

Bringing Stories to Life through Video.



CLARIFY YOUR MESSAGE

Let's get started! The most important work on a video is done long before you press 'record.'

Video is *the* key relationship builder between you and the audience of millions of people online, and just as with every relationship, the most important element is communication.

By clarifying the message you want to convey in your video, you will capture people's attention, get them coming back to you and generate more of what you want to accomplish. I say video, singular, because you should take them one at a time. Don't try and cram too much into one video. Part of building a relationship with your audience is that they will look forward to the next video from you!

The sad truth about the online audience is that their attention span is...lacking. You only have about 20-30 seconds to hold people's attention, and the best way to do that is to make sure they know exactly what they will get out of your video. That's where clarifying your message starts to increase your audience, web traffic and, ultimately, sales.

What I am discussing in the videos and these worksheets is making what we call the *Heart of Your Business* video. This serves as your first impression to your audience on your website's landing page or social media. It is the introduction to you, your business and why you do what you do. The principles and tips can be used for all your subsequent videos as well. Make it your own!

What you will learn here will take all the thoughts and ideas you have and simplify and organize them in a way that takes away any overwhelm for you and distills your message for your audience.

As much as relationships are about communication, so too are they about connection. I have found in my years of making online video for entrepreneurs and businesses that authenticity and emotional resonance create the most impactful and lasting connections with the audience, and translate into the highest conversion rates. What this means simply is *Be Your Self*. If you are speaking from your authentic self, people will relate to you, form trust with you and want to do business with you. How you do this is to give your message, which is unique only to you.

YOUR INTENTION

Think back to a recent conversation you had where you had a strong intent. Perhaps you needed a favour or you had something important to ask someone. This intention focused that conversation. This is the same with your video. Choose an intention for a video, and don't stray. This will stop you from running long or going on tangents and it will focus the message of your video.

YOUR MESSAGE

In your *Heart of Your Business* video, your message is what you believe to be true in the world and how you work to create that for others. This is where everything you will talk about regarding your business stems from. This is the engine that drives you and your business, and people will connect to you because you've let them see the genuine side to you.

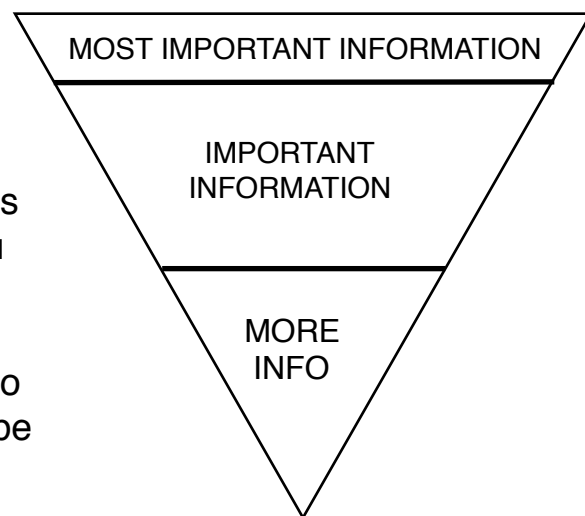
What we are going to do now is form that message and clarify it. We'll do this by showing you a simple structure to help guide you, identifying your core values, what you want to communicate to your audience, and from that we will create a message that you will communicate clearly and confidently on video.

THE INVERTED PYRAMID

The Inverted Pyramid is a guiding principle of journalism, adapted today for blogs and, yes, video. The simple principle, which is effective in video because of how it considers giving information to the audience, is this: start with the most important information, then additional information and finally the rest.

While you will have something to offer at the end of your video of importance that shouldn't be seen as the least important, this principle is a good starting point for your message because it shows that front-loading your video is crucial. Hit the audience with the piece of information you want to give them as quickly as you can.

Now, remember, you only have a limited amount of time to give this information to the audience, so it's important to be clear and concise.



THE ELEVATOR PITCH

I'm sure you've heard this phrase or know the concept. It's been around a long time and has been adapted for the online business world. The Elevator Pitch is a 30 to 60 second summary of your message. It is informative and persuasive.

The term goes back to the old studio days in Hollywood when desperate screenwriters would ambush producers on their elevator ride to their office to pitch their screenplays, giving them a short time with a captive audience.

Your *Heart of Your Business Video* is your elevator pitch. Except, instead of sweaty palms and nervous glances at the floor numbers, you have all the time in the world to craft a video that clearly and confidently communicates your message.

You may have thought, looking at notes you've scribbled down or all the thoughts swirling in your head, "How do I get all I want to say into 60 seconds?" Here is a structure that not only simplifies the process, but also promotes what I feel is the most authentic way to get across your message.

THE STRUCTURE

1. YOUR CORE VALUE

The *Heart of Your Business* revolves around your **Core Value**. This is not just your hook, but it is the statement of what you believe to be true in the world. This is the most important because it is uniquely yours. There are others out there who do what you do, but they don't have the Core Value you do. Your Core Value is the unshakable belief that you hold dear. By opening your video with this, you are hooking your audience with a clear, confident declarative statement.

You can say something like "I believe..." or "I see..." or just state your Core Value as a 'this is the way it is' statement. In the first few seconds of your video, you have made an impactful statement that is rare in online video. Most videos start with "Hi, my name is _____, and I'm a _____". That's for name tags, not video.

To use this structure effectively, you will have to do some homework. The most important question you can ask yourself, not just for your video but for your own knowledge is this: *What is your Core Value? What do you believe to be true, that defines you and your journey in business?*

2. YOUR GIFT

Next, is introducing yourself and your **Gift**. Your Gift is what you do, described in personal terms. It's not your job title, but rather what you do for people. It helps customers understand what you offer.

I HELP _____, so they can _____.

**Homework Time* Who do you help? What do you help them with? What are you empowering them to do?*

3. YOUR STORY

This brings us to the *Heart of Your Business - Your Story*. This is your passionate why, which creates the connection with the audience, because you are open and vulnerable and sharing your truth. People respect it and they relate to it. We're not just selling things with video, remember, we're building relationships. And relationships are built on trust. Vulnerability is scary, but there is beautiful truth in vulnerability. When you show you are being honest and open, the audience will be open to trust you. It's not easy to live in your vulnerability, but that is where you will see the greatest results. It will pay off, I promise!

**Homework Time Again* Take the time and be brave. Go deep. What is the heart of your business? Why have you dedicated your life to doing what you do?*

4. YOUR UNIQUE SELLING POINT

Next is your **Unique Selling Point**. This is what you do for your clients that no one else in your line of work does. Perhaps something pops into your head right away, and that is fantastic. Maybe you're saying, "I have no idea." That's where your clients come in. They can illuminate for you what it is that you give them that they haven't experienced before, or how you make them feel that they aren't made to feel elsewhere. Ask family, friends and clients for their opinions. You'll gain insights that will be extremely valuable going forward in your business and help clarify what makes you special. Own it!

**Homework Time* Ask your clients to identify what your unique selling point is. Why do they keep coming back to you?*

5. YOUR INVITATION

Lastly is the **Invitation**. This is your call-to-action to deepen the relationship with the viewer. Whether you invite them to subscribe to your newsletter or like you on facebook or to watch more video, give the viewer a second opportunity to get to know you and your business better. This video is your first impression, but at the end of it, we want to keep the conversation going. Make sure to have a call to action and not just "until next time..." You want to keep the audience engaged and make the relationship more participatory on their part. Just as I'm sure you've done before with a first impression like a first date, leave them wanting more!

TIPS & TRICKS

* Give Yourself Time

Just like singers warm up their voice before a performance or we stretch and warm-up before exercise, you will warm up on camera. You will find that as you talk on camera, you will loosen up and become more confident, so feel free to spend a few "takes" to get comfortable. You don't need to be perfect out of the gate, so allow yourself some time to warm up.

* Write it and throw it away.

Write out what you want to say, and read, re-read and re-re-read it. If you know it inside out, you will not only speak more comfortably, but you will be confident in moving away from what you wrote, which has a different formula, cadence and formality than how you speak. Know what you want to say, and then throw the script out. You've given yourself a safety net, so now you can get on that high wire and be open and vulnerable and speak your truth.

Be brave, be bold, just do it. I believe you can.

HOMEWORK

What is your Core Value? What do you believe to be true, that defines you and your journey in business?

*Who do you help? What do you help them with?
What are you empowering them to do?*

What is the heart of your business? Why have you dedicated your life to doing what you do?

Why do they keep coming back to you?