

STAND OUT FROM THE CROWD CHALLENGE

5 Secrets 5 Days 

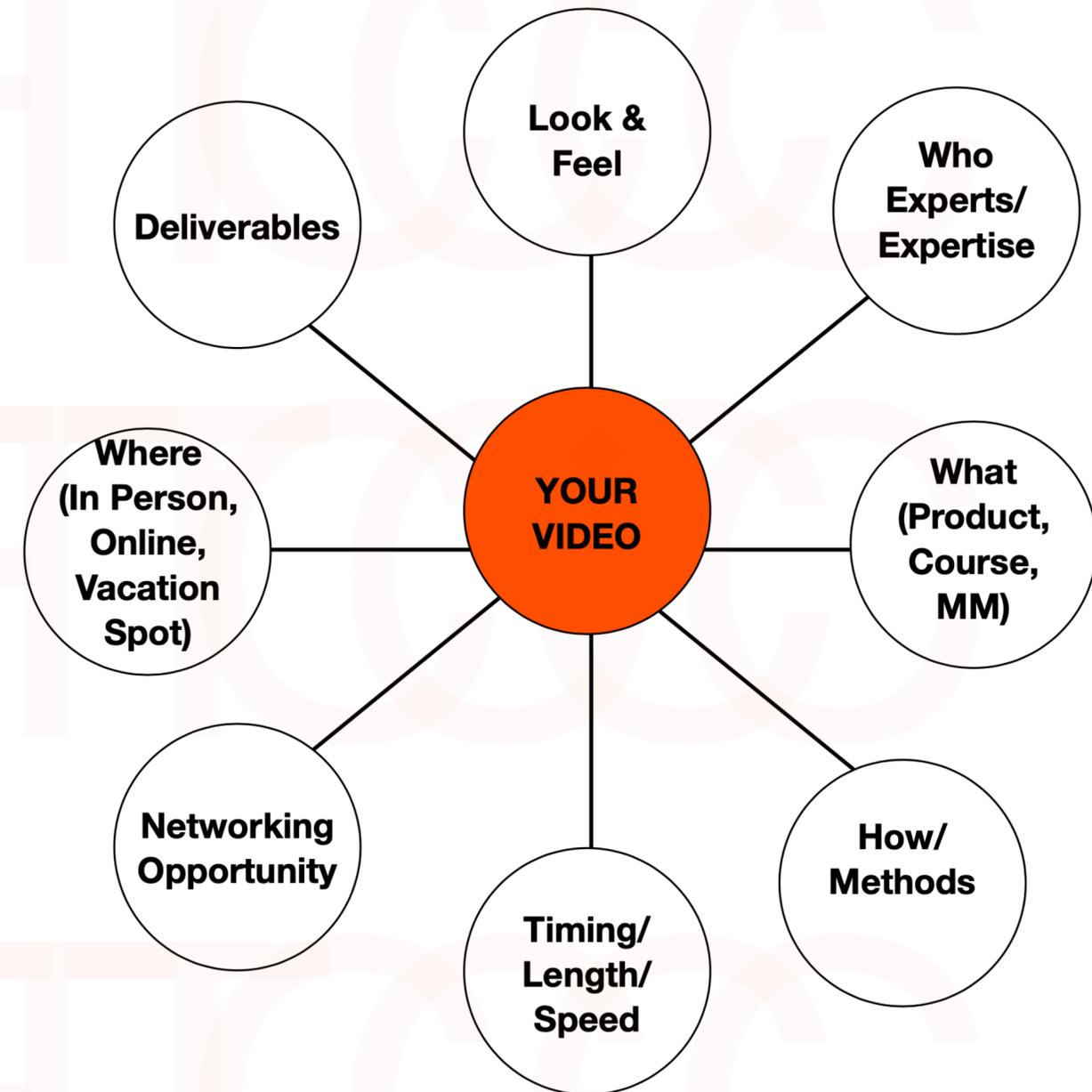


REVIEW



You Have to be Different Than
Everyone Else

Stand Out Wheel



What is different about what
you are promoting?



You Have 1 to 5 Seconds To Get Their Attention

- 1st Second: Eye Catching Thumbnail Image
- 1 to 3 Seconds: How to You Grab and Keep It?
- Element of Surprise
 - Entertaining, Fun and/or Comedic
 - Unexpected
 - Speaks to the Heart
- Address their Problem with a Solution
- Enrolling Question that Gets Inside their Head.
- Eye Catching Visuals: Colors, Video Clips, Titles
- Next 3 to 5 Seconds: You must keep their attention for the next 3 to 5 seconds and then throughout the video



Your Speaking Piece Alone is Not Enough

- Why? Because most people don't turn on audio when they scroll.
- The Solution is to use Visual Story Telling and Titles
- You Need Visual Eye Candy So People Take Notice
- That Could Include Headings, Subheadings, Captions, Titles, Subtitles, Props and Hand motions that Convey Meaning and Emotions
- Your Marketing Video Must Stand Alone as a Silent Movie



You Must Tell a Story

Not Just Any Story

A Compelling Story

What makes a story compelling?

**One that speaks to your specific audience
And evokes an emotion of hope and success**

You want them to leap when you beep!

**When they watch your video, they should be entertained, informed
and say to themselves, “Finally! The answer to my problem!”**

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**Everyone thinks You Must Tell Your Story
But In Actuality, You Must Tell Their Story!**

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Winning Combo: Your Story and Their Story!

Your Story is a Small Piece of This Marketing Video

It Can Be Expertise, Social Proof That This Works like a Proven Winner/Winning Formula

It Can Also Just Show Your Audience That You Are Relatable And They Can Achieve It Too!

Their Story is the Key!

In Order to Do That You Must Know Their Story

What's Your Client's Story? - Get Inside Their Head!

Get Inside Their Head

What are they thinking, hoping, yearning for, dealing with?

- What is their Problem?
- What is their Solution?
- What do they REALLY want?
- Can they get what they really want if they purchase your product/what you're offering?
- Will it get them closer to what they really want?
- Why can't they achieve it right now?
- What are their objections?
- What are the hurdles they must cross to get there?
- What is their victory dance?

They Must Relate to Your Content

- For example:
 - Yoga people are going to relate to yoga content - feeling fit and good about themselves, spirituality, health, eating right, meditation, etc.
 - Business people want profits so they can make money and do the things they want.
 - Those two audiences are different and they have completely different stories and because of that, a marketing video targeting one of these groups will be different than the other.

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Your Video Must Take Them on a Journey - Their Journey!

Challenge #4: Post in the Group Your Client's Story

What is the Story of Your Client?

Complete Homework Tool. Post a Video or Text and Tell Us the Following:

- What is your client's story in 1 to 3 sentences?
- What is their problem?
- What is the solution to their problem?
- What are the hurdles they must overcome to solve their problem?
- Keep it under 3 minutes if you do a video.