

Quick Start Video Marketing Workshop

SOLUTION-DRIVEN CONTENT STATEMENT AND VIDEO SCRIPT WORKSHEET #1

This worksheet is design to help you clarify your marketing message.

Once complete, it will function as an on-going resource as you create your own video scripts. The answers you develop here can be used as key subjects for the videos you'll create.

If you don't know the answer to some of the questions below, that's OK.

There are simple ways to find the answers to these questions. You can

- send out a survey,
- join Facebook groups where you know your audience is spending time,
- simply get on the phone with existing customers and ask them directly.

Your goal is to always be looking for new opportunities to learn more about your target market.

Target Audiences

Please take the time to fill in the blanks below to clarify who your audience is and how you are going to help them. This is the first step in creating a **Solutions-Driven Content Statement**, that will keep you on track when we go on to create engaging video scripts and an actionable marketing strategy.

1) Identify Your Audience – your ideal audience

Age, gender, income bracket, geographic area, interests, favourite activities, websites, any publications they buy as well as specialty stores they enjoy.

Example: for a website client, I might say gender doesn't matter, they live in NS – the closer the better so we can build a rapport, a favourite interest besides their work is something non-related (playing guitar), they belong to one business group. They may not know much about building a website but they're interested in the process. (Not dismissive of it.)

2) State Your Audience's Problem and what they struggle to accomplish or overcome.

What problem is your audience hoping to solve by searching online?

For Example:

How can I lose 10lbs?

Why won't my car start?

Where do I find great staff for my business?

3) Uncover their solution

My big picture solution for my prospective client/customer is:

Example:

Regular exercise and healthy food, ensuring gradual but sustained weight loss.

4) My quick win solution for this problem is

Example: Downloadable Guide to “Your First Healthy Weekend”

7) Promise a result

If my audience knew/had/did:

Example: Rather than being subjected to toxic cleaning agents, pollen and bacteria laden particles in their own home, if my audience knew about my special system for an allergen free home they could have the best protection for themselves and their family,

The promise can be as much about how they feel as it can be about a tangible result

8) What problems/pitfalls/roadblocks does my product/service help solve/avoid/overcome?

Suggestion: My system delivers custom-tailored _____ that deliver the best, personalized _____ without compromising safety or quality.

9) ESTABLISH YOUR OWN CREDIBILITY

a) Are you an expert who has much experience and/or enjoyed great success?

Explain: This is a spot where you can blow your own horn: for over 25 years we've been God's gift... I studied under Chuck Norris ... My love for xxx comes from my dad who ...

For me – When I started in the video industry, I had the first mobile field production unit in Atlantic Canada.

b) Or have you stood in your target audience's shoes and gotten to the other side of their problem? If so how?

Here is the place for 'before and after' photos if you have them.

I might say, I understand that you have a website that you can't access to update it. I've rescued over 30 orphaned sites, giving people control once again.

c) And or, have you somehow tapped the expertise of other leaders? Are you the gatherer of their wisdom?

d) I am passionate about _____ because ...

...Cake making because each represents the love my customer has for another and is the symbol of celebration

e) or my mission is to ensure...

that my clients feel in charge of their online presence

f) If there was one thing everyone should know about my product or service, it is:

We help create messaging that our clients are proud to put their name to. They get to feel true to themselves while attracting new business. We don't take the reins and run. We enjoy collaboration.

WORKSHEET # 2

NOW IT'S TIME TO CREATE YOUR OWN UNIQUE SOLUTION-DRIVEN MARKETING MESSAGE

It goes like this.

If you are a _____ and you struggle with _____ and _____, you've come to the right place. Once you discover _____, you will _____ and _____.

The result will be a run on sentence but never mind it for how...

Example:

1. If you are a **homeowner** and you struggle with questions about protecting your investment and worry about whether or not your home and valuables are adequately covered in the event of a disaster you've come to the right place. Once you download our **Protection Check List** you'll uncover the truth about your home insurance coverage and know what steps to take to really protect what you've worked so hard for.

Now that you have your **Solution-Driven Marketing Message** clarified, you're ready for the next step. You're going to create engaging content that can be used in videos to attract your ideal client.

WORKSHEET # 3

In this worksheet you'll uncover valuable content that you can use to transform your videos into an engaging client attraction tools.

The results can also be used to help you clearly outline your video structure, and sketch out a basic online video marketing campaign.

To get a sense of how well you know your target market, and where you can focus your efforts to know them better, write out your answers to the questions below:

1. What is the #1 question or statement people make all the time? (That is, what are people hoping to get from me?)

2. What *should* my ideal customer be asking me that they are not asking yet?

3. What were my top three social media posts in the last six months?

4. Which experts does my ideal customer find valuable, or whose opinion do s/he really value?

5. What subject could my ideal customer talk about all day long?

6. What's my ideal customer greatest fear?

7. What does my ideal customer need to know about me?

8. What is my ideal customer posting about social media or watching on YouTube?

9. What is the real need that I can satisfy underneath my ideal customer's greatest "want?"

10. What could help my ideal customer right now?

11. What are the top three things that are preventing my ideal customer from giving my program, product or service a try?

12. What is something my ideal customer is not expecting from me, but if I created it, or offered it, it would knock their socks off?

13. What is my ideal customer embarrassed to admit?

14. What has my ideal customer tried in the past that has not worked for them?

15. What does my ideal customer need to believe before they buy my product or service?

Remember: If you don't know the answer to certain questions above, that's OK. There are simple ways to start finding out. You can send out a survey, join Facebook groups where you know your audience is spending time, even get on the phone with existing customers and ask them directly. Your goal is to always be looking for new opportunities to learn more about your target market.

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