

# STAND OUT FROM THE CROWD CHALLENGE

**5 Secrets 5 Days** 

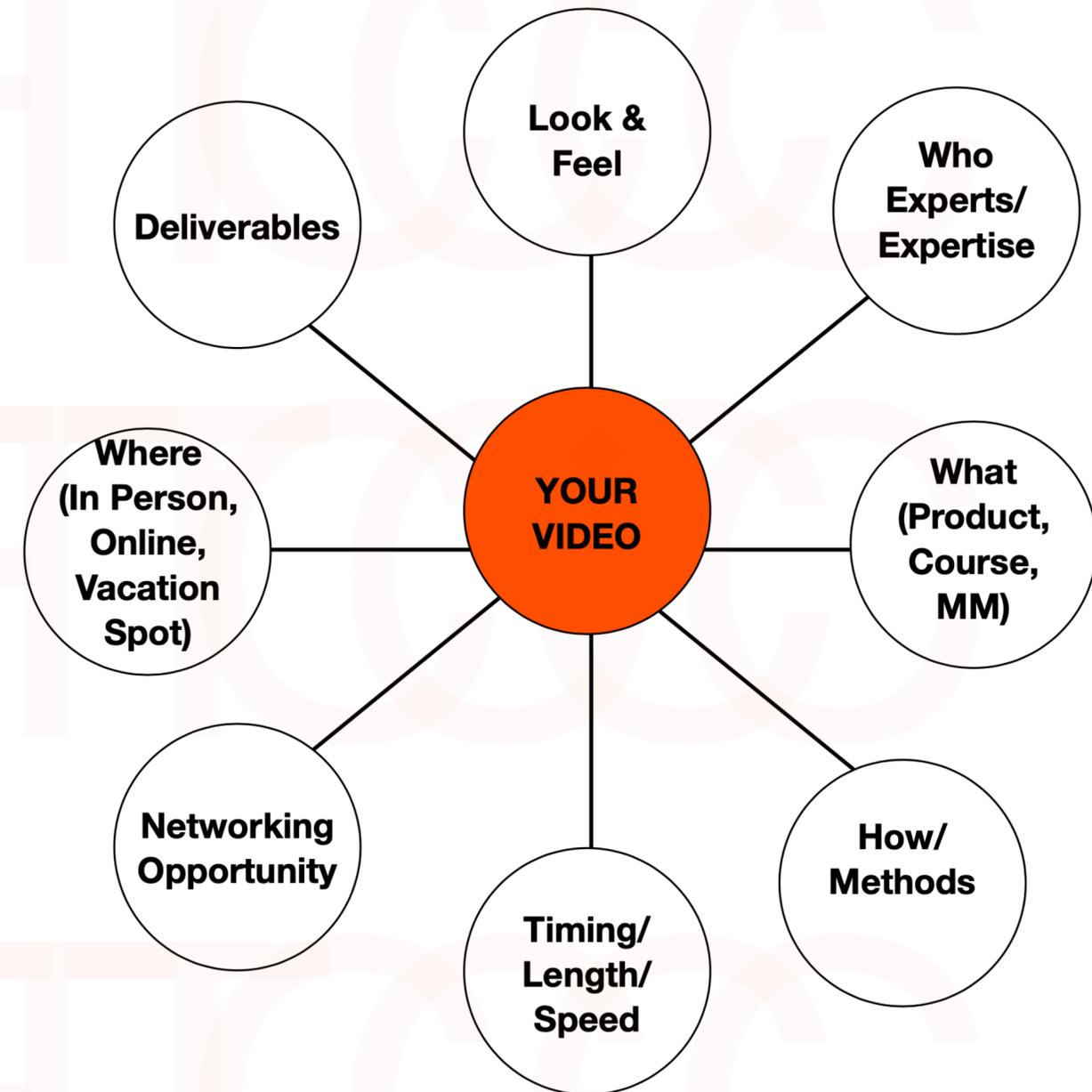


# REVIEW



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**

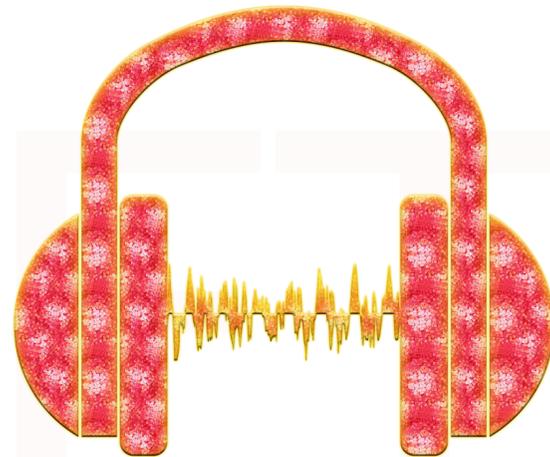
- 1st Second: Eye Catching Thumbnail Image
- 1 to 3 Seconds: How to You Grab and Keep It?
- Element of Surprise
  - Entertaining, Fun and/or Comedic
  - Unexpected
  - Speaks to the Heart
- Address their Problem with a Solution
- Enrolling Question that Gets Inside their Head.
- Eye Catching Visuals: 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 Do Not Turn on Audio  
When They Scroll and Watch Videos**



# What is the Solution?

SOFTCC

# **Visual Story Telling And Titles**

SOFTCC

SOFTCC

# **You Need Eye Candy for Your Video So People Will Take Notice**

**It Makes Your Video Professional**

# Speaking Piece

## Keep it Short

- Visual Story Telling
- Titles
- Headings
- Subheadings
- Subtitles
- Props
- Hand motions that convey meaning
- Ask Yourself:
  - Does my marketing video stand alone as a silent movie?
  - If not, what can I do to make sure it does?

# This is How You Stand Out From the Crowd

- No matter how good your content is, you must CONNECT to your audience with VISUAL EYE CANDY.
  - They will take notice
  - And you will be able to convey the substance of your pitch and message to them
- Take time to create a visual story for your video
- Make it different and unique
- Put in visuals that no one else is using
- People are more likely to stop and watch if it's something new and exciting

# Challenge #3: Post a Video Addressing the Watchers, Not the Listeners

## How Will You Convey Your Message to People Who Don't Turn on Audio? Complete Homework Tool. Post a Video and Tell Us the Following:

- 3 creative ways you plan to reach people who won't turn on audio?
- How can you change a speaking piece to get through to your non-listening audience and get them to turn on the audio to hear your brilliant pitch?
- Keep it under 3 minutes.