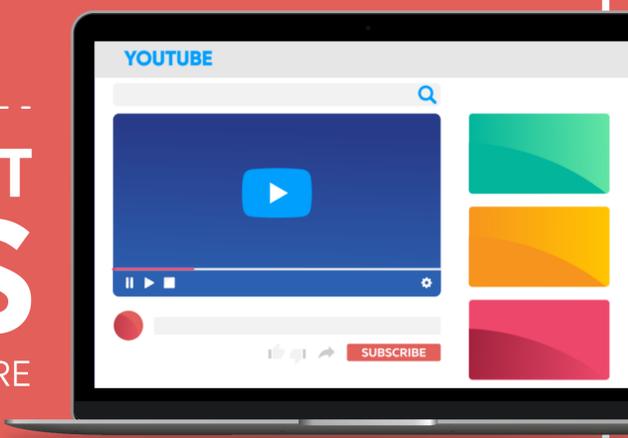


# CREATE THE BEST VIDEOS

TO GROW READERSHIP, CAPTURE LEADS & MAKE SALES



Before you ever begin the creation process, you have a very important decision to make: **What purpose should your video serve?**



## 4 REASONS TO CREATE A VIDEO:

### TO BUILD YOUR WEBSITE'S READERSHIP

The video is a great opportunity to encourage viewers to check out your "real" website. This move can often lead to an opt-in or even a sale down the road.

### TO CAPTURE A LEAD

You can also ask for an opt-in directly in the video. Simply draw attention to a link listed below your video, and explain what visitors will get once they opted in. Leads from YouTube are already educated about your product.

### TO BUILD YOUR WEBSITE'S BRAND

While most brands almost do this exclusively, it's really hard to tell if you're accomplishing anything because it's not measurable in any way.

### TO MAKE A DIRECT SALE

There is absolutely **NO** reason you shouldn't present a **CALL-TO-ACTION** in your video and provide a link that goes directly to an order form.



## 7 STEPS TO FORMATTING YOUR VIDEO

### TELL THEM WHAT'S IN IT FOR THEM

To start, you need to explain two things: **WHY** they should watch, and **HOW LONG** the video is going to run.

### INTRO AND BRANDING

You'll want to inform viewers about who you are and where else they can connect with your brand —etc. Facebook or Twitter.

### GIVE THEM BRANDING

Here you actually deliver whatever information you promised in your title. YouTube videos are great places to explain concepts.

### RECAP WITH A CONCLUSION

Now you need to summarize everything you told the viewer. Don't go into depth—just give them the quick hits about what they learned.

### ADVISE THEM

Offer some advice based on the information you just gave the viewer. It may be a recommendation, an encouragement, or even a warning; you just need to impart some form of helpful advice.

### CALL-TO-ACTION (CTA)

Memorize this mantra: **READ, LEAD or BUY**—All your videos should have a CTA that asks viewers to become a reader, subscribe to your lists, or make a purchase.

### DRAG AT THE END

Once you delivered the CTA, leave a little dead time for emphasis. It may just be silence with an arrow pointing down to the link you're promoting. You don't want the video to simply end, because Google will immediately suggest other videos inside the player and your link will disappear.

## ▶ MORE VIDEO TIPS ▶

**YouTube is by far your biggest go-to place for all video posting. YouTube is a great place for any video content, and is the ideal platform to post all of your longer, more in-depth content.**

**Ideal video length: 6-10 minutes**

**Facebook is the ideal platform for entertaining videos and shorter informational videos. Make sure your content is engaging and tactical, as well as eye-catching at the start so viewers will stick around to watch the entire video.**

**Ideal video length: 2-3 minutes**

**Instagram is a great platform for flashy previews for your videos. It can be used for quick-hit videos, but it should ideally move people from Instagram to another platform (Facebook, website, etc...)**

**Ideal video length: around 30 seconds**