

STAND OUT FROM THE CROWD CHALLENGE

5 Secrets 5 Days 

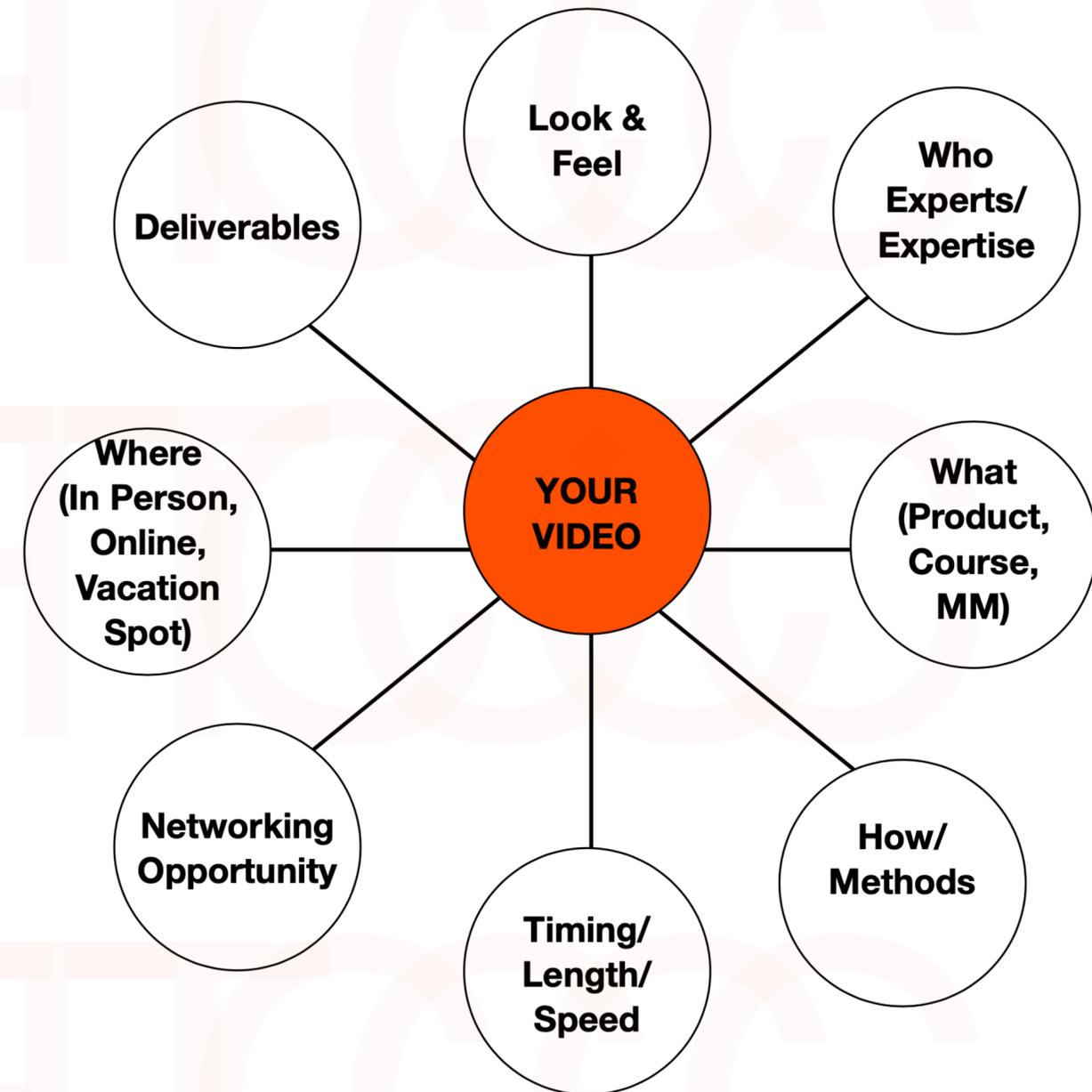


REVIEW



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**

The First 3 Seconds are Critical

You must capture their attention in the first 3 seconds or they will scroll on.

“Content is King but Contact is Queen”

Beth Rosen

The Goal is to Hook Them and Book Them

Before You Can Book Them, You Need to Hook Them.

A Video Hook Is Different Than a Story Hook.

Hook: How do you capture attention?

In the First 3 Seconds

- Interesting and Eye Catching Thumbnail Image (first thing they see)
- 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.
 - Address What's on their Mind Already
- Eye Catching Visuals
 - Colors
 - Video Clips
 - Titles

**If you grab their attention in the first 3 seconds,
you must keep it for the next 3 to 5 seconds
and then throughout the video**

- No matter how good your content is, you must CONNECT to your audience.
- Take time to craft a video that connects and engages your audience.
 - If they are entertained, they will keep watching.
 - People love to be entertained. They love to laugh. They love to relate.
 - If you promise a solution to their problem, they will stay to find out what it is.
 - If you tug at their heart strings, they will be emotionally invested in your content and keep watching.
 - The moment you ask an enrolling question, they are hooked. They start to answer it in their mind and keep watching.
- Eye catching visuals and professional polish grab them and keep them.

Challenge #2: Your 1 - 5 Second Hook

**How Will You Hook Your Audience to Stop Scrolling and Watch?
Complete Homework Tool.**

Post a Photo or Video Under 3 Minutes Addressing the Following:

- State What You are Offering: Your Product, Mastermind, Course or Consulting in One Sentence.
- How Do You Plan to Hook Your Audience in the First 5 Seconds to Watch Your Marketing Video?
- What Creative New Ideas are You Going to Use in Your Video Pitch?