

RESPOND → PLAN → RETURN STRONGER

# How To Produce Your Own Marketing Videos

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PRESENTED BY

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# What You're Going To Learn...

- **3 Types of Videos You Need To Produce**
- **Basic Equipment**
- **Production Tips**



# #1 Introduction(s)



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**kw** LEGACY  
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# Introduction Video(s) ~ Scripting

1. What problem does your offering solve?
2. Who are you, your business name?
3. Who is your target audience?
4. How are you different from your competition/ what makes you unique?
5. What resistance or objections will people have to you?
6. When, where and how do you want people to take action? **This is your call to action!**

**Bonus is to add a testimonial!**

## #2 Reviews



She open a portal for me, she encouraged me to look at all these different types of houses to determine what I wanted when I went to buy my house.

# Reviews ~ Scripting

- 1. What is your name and who are they?**
- 2. How did you get started working together?**
- 3. What was the process like?**
- 4. What were the results. Discuss anything tangible in detail.**
- 5. Have you tried a similar production or service before and how did this differ?**
- 6. Would you recommend the same service, person, business and why?**

# #3 SSME (Search & Subject Matter Expert)



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- **What is on your FAQs?**
- **What are you getting hand cramps repeating?**
- **Definitions?**
- **Seasonal?**
- **Trending?**

**Keep them short – 1minute or less**

# Equipment You Need

That won't cost an  
arm & a leg.



# Keep It Steady



- **Basic Tripod-** a “Fluid Head” if you are you going to pan & tilt.
- **Cell Phone or Tripod Clamp-** if you’re planning on using your cellphone.
- **\$40-\$60+**

# Keep It Steady

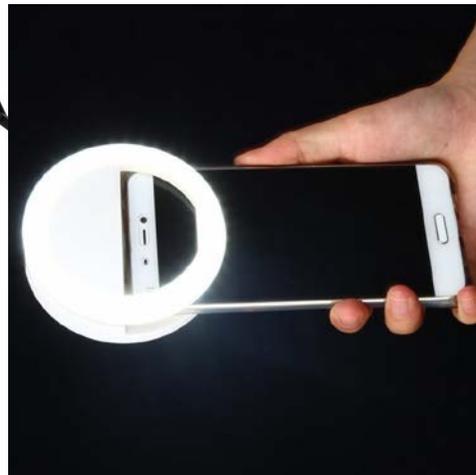
- For when you need to walk & talk
- \$85-\$400+



*(smartphone not included)*

# Let There Be Light!

- **\$20-\$800+**



**You want even lighting with minimal shadows. You'll look younger, and have a better image overall.**

# Need To Hear You



# Editing



**KAPWING**

# Don't Collect Digital Dust!



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Video is your  
Financial Potion!



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