

24 MUST HAVE

Marketing Videos

FOR THE 6-FIGURE
ENTREPRENEUR



REMARKABLE VI STUDIOS



Let's be honest, there's tons of video content you can create, but when it comes to your business you want to be as strategic as possible. This guide gives you a strategy to create video content that will add value to your business, and deliver a professional experience to your customer base. Time is money so let's get started!

HERE'S WHERE YOU BEGIN.

1. Write down your top 10 FAQ's

- Create a list of your top 10 questions that your customers ask you.

2. Write down the top 10 questions your customers should be asking you.

- Create a list of questions your customers should be asking you about your products or services.

THIS IS YOUR NEXT MOVE.

Create 20 short videos responding to each question. Each video should be 30 seconds - 3 minutes in length.

Continue to the next page.



YOU SHOULD HAVE 20 VIDEOS AT THIS POINT...

Here's a pro tip if you're editing your own videos try to be as professional as possible. You can utilize apps like Cap Cut to add your name tag and position to the lower thirds of the video. You can also put your business logo at the end of the video for a polished look and branding purposes.

YOU'RE NOT FINISHED!

1. Record 4 short videos up to 3 minutes in length per video. Below are your talking points.
 - a. Tell people where to go to get all 20 videos
 - i. This should be a landing page where they sign up with their email.
 - b. Tell people to enter their name and email to get all 20 videos and what the videos are about.
 - i. You should touch on the benefits of the videos
 - c. Create a thank you for signing up video
 - d. Create a buy my stuff video about your products/services and the problem it solves. You can use this for your website and outbound emails.



YOU'RE ON YOUR WAY NOW.

At this point you have 24 videos in your collection that you can leverage to bring a better experience of your customer.

You'll want to stay organized with your video content. Here's some ways to leverage them.

1. Create a landing page where if a user signs up they can access all the videos.
2. List your videos on your YouTube page so people can access them as they research your company.
3. List the videos on your website so your audience can access them.
4. Make the videos part of your email marketing plan so as the customer does certain actions they receive access to the videos that relate.
5. You can also share the videos on social media as content that will help build trust for your brand.

**GO AND GET STARTED NOW. IF YOU NEED HELP BE SURE TO CONTACT
INFO@REMARKABLEVI.COM**