



COACHING

30 DAY VIDEO CHALLENGE

“Video can seem like just another challenge to overcome, but I see a major increase in my business and brand awareness, all from the power of video.”

Lewis Howes

“Next to “In Real Life”, video is the strongest way to creating and developing a connection with the people you can serve.”

Jenn Walker

- Watch 30 DAY VIDEO CHALLENGE Video (9 minutes):
https://youtu.be/FA1r20_vAs
- Take out your smartphone, put it to video selfie mode, click the start button and here we goooooo
- Couple things to keep in mind: Film in the horizontal, cup the phone for better audio, catch attention with movement or being in a eye catching location, be aware of lighting, keep it short, simple and digestible (1-5 minutes is ideal)
- Post EVERYWHERE!! On your personal Facebook page, on your business Facebook page, and in your Facebook group! Be loud and proud!! The more eyes on the videos the better!!! The more repetition in seeing you, the better!!!
- Create a YouTube Channel and post these video there too!! YouTube is great because you can get shareable links after! And share the video like how I do in these PDFs with your clients.
- Watch FACEBOOK POST IDEAS video (16 minutes):
<https://youtu.be/gUArSxeEjCU>

VIDEO TOPIC IDEAS:

- 5 Problem you solve for people and steps/systems/strategies/techniques to overcome them
- 5 Stories that you love to share, the lessons you learned and how it can help others
- 5 Questions you get asked the most in your area of expertise
- 5 Things you wish everyone knew about your area of expertise
- 5 Things you recently learned that has helped you and that can help others
- 5 Nuggets of Wisdom that you have been reflecting on or just had a great conversation about
- ASK YOUR AUDIENCE IN THE FIRST VIDEO:
 - E.g.) *“Oh my goodness, I’m so nervous! I’m doing a 30 day video challenge starting today, posting each day, sharing what I know*

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about (x). I'm so passionate about helping x with y to get z, and I figure that video is a great way to do this! So here goes nothing!! Here's where I need your help: What would you like me to do a video on? I can talk about: (give examples). What would be useful to you? What kind of challenges are you currently having that you want to overcome? Let me know in the comments below. Thanks!!"

- A couple videos you could do is for your 2 pinned posts for your Facebook Business Page and your Facebook Group as well!!

10 REASONS VIDEO IS AWESOME:

- 1) Keeps you top of mind for when people are ready to make that change in their lives
- 2) Next best thing to in-person communication (remember 93% of communication is non-verbal, with video people can get to know-like-trust you)
- 3) People get to follow your progress, and be apart of the journey
- 4) Show yourself as an expert, and show you how much you know!! Confidence builder extreme!!
- 5) Best way to engage and see what people engage in, get curious with the videos that get the most engagement. What do your people want most?!
- 6) The best form of learning is teaching – every video your teaching something
- 7) Build a massive library of content!!! People that are new to the group, and can watch a whole bunch of videos that can help them!!
- 8) Little time, massive impact!! 5 minutes a day being visible, adding value and making offers will make you a very successful heart first biz babe! I guaranteed it!!
- 9) Overcome visibility blocks! Heal the crap that's coming up! Get over yourself. Fear of tech, fear of being seen, fear of what people think, fear of not looking good, paralysis by analysis, fear of not being good enough, get over the imposter syndrome "Who am I to do this?", overcome self-esteem and confidence issues. Oh and lead by example! When you do what's scary, you inspire others to do what's awesome as well! Congratulate yourself on making a difference!!
- 10) Practice making offers!! You'll be an offer-making machine with just a few videos!!

SIMPLE VIDEO FORMULA:

- 1) GRAB ATTENTION: Be weird and wonderful! Cool location, movement, be loud "HEY!!"
- 2) ASK A QUESTION THAT RELATES TO YOUR IDEAL CLIENTS PAIN OR PLEASURE (Their dreams and desires)
 - >> "Are you struggling to make ends meet in your business?"
 - >> "Do you want to build the business and life of your dreams?"
"If so, this video if for you!!"

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3) INTRO WHAT THEY WILL RECEIVE FROM INVESTING TIME IN WATCHING THIS VIDEO (Tools, Strategies, Systems, Techniques)

>> *"In this video I'm going to share with you 3 simple strategies to make you massive money in your business"*

4) ADD VALUE AND CONNECT WITH A PERSONAL STORY AS AN EXAMPLE

>> *"1) BE VISIBLE, 2) ADD VALUE AND 3) MAKE AN OFFER everyday. This is how I went from making 2K/month to almost 20K/month. Before I was doing the first two, but not making offers. As soon as I started making offers I got busy with new clients. So simple, but that was the missing link for me!!"*

5) MAKE AN OFFER

>> *"Want a breakthrough in your business? Book in your FREE 45 Minute Breakthrough Call with me, and let's do this thing!! Click this link and schedule yourself in!! I look forward to getting your gifts out there into the world!!"*

IDEAS OF DIFFERENT OFFERS:

- i) Book a FREE Breakthrough/Clarity Call
- ii) Join my FREE Private Facebook Group
- iii) Invite a friend to join the Facebook Group
- iv) Engagement: Throw me an emoji if you like this post.
- v) Join me for my Facebook live every Monday at 9am EST

REMEMEBER TO SUMMARIZE VIDEO IN TEXT!!

- 1) GRAB ATTENTION – QUESTION OR STATEMENT
- 2) SUMMARY OF VALUE IN VIDEO
- 3) THE OFFER

TIME FOR YOU TO SHARE YOUR AWESOME!!

HAVE FUN!

BE REAL, BE RAW, BE YOURSELF!

THERE'S SOMEONE NEEDING TO HEAR YOUR MESSAGE RIGHT NOW!

FACEBOOK GROUP LOVE:

Ideas of what to post:

- 1) CONTRARY OPINION OR ADVICE FROM THE NORM
 - Experts have opinions, shares yours
 - Be polarizing
 - Share your perspective
 - Debunk myths
 - Share alternative option

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- 2) SHARE YOUR WHY/PURPOSE/BELIFS/PHILOSOPHY
 - Our clients connect to who we are, what we believe and our values
- 3) QUESTION (in the context of what problems you solve for people)
 - Highlight a pain point with the question or a dream/desire of your ideal client
- 4) CASE STUDY
 - Share a testimonial or share the problems a client had before working with you, what you helped them with, and the outcome/result they received
- 5) SHARE A STORY ABOUT YOURSELF
 - A compelling story about yourself, what you overcame, and how you can help other people do the same
- 6) SHARE A PICTURE OF YOURSELF WITH THE RESULT YOU GET FOR YOUR CLIENTS
 - Happiness, health, wealth, joy, freedom, etc.
- 7) SHARE AN OPPORTUNITY/OFFER
 - Upcoming workshop, or book in for your FREE call with me!
- 8) SHARE EXCITNIG NEWS THAT HAPPENED TODAY/CELEBRATE YOUR SUCCEEDED AND SHARE HOW YOU CAN HELP PEOPLE DO THE SAME
- 9) POST QUOTES YOU LOVE AND WHAT THEY MEAN TO YOU
 - Find quotes on Instagram or Pinterest and repost them
- 10) SHARE EDUCATIONAL VIDEO/BOOKS/PODCASTS AND SUMMARY THEM FOR YOUR PEEPS
 - Save them time watching, reading or listening to them, and post the 3 main things you got from it

WATCH OUT WORLD!! THIS IS WHEN MASSIVE SHIFTS HAPPEN IN YOUR BUSINESS AND IN YOUR LIFE!!!

DREAMS + ACTION = REALITY