



THE
VISIBILITY
CHALLENGE
roadmap

freshtakeproductions.com

VIDEO MARKETING INSIGHTS



ARE YOU COMFORTABLE BEING UNCOMFORTABLE?

When it comes to online marketing one thing is certain - video marketing is a must-have strategy. And it really doesn't matter if you a freelancer, small business owner or multi-national corporation... why? Because people **love** videos. (*I mean, LOVE. VIDEOS... even silly, "why would anyone watch this" videos - ironically, those get the most viewers!*)

Business really boils down to two major steps:

ATTRACTION + CONVERSION

You need to attract a visitor and turn them into a paying customer. Videos can significantly help with both steps. Think about it: imagine a visitor lands on your website. There's plenty of text and images explaining what you do and how great your products and services are. But, they just aren't as attention-grabbing as videos. After a few minutes of reading, the visitor becomes bored and you've lost that potential lead (and potential customer) forever.

Now, imagine instead, you've got a 1-2 minute video explaining who you are, what you do, and how you serve in a clean, professional and concise manner. Not only will they learn more about you and your business, but you will also get to a conversion state quicker because they'll start to feel like they know you.

Studies show that the brain processes video 60,000 times faster than text. *Do you know what means?*

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You can give them even more information in a shorter amount of time, leading them to a state of conversion quicker.

People are also 39% more likely to share your content when it's delivered via video.

This means you'll get even more opportunities to attract new leads through social media, including on channels you may not be on or know much about. In other words, you'll be increasing your website traffic, which is then reflected in better SEO and organic reach rankings.

We're always being told we need to put ourselves out there and connect with our audiences. And while it's clear that video marketing is clearly the approach to take, making ourselves follow through with it can be daunting.

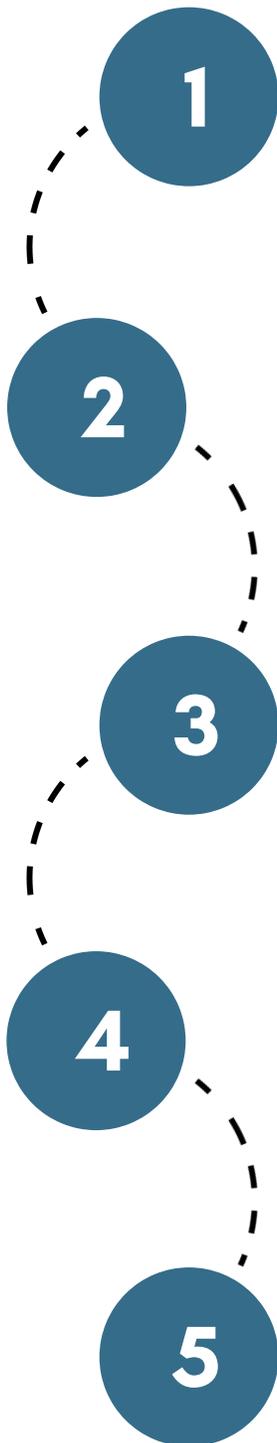
But - you didn't start your business because you weren't one for facing challenges, right? So it's time to get comfortable with being uncomfortable. Even if you've never dipped your toe into video marketing before, no worries.

In this Visibility Roadmap, you'll find the steps to take get you on your way to getting in front the camera and in front of your customers.

Let's go!



PROJECT PREP WORK



PICK A PURPOSEFUL STORY

Before you get behind a camera, you need to determine what your overall goal is - what is the objective? What personal story could you use to create a connection with your audience? What will the benefit be for the viewer? What would you want them to walk away with knowing/understanding?

DETERMINE YOUR OUTCOME

What impression do you want people leave with? When reviewing your story, what about it could set you apart from others with a similar one? One tip - it all boils down to **you**. your personality is not like another person's and no matter how similar a story might be, it never has been told by you. So think about your delivery and make sure it's truly **you**.

PICK 3 TAKEAWAYS

Now that you've got your story, you've determined your desired outcome and found the hook that makes it yours, now, it's time to pick 3 ways to connect it all to your viewer. Don't stress out - just think of any examples, success stories, fun anecdotes, etc. that back up your story. Ask yourself: what are 3 top takeaways the help connect to your desired outcome? Those are your 3 talking points to cover.

REMEMBER THE VISUAL

Stand in front of a mirror, and practice talking. Pay attention to your body language, facial expressions, and posture. Is what your seeing someone you'd **want** to listen to? Remember - it's all about you and your delivery. The message will be heard better if it **connects**, so be sure that you don't cause it to misfire.

PRACTICE BRINGS PEACE

This is one thing I can't stress enough - **practice**. Practice in the shower; practice in the car; practice with your pet; practice with a friend. The more you practice, the comfortable and fluid it becomes and once you are behind a camera, it will become a second nature to talk.

PROJECT PREP WORK

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SCOUT FOR SPOTS

Choose a space to record. Ensure it is private and can be kept in position for at least one day. Check that whatever is behind you adds to the message and does not distract from it. (*Outside is a good option as well, however, you must be aware of the noise.*)

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SET-UP CAMERA

You can use whatever camera you have as long as it's steady. Whether a webcam or a tripod, be sure you have a steady consistent shot. (Do NOT have someone holding the camera.) You'll also want to 'frame' your shot. This means look at yourself in camera view and be sure to include space above the top of your head (so it's not cut-off).

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CHECK LIGHTING

Don't stress out of purchasing lights - all you want to make sure of is that you have enough light to not cast shadows on your face. The best light is actually free, straight from your window. Just make sure that if it's sunny outside, you don't have light hitting you straight in the face, causing you to squint.

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TEST AUDIO

When I first did my visibility challenge, the only microphone I had was the one that was built into my webcam. Done. But, some people might already have microphones and even lapel mics (which are the best for long-term video production projects, as they give the best quality sound for videos). But - bottom line? Use what you have for now.

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TEST WHOLE SET-UP

This was not something I did, but wish I had. Setup your camera, dress in the clothes you plan to wear, do your make-up/hair, be sure your backdrop is on brand, hit record, and do a practice run. Then, force yourself to watch it back and identify any strange body language or oddities you know you can correct for your live run.

TAKE ACTION



INTERESTED IN MORE WAYS TO USE VIDEO MARKETING IN YOUR BUSINESS?

Videos are gaining popularity and have been proven effective in optimizing marketing, sales & product development opportunities. You need to develop an official video marketing strategy to leverage these opportunities and achieve benefits.

With our Video Marketing Strategy Session, we will identify the opportunities available that are realistically achievable, as well as develop a plan to execute your own custom video marketing program.

[CLICK HERE TO LEARN MORE](#)

