

STAND OUT FROM THE CROWD CHALLENGE

5 Secrets 5 Days



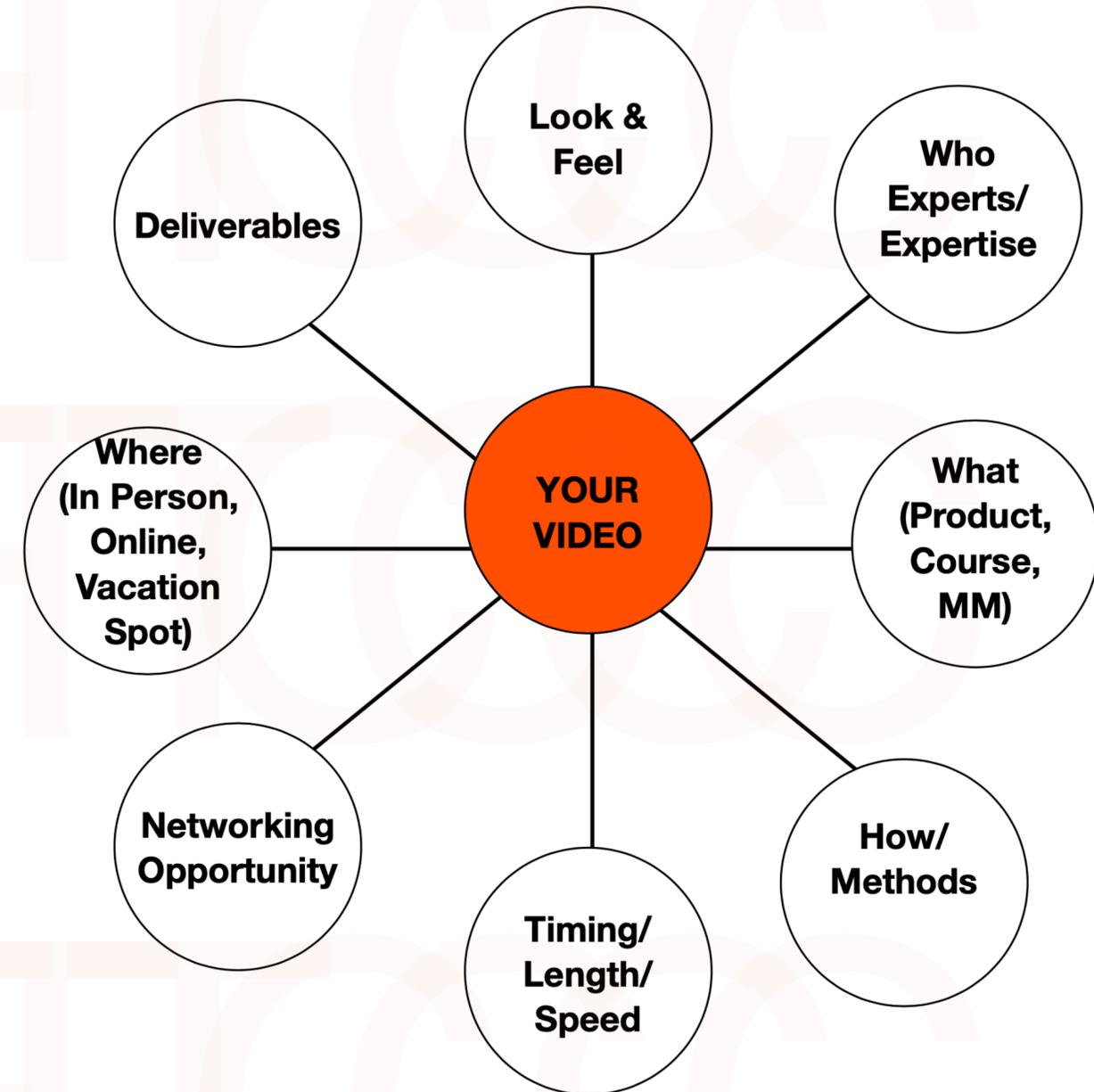
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PRODUCTIONS

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 Compelling Story: Their Story

- Must be their journey, their story
- Your story is a small piece of it - social proof, relatable, expertise
- Speak to your specific audience
- Evoke an emotion of hope and success
- Figure out what your ideal client's story
- Get inside their heads
- What is their problem and the solution?
- What do they really want?
- What are their objections so you can address them?
- What are the hurdles they need to overcome?
- What can't they achieve what they want now?
- How does your course/product/mastermind/offering bridge the solution to their problem
- What is their victory dance?



**You Must Appeal to Their
Pain and Pleasure**

The Journey From Pain to Pleasure

Yearning to Fulfillment, Problem to Solution, Struggle to Hope

- Their pain is different than their problem. It goes deeper.
- If you appeal to their pain, you must take them on a journey very quickly back to pleasure.
- What is their Pain?
 - Not where they thought they would be in life right now
 - Not making money
 - Not making progress
 - Watching others succeed
 - Do not have the capabilities to get where they need to go
 - Struggling
 - Stagnating in life
 - Unfulfilled

The Journey From Pain to Pleasure

Yearning to Fulfillment, Problem to Solution, Struggle to Hope

- What is their Pleasure?
 - Get back on track to where they thought they would be
 - Start making money commensurate with their abilities
 - Make progress
 - Succeed
 - Get next level capabilities to get where they need to go
 - Stop struggling and succeed
 - Move forward in the right direction in their life
 - Fulfilled

Take Them on a Journey is From Zero to Hero

**Zero meaning from no knowledge and pain
to next level capabilities, knowledge and pleasure**

SOFTCC

Do not harp on their pain point

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Empower them with Your Offering

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Show that your offering is the bridge from pain to pleasure

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SOFTCC

SOFTCC

FOMO

Fear of Missing Out

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SOFTCC

You want them to leap when you beep!

**“Finally! The answer to my problem!
And if I don’t take action now, it goes away.”**

If they don't buy what you're offering right now

They Will Miss Out on Something Important, Miss the Golden Opportunity, Stay Stuck While Others Move On, Have Regrets Later On

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Create Scarcity and Limited Time Offering
The FOMO prompts them to Take Action

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We're Coming to the End of the Challenge

5 Secrets in 5 Days

Before I give you the next challenge, if you feel like you received real value and learned something new, and you want to give a video testimonial I could put on my challenge website, please let me know. I would really appreciate it.

Professional Marketing Video

Play the Video

Get You to Next Level Capabilities So You Can Take What You Learned
and Make a Professionally Polished Marketing Video

Professional Marketing Video

Play the Video

Help to Get You to Next Level Capabilities So You Can Take What You Learned Today and Make a Professionally Polished Marketing Video

Master Class Training Offering

On How to Make a Professional Marketing Video for Your Offer

8 Step Process and Video Marketing Blueprint to Stand Out From the Crowd: Delve Deeper to Go to the Next Level

I am offering a Masterclass Training to get you up to speed quickly with proven techniques to make a professionally polished video to stand out from the crowd and sell your mastermind, course or product

- Secrets to look confident and relatable on camera,
- How to create a compelling video and visual story,
- How to craft an irresistible offer,
- How to craft titles to capture attention,
- Secrets to make a polished video,
- Secret tricks of the trade so you look flawless on your marketing video,
- How to pace your video to hook and keep their attention,
- How to convert watchers to buyers,
- How to make the video for each of the 3 social media outlets.

Bonuses

- Bonuses worth over \$5,000
 - Done-for-you Video Clips to Put into Your Video
 - Professional Video Blueprints, which are the Sequential Structure and Models I Use, as a Bonus!
 - Secret Proven Structure for your Welcome Video and Introduction
 - Structure for a Captivating and Stunning Website Video and/or Video Blog Entry So It Looks Professional and Polished
 - Structure for a Video Product.
 - Membership to Private Facebook Group with Group Coaching Sessions and Creative Hacks

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Secret step by step process to make a professional marketing video for your Mastermind or Course, no matter WHAT you sell or WHO you sell it to.

This is important because, once you know this and you have the bonus templates, you can make a professional video quickly and effortlessly and launch your masterminds with confidence, over and over and over again.

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Worth over \$10,000

Introductory Rate Only: Ends Monday, October 19th.

- This is worth \$10,000 but you only pay \$197.
- INTRODUCTORY RATE ONLY!
- On Monday at Midnight, the Price goes up to \$499.
- In November, the Price goes up again to \$999.
- Anyone Who Acts Now, Today Only, I Will Give You a One to One Personal Session to go Over Your Video Script.
 - That is Only for Action Takers Today.
 - If You Buy Today, Post in the Group “I Bought the Course! I’m Ready to Make My Video!”

Challenge #5: Post in the Group How You Take Them From Pain to Pleasure

How Does Your Offering Move Them From Pain to Pleasure Complete Homework Tool. Post a Video and Tell Us the Following:

- What is your client's pain?
- What are they struggling with?
- What is the pleasure they are seeking?
- How does your offering take them from pain to pleasure?
- Keep it under 3 minutes if you do a video.
- Tomorrow I will announce the Winner of the Challenge and the Surprise Gift.