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# Sell with Video!

Convert your  
viewers into  
buyers.

**O** • Set up your dates and the number of videos you are going to post every month



# 1. Who is your viewer? *(Describe your viewer)*



A large, empty white rectangular area intended for writing the answer to the question 'Who is your viewer? (Describe your viewer)'.

## 2. What problems does your viewer have? *(List 3 main problems that your brand always solves)*

A large, empty white rectangular area intended for writing the answer to the question above.





3. On a scale from 1 to 10, how frustrated your viewers are with these problems?

1    2    3    4    5    6    7    8    9    10

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Are they losing money because of it?

Have their emotions been affected?

Have their families been suffering too?

List their fears



4. Show them these problems are familiar to you! Let them see the fear is real and they are not alone. You or your clients have been there too. *(Choose one problem for one video)*



# 5. Lead them to the clarity and understanding of the solution.

*(Lead them from your solution in the video to your Call To Action — CTA. Viewers need to decide if they want to buy from you. You don't need to be 'salesy'.)*



*©Lisa Voyeroda*

6. Depending on the length of your video, give them the story proof.  
*(Testimonials, story, before-after, examples, etc.)*





**7.** On a scale from 1 to 10, how do they feel when they've got clarity on the solution.

1    2    3    4    5    6    7    8    9    10

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How much do they want it?

What will change for them personally, for their families, for their business?

Create the List of their desires



# 8. Give them a clear direction on what to do next. *(Create the List of CTAs)*





9. Occasionally, give them  
easy-to-implement practical tasks  
so they can taste your expertise.  
*(Create the List of such tasks, that can deliver  
impressive results quickly)*



# Build The Brand that makes a difference

## Find Yourself

*1 : 1 Coaching & Consulting*

*Programs and Individual Coaching*

## Brand Yourself

*Logo design, websites, brand  
books, brand strategy, social  
media and more*

*Advertising and Branding Services*

## Show Up Confidently

*Visibility Gym Course*

*Public Speaking and Video presenting skills*

+ Book Your Call

+ Download Your  
Gift!

“10 quick tips  
to improve your  
videos instantly”

+ Listen & Subscribe to  
“Brand Your Dream Show”

