

# ***Stand Out and Sizzle!***



**How to Use Video “Sizzle” To Create More Impact, Virality and Income!**

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## Are You Ready to Create Instant Credibility and Position Yourself As an Expert in Your Niche?

Videos and webinars strategically prepared have the power to fast-track your success in record time.

Before you get lost in coming up with illustrations and animations, remember it's a powerful script that converts visitors to clients.

It's about having the words.

Every one of my marketing clients would say: “**Darlene, I just don't have the words.** I can talk about my services or product, but there's no strategy behind it. Besides, writing is really time consuming!”

They reminded me of the biggest life lesson: “*You can have all the information in the world, but if you don't know how to market it, few people will benefit from it.*”

That's why I put this handy tool together to help you with your marketing and webinar videos .

### **BOTTOM LINE....**

**If you want to stand out and sizzle, you need to create a killer script.**

**Make your videos inspire engagement and action.**

**Before you do your video do the math:**

- 80% carefully written script that hits the right emotional triggers at the right times
- 20% images that back up the story and support their desire for a better outcome

### **Want to Increase Your Chances of Going Viral?**

Make sure each video addresses these 3 critical areas:

- Educational
- Empowering and Inspiring
- Entertaining

#### **1. Use a Short Script**

Keep your goal in mind.

The **ideal video length is 30-90 seconds** depending on the goals of your project. Each word counts. For webinars, you can go to 2-3 minutes for each of the 3 videos you use in your marketing funnel.

Get to the main point fast and you'll keep their interest while *touching upon the essential psychological elements that help people with their decision-making journey.*

## 2. Acknowledge The Pain First

Don't start the video by introducing yourself.

Introduce what you offer and the benefits you bring. **Start by asking questions that acknowledge their issue.**

*"Are you tired of jumping from one exercise routine after another and still not losing weight?"*



## 3. Build Rapport and Connection

Notice in the example above, I'm speaking directly to my audience.

**I'm using the word: YOU.**

There's nothing worse than struggling with a problem and feeling isolated because of it.

**People are hungry for validation, so give it to them immediately.**

*"Hi, my name is \_\_\_\_\_, \_\_\_\_\_ (title) and I've struggled (or a loved one) with \_\_\_\_\_, just like you.*



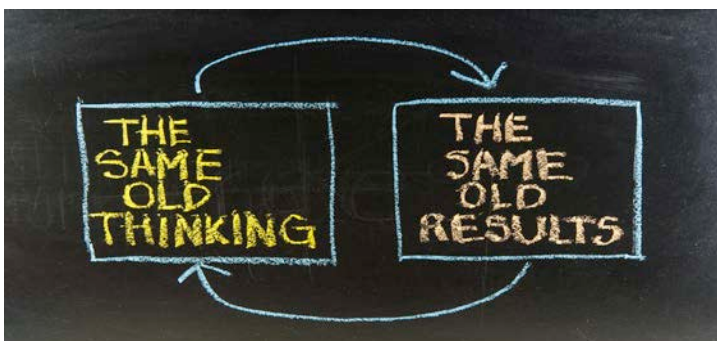
#### 4. Address The “Common” Solution and Pique Curiosity

Help them understand why they haven’t succeeded with traditional thinking/approaches and how your solution solves that problem. That it’s not their fault.

**Pique their curiosity with your unique selling proposition (usp), so they clearly see why they should choose you over a competitor.**

*“Most people turn to exercise to lose weight. If you’ve been exercising but not getting results, you’re not alone. You CAN lose weight IF you \_\_\_\_\_ (learn to feed your “Skinny Gene) (Your Unique perspective on how to overcome their issue).”*

According to research by Carnegie Mellon’s George Loewenstein, curiosity occurs when there is a gap between what we know and what we want to know. Use it to your advantage so you can “jolt them out of indifference” when it comes to their issue.



#### 5. Educate and Empower With Questions

*“Did you know that exercising may cause weight gain in certain individuals?”*

Then in **one to two brief sentences** describe why and what they need to do to resolve it.

*“Stress releases cortisol, which packs on pounds, unless you know which foods to use to tame it.”*

Next, inspire hope: *“If you’re one of these folks, don’t beat yourself up. We can you take back your power over weight and use this struggle to create your best life!”*



## 6. Introduce Your Service and Benefits

*That’s why we provide you with \_\_\_\_\_ (features).”*

Then just **add 2-3 benefits**. If you’re selling chiropractic services you might say:

*“That’s why we provide you with gentle activator focused chiropractic adjustments, so you can improve your work productivity, reduce pain and enjoy more time playing sports. (use their most cherished activities negatively impacted by the issue)”*

***It’s all about painting the picture for them, so they don’t have to translate anything to their most desired outcomes.***

Use words that build value like: save, improve, eliminate etc.





## 7. Entertain and Bring Humor To A Difficult Situation

Include a funny picture to convey your point or a funny slant on the problem, but do use humor wisely.

Make sure it supports your message or it can backfire.

Jonah Berger, author of the book **Contagious: Why Things Catch On**, found the most shared videos evoked strong happy emotions in the viewer.

Happy emotions outperform sad emotions by a landslide. Why?

**People want to partner with professionals who can help with the tough stuff, but make the journey more enjoyable along the way.**



## 8. End With A Sincere Call to Action

Always end with a call to action so prospects know what to do next.

***Make it EASY for them.***

In your last still frame, include a call to action.

**Create a hyper-link that takes them directly to the next step in your sales or webinar funnel OR give them a tempting teaser to reinforce their watching the next video.**

## 9. Double Check The Script To Make Sure It's Brand Friendly

A good video tells your story in a way that ***subtly emphasizes your brand's beliefs, values and promises while looking through the client's eyes.***

Do one final check to ensure you're road ready before sending it off to production.



## 10. Select Photo's and Images

Now that you're armed and ready to write scripts that sell, it's time to pick out the photo's.

**Make sure they touch on the key psychological triggers to drive your message home.**



Enjoy this part. It's great fun searching for just the perfect images to tell your story.

## 11. Get Maximum Video Exposure SEO Style

Video SEO

Ready for a juicy secret in the SEO world?

Make sure you or your production person **saves your video file as a top keyword** in your niche.

The best candidates are low competition, high search result and above \$1 PPC value keyword/keyword phrase.

Why?

When you upload your video to social media or video sharing sites, you'll get found faster than if you targeted a high competition, low search keyword!

Lastly, when there's more than \$1 in PPC Value for the keyword on top of it, you at least know that there's money being spent in that area.

## 12. Get Viral – Get Contagious

The biggest secret in video or any other marketing platform is engagement.

**Need a helping hand creating a high-impact, high-ticket video campaign?**  
**[Contact Me TODAY!](#)**

*Remember, you can do this.*

**Life has a way of forcing you to the edge before you *get the wings you need to fly.***

**To Your Phenomenal Success,**

**Darlene**