create once that can work for you over and over again.

4. So if you've been frustrated and worried about where your next gig is coming from, join me at 2pm PST April 5th where I will spill the beans to this unique system. Register on this page!

CREATE VARIATIONS FOR YOUR UNIQUE VOICE...

My name is Casey Zeman (author of YouTube Revealed) and if you are a photographer and you've been struggling to get business in the sea of steep competition you're faced with everyday, I'll show you simple online strategies that virtually no one is doing which will easily separate you out from the competition.



In this special limited training I'm going to reveal the 3 B's for building a profitable online community.

So join me april 5th where we examine these strategies and the best ways for your extreme growth this year.

C	R	E	A
T	I	V	E
L	I	V	E