After years of working with thought-leaders and business owners, the following 3 strategies are the most effective we’ve seen for using videos to grow your business:

**Strategy 1: Build Your Online Presence**

In today’s increasingly-digital world, video stands out as one of the best ways to capture the attention of website visitors, grow an online following, and create brand engagement.

Releasing video content regularly will increase your:
+ Client interaction
+ SEO
+ Brand awareness for potential clients

**Strategy 2: Online Training for Your Clients**

This strategy works best for speakers, coaches, and consultants. Once the videos are done, you can sell them to your clients by providing multiple options on your proposal or selling them to the company directly after you’ve delivered an amazing training/keynote and they want a way to take the message back to their teams.

Multiple Proposal Options examples:
+ Speaking Only: $
+ Speaking + Access to online training for continued learning: $$
+ Speaking + In-person training: $$$

**Strategy 3: Build An Online Course**

The biggest barrier for most people in thinking about an online course is how to create professional-looking videos. But, once your studio is set up, creating an online course becomes quite accessible through the numerous course platforms available.

Key Strategies:
+ An online course makes a great product to be seeding throughout your presentations through success stories of past clients (your audience can have that same access to you through X course.)
+ Upsell your course for clients who ask for one-on-one coaching.
+ Market your course to your ideal clients on Facebook & Youtube with targeted ads.
Create a Plan for Your Home Studio:

Which of the 3 strategies will work best for you? Use the following sections to prioritize how you will use your studio setup:

#1: Clarify which strategy is most important to you:

I want to use my home studio to create: _________________________________________
___________________________________________________________________________

By ___________________, I will have created _____________________________________

#2: Articulate your WHY: (Be very clear on why this is important to you.)

I will use my videos to _____________________________________________ so that I can
___________________________________________________________________________
___________________________________________________________________________

#3: Identify what you will need to make it happen:

What home studio supplies do I need?

Whose help do I need?

How much up front capital will I need to set aside to accomplish this project?

What is my time line?
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How to Batch Your Work and Create Months of Video Content in a Few Work Days:

1) Choose 4-8 of your most popular blog posts or past training subjects.
2) Turn the copy into scripts.
3) Transfer scripts to your teleprompter app*.
4) Film all videos in one period, changing clothes with each video.
5) Edit each video, adding text, photos, and/or PowerPoint slides.
6) Upload to YouTube and other social media channels (details on page 4).
7) Share videos with your online community on a consistent schedule over several months.

*Detailed steps for getting your blog content into your teleprompter app:

1) Copy the scripts you created into an email.
2) Email the content to yourself.
3) Open your email on your iPad.
4) Create new script in your teleprompter app.
5) Copy/Paste script from your email into new script.
Steps for Adding Your Videos to YouTube:

1) Start by Watching Chris West’s Interview with Jill Schiefelbien:  
   [https://youtu.be/NYmkUHDBx28](https://youtu.be/NYmkUHDBx28) 
   This video will outline the three most important steps to ensure YouTube catalogs, displays, and shares your videos. Jill grew her YouTube channel by 30,000 views in 3 months using the strategies outlined in this interview.

2) Add Keyword Specific Title.
   
   Keyword Specific Titles take into consideration the search terms your target audience is using when searching for the solutions they need. It is worth your time to research or reflect on the specific keywords and questions your target audience is typing into Google and YouTube when they have a problem you can solve.

3) Add a Description and Tags.
   
   * Description: each video should have a unique description, a universal description, and links back to your website. 
   * A unique description describes that particular video and what questions you answer for the viewer (make sure you write out what questions you answer). 
   * A universal description tells Youtube, “all of these videos go together.” This section is the same in every one of your videos. The universal description should be a 2-4 sentence description of who your company is and how your videos serve your clients or industry. 
   * Finally, include links to your website, products, and any other contact information necessary.

4) Embed video into your blog post using the Embed option on the “Share” icon.
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Create Multiple Proposal Options For Speaking Engagements

Examples include:

+ Speaking Only: $
+ Speaking + Access to online training for continued learning: $$$
+ Speaking + In-person training: $$$$

Create Your Training Videos

1) Outline your keynotes and break them into key concepts/lessons.
2) Turn those concepts into scripts.
3) Copy/Paste scripts into teleprompter app.
4) Film all your lessons (batch your work: film as many of them in a row as possible).
5) Export your presentation slides as PDF’s or Jpegs.
6) Edit slides over your filmed lessons in Camtasia or other editing software.
7) Upload videos to a private channel (Vimeo and Wistia are the best two companies for hosting private videos).
8) Choose whether you will:
   - Work with your website designer to add a login section and embed the videos onto pages set behind a firewall on your website, or...
   - Upload the videos to a training platform like KnowledgeLink or Kajabi and add a link to this training on your website.
Strategy 3: Build An Online Course

It’s never been easier to develop a passive income stream through an online course. Our course building module will walk you through the process of designing a course using a Wordpress theme from start to finish. If you prefer, you can simply upload your videos to a course platform like Knowledgelink or Kajabi.

Follow these steps to prepare your videos:

- Set aside a specific date to outline all your material. Put it on the calendar and don’t miss it!
- I will outline my course subject matter on the following date: ____________________
- Outline your material.
- Divide your outline into short sections for videos.
- Write scripts.
- Copy/Paste your scripts into teleprompter app.
- Set up your studio
- Batch your filming days and capture all your studio content in one period.
- Edit your videos in Camtasia or send to an editor (decide on what will be a better use of your time).
- Upload all videos to a private channel (Vimeo or Wistia) or an online training platform, such as Knowledgelink or Kajabi
- If you would prefer to create your own course (avoiding monthly fees and lack of course control), follow our course design instructions after purchasing the Home Studio Course membership.
Plan your timeline:

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