



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



How To Produce Your Own Quality Videos

WHAT ~ HOW ~ WHERE

PRESENTED BY
Taylor Wellman
Co-Owner of Financial Potion



What You're Going To Learn...

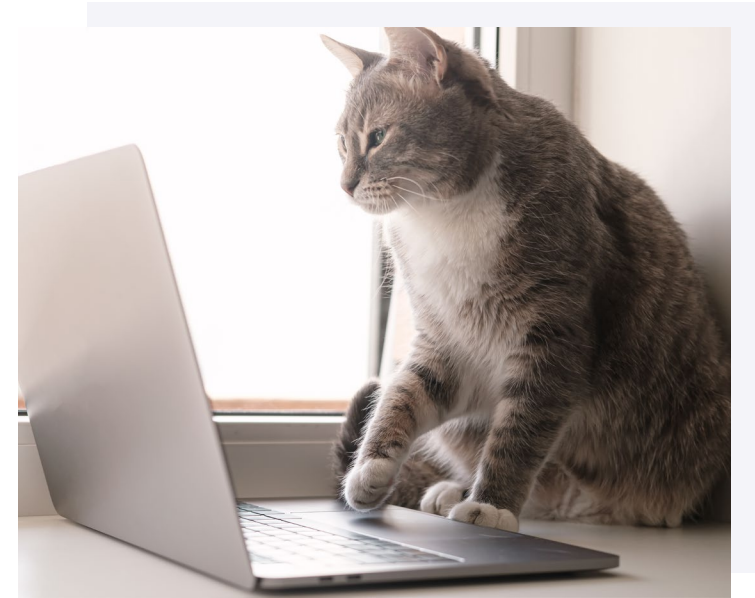
- **3 Types of Videos You Should be Producing**
- **How to Script**
- **Equipment**
- **Where to Post Them**
- **Your Questions**



#1 Reviews



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?**

#2 Introduction(s)



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!

#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



VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP



WHY START WITH YOUTUBE...



2nd Most Used Search Engine
2nd Most Visited Website



2021 STATS FROM HOOTSUITE.COM

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Where & How To Post...



LinkedIn



**4 out of 5 People Drive
Business Decisions**



2021 STATS FROM HOOTSUITE.COM

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Where & How To Post...



Facebook



**3rd Most Visited Website
Worldwide**



Where & How To Post...



Instagram



**9 out of 10 Users Follow A
Business Account**



2021 STATS FROM HOOTSUITE.COM

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Where & How To Post...



Users spent \$2.3 billion dollars in the app – up 77% from 2021
67% of users say the app inspires them to shop.

**1 BILLION active users
worldwide**
Over 138 million active users in
the United States (8 million more
from when I last presented)



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Video is your
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