



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



3 VIDEOS EVERY BUSINESS SHOULD PRODUCE

WHAT ~ WHY ~ HOW

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**
- **Your Questions**



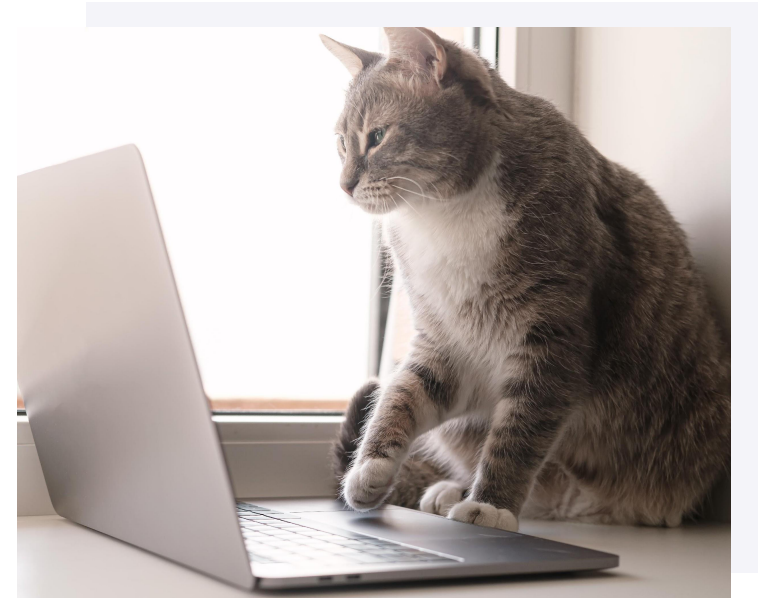
#1 Reviews



She open a portal for me, she encouraged me to look at all these different types of houses to determine what I wanted when I went to buy my house.

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)



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JanetLove@kw.com
www.JanetLoveGroup.com

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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+



43-inch Diameter



LimoStudio



You want even lighting with minimal shadows. You'll look younger, and have a better image overall.

Need To Hear You



Make the Green Screen Pledge



Editing



VIDEO MARKETING SOCIAL MEDIA DISTRIBUTION ROADMAP



Taylor Wellman
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FinancialPotion.com

Video is your
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