



1 Who is your viewer?
(Describe your viewer)



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





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

Are they losing money because of it?

Have their emotions been affected?

Have their families been suffering too?

List their fears



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)





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'.)

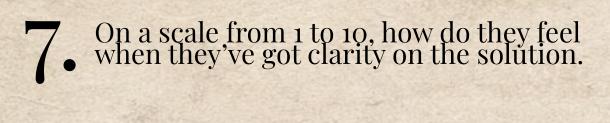




Depending on the length of your video, give them the story proof. (Testimonials, story, before-after, examples, etc.)







1 2 3 4 5 6 7 8 9 10

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)





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)





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