



Video Marketing for Pre-Sales[Template]

Education Based Marketing and Program Structure

[How to] grab your client's attention and keep it.

The PURPOSE of your education based video is to foster Pre-Sales before your product launch. You are preparing your viewer with a THOUGHT PROVOKING response before pitching them any sales message.

Your marketing goal is to SURFACE deep realities inside the viewer's mind.

You are preparing them to receive your advertising as a reality based solution, because you have taken the time to educate and engage a viewer before they ever see your product.

Indeed, your product itself is not as important to the prospect as the FOCUS of attention on YOU as the industry expert, and best match for them based on your style, confidence, and conscious business ownership.

Format the structure of your one or two minute video so that each video focuses on precisely ONE of these topics.

The reason to break down and choose each topic separately is because, most videos are watched only for the first 47 seconds. It's important to get your message in clearly and with purpose.

Take the time to understand deeply the concerns of your ideal clients. They will appreciate your focus is on THEM and not closing another sale.

VIDEO TOPICS FOR **EDUCATION BASED MARKETING** **Used to generate Pre-Sales**

- Focus on the Ultimate End Result so you can your Client can achieve their Desired Outcome
- Tell them how to avoid their pain points and use them as motivation for hiring a Changemaker
- Identify and Address the Symptoms of their Problem
- Share case studies and result oriented testimonies to foster confidence in your expertise

[Video Structure]

Always begin the video with a potent, concise statement.

Make three basic points including factors explaining WHY hiring you as a coach matters.

Continually, repeatedly show that: THIS IS WHAT HAPPENS [when] you work with me as a conclusion.

Generally, a call-to-action is included at the end of a marketing structure. Do not include this, just end with the THIS IS WHAT HAPPENS to provoke the thought process of the viewer.



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