

Video Marketing That PUTS Profit and Sanity Back Into Your Practice and Your Life

The Secrets To Building and Growing Your
Profitable Professional Practice

The Golden Rule of All Truly Profitable Professional Practice Marketing

- Be S _____ before T _____
- Use Force Multipliers to _____
- Combine _____ For Even More Powerful Results
- Cultivate a bias toward and practice of _____

The Magic of Force Multipliers Revealed And How To Make Each One Work And To Make Them All Work Together

- Training Can _____
- Recruiting Teams with clarity _____
- Systems/Process – videos, training, delivery, marketing that _____
- SWIPE FILES that save time and boost _____
- Video Templates – where to get them and how to _____
- Marketing Funnels with proven _____
- Software – what I use and alternatives for _____
- Deadlines and _____

Why everything you've learned about the “perfect client” is probably wrong!

And
What to do about it

- The true mindset exercise “or more....or sooner...or better..”
- The true perfect client/patient exercise

NOW _____

HOW MANY _____

FUTURE _____

The Real Money Is In Identifying and Solving Or Eliminating Pain, Discomfort and Fear

- When you can describe the patient or clients fears, concerns and pain...when you can describe their questions at least as well or better than they can...they will assume you have and can deliver the answers and solutions.

SYMPTOM/CONCERN/FEAR

SOLUTION

1

2

3

- Preparing a LIST of the most pressing fears, questions, pain points and concerns of your best clients/patients in your most enjoyable and profitable areas.
- Prepare and keep a list of the words, expressions and descriptions that they use.

Why does Video work so well for these purposes?

- Demonstrates that you _____ them
- Builds _____
- Can use techniques that “bounce” and extend time
- Can carefully _____ and inoculate against objections
- Engages more _____ for a more profound viewer experience
- Utilizes revivification to _____

Analysis And How To Of Pre-Framing, Covert Suggestion, Building Trust And The Secret Powers Of Video

- Videos that attract:

<http://www.paestateplanners.com/library/>

- Videos that build trust

<http://www.paestateplanners.com/faq.cfm>

- Videos That Sell and Educate

http://www.paestateplanners.com/practice_areas/if-you-or-your-family-is-involved-in-a-dispute-about-a-will-trust-or-estate-you-may-already-know.cfm

- Videos That Retain

<http://www.UTBFFollowUp.com>

Uses of Video – Attract, Convert, Retain, Referral

- ---
- ---
- ---
- ---
- ---
- ---
- ---

A Sample Campaign That Works

- Advertising and _____ (Pre-frame)
- _____ (Pre frame and call to action)
- Opt in _____ (Split test?)
- _____ or content (written or video)
OR video webinar (Pre frame and control)
- _____ (Control and process)
- Email campaign sequence (Drive to action and convert/retain/refer)

A Formula That MAKES YOU MONEY WHILE YOU SLEEP

- Here's What _____
- Here's What It'll _____
- Here's What You _____

Titles, Headlines, Subject Lines and Copy That Attract, Convert, Retain and Get MASSIVE Referrals

- SWIPE FILES
- Bullets
- Offers
- Headlines
- Pre heads
- Sub heads
- Guarantees

Types of Videos And Using Them For Real and More Profitable Results and Domination

- **Newscaster**
<http://www.successtechnologies.com/2012/12/art-negotiation-action/>
- **Headshot**
<http://www.3daystosuccess.com/>
- **Power point**
www.UTBFFollowUp.com
- **Webinar**
- **Whiteboard**
http://geniusnetwork.com/12Tips/tip-four.php?inf_contact_key=df94782ffb65a95d86b90a6dc16ee137b4b5223ace1cc26f65222b88d95f4d69#.UzGJma1dXEf
- **Animation**
<http://www.zerotoherofitness.com/cb/?pid=6&sid=fb>