

RISE BUSINESS ACADEMY

How to Do Videos & FB Lives

Kinds of Videos:

- **Professional Videos (professionally done)**
 - Opt-in videos on your web page for a free gift, for a special savings etc.
 - About me video for your website
 - Before and after videos – great for branders, designers, organizers, etc.
 - Client testimonial videos – great for everyone
 - Clients wearing/using/commenting on your products videos
 - Videos of your office, your store, your studio, your room – show people how you are making things, what things look like
 - Videos explaining, showing, demonstrating a process
 - Videos of events, you speaking, etc
 - Theme videos, inspiration videos
 - Content/Teaching videos
- **At Home Videos:**
 - Impromptu videos
 - Personality Videos

Suggested Frequency of Videos:

- At least once a week:
 - FB Live OR Personal Video
- For promotional videos done professionally, frequency varies depending on your budget and needs

Professional Videos:

Video Costs for a One Day Professional Shoot:

- From \$500 - \$3,600+
- Can be done at home or you going to their studio (usually cheaper)

Video To-Do's For Professional Videos:

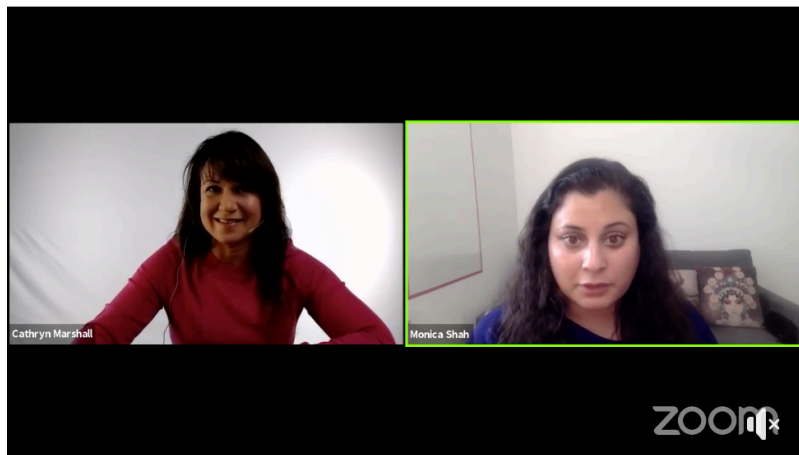
- Professional make-up that you have DONE before + make-up on hand for touch-ups
- Check the camera placement and watch 2-3 minutes of yourself before doing the whole video
- 2 camera set-up provides a nicer output
- Check set to make sure the set is allergy, distraction and sound free
- Have a friend or director there that is NOT behind the camera
- Quiet on Set!
- Do LOTS of videos on one day – you'll get into the groove! We do 6 months of videos on one day (13-16 videos)

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- **Use a teleprompter – there’s no way to do 16 videos without one!**
- Practice reading the scripts before and practice on site with the prompter
- Don’t be afraid to ask for what you need – more practice time, more water, more support
- Plan your most important videos for shooting 3rd, 4th, 5th as you get better when you are there. You may need to shoot the first one again at the end.
- If you make a mistake – just go up to the top of that paragraph and start over – there’s no such thing as one take! Even if it sounds great – you may want to do it again.
- Give yourself ideally at least 8 weeks for editing – but chat with your crew on this one

At-Home Videos:

- Check your background – nothing distracting – no pets, people or messiness behind you
- Light should be in front of you
 - Great Lighting Kit from Amazon: \$199.00
 - https://www.amazon.com/dp/B00IRXMHOS/ref=cm_sw_r_sms_c_api_IH4eAbY51Q2H7
 - You can get less than this if you want to pay less
 - Ring Light Kit: \$22.99
 - https://www.amazon.com/Android-UBeesize-Bracket-Bedroom-Bathroom/dp/B077Z7QS9W/ref=sr_1_27?s=electronics&ie=UTF8&qid=1526959743&sr=1-27&keywords=light+for+filming+videos
- Position yourself so that your head is in the top 3rd of the screen. Use books to prop up your computer. The one on the left is better than the one on the right. My screen should have been higher. Also, the further back the screen, the more of your body shows.



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FB Live:

- Keep it to 5-10 minutes
- Prepare a topic and content points
 - Problem
 - How the problem is showing up
 - Solution
 - Using stories is great
- Have someone else hold the camera if possible – this adds variety
- Post it to the page with the most activity – usually your personal page, then share it to your business page
- Lighting – have natural light or regular light in front of your face, not behind you. You can have extra light at your side, but do check for shadows
- Tag and share with as many people as possible
- For interviews:
 - Use zoom and then share to FB
 - Use FB Live and add a person (now possible, but a bit technically complicated to do with your computer, easier with phone)

Homework and CHALLENGE for May 31st, 2018:

To receive your gift for this challenge – the following must be posted on Facebook by 5pm on April 30th on the PINNED POST at the top of the Money Club Facebook page.

- **Part 1:** Do 4 Sales conversations – these conversations will have been conducted from May 1-May 31:
 - Post the names or initials of the sales conversations on the post.
 - Owls:
 - 4 practice sales conversations
 - Wolves:
 - 2 practice conversations
 - 2 real sales conversations
 - Cheetahs:
 - 4 real sales conversations
- **Part 2:** Write 3 Aha's and Learning that You've Received From the RISE Business Academy on the FB Post – the more specific the better.
 - No owls, wolves, cheetahs here – this is easy for all to do!
 - **These learnings should come specifically from the content of the classes or immersions or MYM.**
 - Look at your notes or re-listen to a favorite class.
 - What are 3 takeaways that you liked?
 - This will help the whole class do a spring review of our leanings this far!

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VIDEO TEMPLATES & FILL IN THE BLANK SCRIPTS:

OPTION 1 Opt-In (1 min)

- **Attention Grabber**

...77 % of people use their own money or family assets to start businesses. 2 out of 10 entrepreneurs say they have at least 1 maxed out credit card. First time entrepreneurs can expect to fail 82% of the time.

- **Problem**

... What I have noticed about entrepreneurs is that we often worry about our business. We worry about it in the evenings, on weekend and it always feels like we are not doing enough. Or perhaps we are not doing the right things in the right order, so if we worked harder or longer we would get it done. That leads us to not being present for the people that we care about and not being present for ourselves...

- **Who am I**

...Hi I am Monica Shah the CEO of Revenue Breakthrough, a business coaching practice that helps woman business owner's double their revenue through sales, marketing and strategy coaching...

- **Solution**

... I first created the marketing calendar for me to be able to track the all of the things that I had done and check them off so I could then leave the business and spend time and focus on the people that I love. My clients started using it and saw incredible results so I would like to share it with all of you to provide a framework, accountability and structure to all your marketing activities....

... I created my line of jewelry to remember my mom – who always reminded me that I was special and important and loved. I find that as women we need constant reminding of that because we're always comparing ourselves to others and coming up less than, or forgetting to prioritize ourselves. Wear these pieces to remind you of you and just how important you really are...

- **Call To Action**

...enter your name and email address in the box above and we will send you a link to download this resource...

...enter your name and email address in the box above and we will send you a link to get 20% off your next purchase...

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- **Create a new possibility for the audience**
... the best part of the calendar is it will let you keep your sanity so that when you are done with your business at 6 o'clock so that you can spend time and be present with your friends, family and those that you love. I am so excited to introduce you to this tool.
- **Repeated Call to Action**
...enter your name and email and I look forward to us getting started...

OPTION 2 Opt-In (1 min)

- **Who Am I**
...Hi I am Monica Shah the CEO of Revenue Breakthrough, a business coaching practice that helps woman business owner's double their revenue through sales, marketing and strategy coaching...
- **Who you are**
Struggle OR
... What I have noticed about entrepreneurs is that we are always worrying about our business. We worry about it in the evenings, on weekends and it always feels like we are not doing enough. Or perhaps we are not doing the right things in the right order, so if we worked harder or longer we would get it done. That leads us to not being present for the people that we care about and not being present for ourselves....
- **What they want to achieve**
... If you are a busy entrepreneurs who is looking know that at the end of the day you have completing the correct high priority marketing activities so that when I switch off your computer and really be present to spend quality time with the people you love...
- **Call to Action**
...I have a simple and effective resource for you, The Revenue Breakthrough Marketing Calendar. Enter your name and email address in the box above and we will send you a link to download the calendar.
- **What my solution is to handle your problem**
... the marketing calendar gives you a framework, accountability and structure for your marketing activities. The framework provides a clear breakdown of what activities you should be doing at the right order, at the right time for your

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business. The structure provides frequency, for e.g. how many networking events you should be attending a week or teleseminars you should be doing a year and the accountability gives you sixty day plan to check of the different activities as you complete them to help put your mind at ease...

- **What your life could look like if this problem was handled**
... the best part of the calendar is it will let you keep your sanity so that when you are done with your business at 6 o'clock so that you can spend time and be present with your friends, family and those that you love. I am so excited to introduce you to this tool.
- **Repeated Call to Action**
...enter your name and email and I look forward to us getting started

OPTION 3 Opt-In (3-4 mins)

- **Attention Grabber**
...1 in 3 small businesses fail within the first year. 40% of business owners take money from family members to start their company...
- **Problem**
... What I have noticed about entrepreneurs is that we are always worrying about our business. We worry about it in the evenings, on weekend and it always feels like we are not doing enough. Or perhaps we are not doing the right things in the right order, so if we worked harder or longer we would get it done. That leads us to not being present for the people that we care about and not being present for ourselves...
- **Who am I**
...Hi I am Monica Shah the CEO of Revenue Breakthrough and a business coaching practice that helps woman business owner's double their revenue through sales, marketing and strategy coaching...
- **Who you are...**
Struggle OR
... What I have noticed about entrepreneurs is that we are always worrying about our business. We worry about it in the evenings, on weekends and it always feels like we are not doing enough. Or perhaps we are not doing the right things in the right order, so if we worked harder or longer we would get it done. That leads us

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to not being present for the people that we care about and not being present for ourselves....

- **What they want to achieve**

... If you are a busy entrepreneurs who is looking know that at the end of the day you have completing the correct high priority marketing activities so that when I switch off your computer and really be present to spend quality time with the people you love...

- **Solution**

What your life could look like if this problem was handled

... the best part of the calendar is it will let you keep your sanity so that when you are done with your business at 6 o'clock so that you can spend time and be present with your friends, family and those that you love. I am so excited to introduce you to this tool.

- **What my solution is to handle your problem**

... I first created the marketing calendar for me to be able to track the all of the things that I had done and check them off so I could then leave the business and spend time and focus on the people that I love. My clients started using it and saw incredible results so I would like to share it with all of you to provide a framework, accountability and structure to all your marketing activities....

- **Call To Action**

...I have a simple and effective resource for you, The Revenue Breakthrough Marketing Calendar. Enter your name and email address in the box above and we will send you a link to download the calendar.

- **Create a new possibility for the audience**

... the best part of the calendar is it will let you keep your sanity so that when you are done with your business at 6 o'clock so that you can spend time and be present with your friends, family and those that you love. I am so excited to introduce you to this tool.

- **Repeated Call to Action**

- ...enter your name and email and I look forward to us getting started

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Longer Videos or Content Videos:

- **INTRODUCTION – 1 MINUTE**
 - I am xxx from xxx company and the creator of the following program
 - In this video I would like to show you xxx
 - Simple breakdown of the objective of the video
 - This is the success that I have seen by following this content and I am going to help translate that to you

- **LET ME SHOW YOU HOW THIS REALLY WORKS AND HOW YOU CAN BENEFIT FROM IT (MORE MONEY, CLIENTS, LOVE ETC) – 2 MINUTES**
 - Demonstration of successes in the industry with your clients or experts to create validation

- **YOUR STORY/ A STORY– 2-4 MINUTES**
 - Tell your signature story

- **SHOW THEM HOW EASY IT CAN BE – I/SHE BEGAN WITH VERY LITTLE AND DID IT – AND YOU CAN TOO**
 - It's NOT complicated and here's why
 - Examples that make it real

- **TOOL 1**
 - Training tool 1

- **TOOL 2**
 - Training tool 2

- **CLIFF HANGER/CALL TO ACTION**
 - Why do they need to watch the next video or be at the next class or come to an even OR sign up for a session with you?