

### Marketing Videos Outline

***“Marketing 101: Authenticity and vulnerability is what people will connect with. Don’t try so hard, just be yourself. Vulnerability doesn’t make you weak, in fact, it empowers you to be the best version of yourself.” –***

*Pashmina P.*

*Marketing Manager, Hasmark Publishing International,  
International best selling author of “The Cappuccino Chronicles Trilogy”*

#### **Video 1: TIME: 2.30**

*(Give your video a title): For example “Cappuccino Anyone?” / “Soar Like an Eagle” / “My Dream as an Author” (These are some of the titles we have used for some of our other clients. Be innovative and make yours stand out. We can certainly and absolutely brainstorm this with you as well. So, don’t worry if you can’t think of it right away.)*

*This first video will probably be the very first image a global audience will see of you, and YES, first impressions definitely count in the marketing context. (Don’t show up in your pajamas!) And think about what is the main “take away” you want your audience to have from “meeting you” / “seeing you” for the first time.*

1. Start with an introduction: your name, your profession, your titles (add author, as this is a stunning accolade to have and own.)
2. Tell your audience about the title of your book, and WHY you chose that specific title. Is there a deeper message in your title.
3. What inspired you to write this book.
4. How is your book going to help / service people.
5. Where can people contact you.
6. Reveal your social media handles.
7. Remind your audience when your book will be launching. If you don’t have a specific date say; “2020” / “Spring 2020” / etc.
8. End the video with either a quote / an endorsement you are proud of / an endorser you are looking for / a very short excerpt from your book / charitable organizations you are sponsoring / products you might have as merchandise. This last part hones in on leaving the “WOW” factor for your audience, causing them to want to stay tuned. And let them know when your next video is coming out.

**Video 2: TIME: 2.50**

*(Give your video a title): See note above.*

1. Lasting impressions count, and you want your audience to come back, as well as get addicted and connected to you as an author, and you want them to ultimately buy your book. Reintroduce yourself... “Hi its, me again, I’m so happy to be here...and today I have some news for you...”
2. Discuss the progress of your book, and tell your audience you can’t wait to share the cover with them.
3. Discuss your process for the next three months and what you will be accomplishing with this book. For example, Coaching? Workshops? Charities? (tease your audience here, and ask them to stay tuned for a big celebration of these upcoming events, if any.)
4. Cross leverage and market with people in your industry and group. Giving a “shout out” to certain people, leverages you in your field. Connecting with big brands and establishments, who you have been in contact with, will definitely catapult you. This can also be an endorser who believes in your journey as an author.
5. Ask them to stay tuned, and you will be revealing next time you see them (the visual of you book cover / a website / how to contact you / coaching opportunities / guest speaking opportunities / workshop attendance opportunities.
6. End this video with ways your audience can connect with you: Email / Facebook / Instagram /
7. Tell your audience that you will be going live on DATE and TIME, and ask them to hop on to meet you personally for the third video. Tell them to watch out for an invitation and timings soon.

**Video 3: (FACEBOOK LIVE VIDEO) TIME: 10 minutes**

*(Give your video a title): “Meet me Live!” / “Can’t Wait to Meet You!” / “Let the Connection Begin!” (These are some of the titles we have used for some of our other clients, be innovative and make yours stand out. We can certainly and absolutely brainstorm this with you as well. So, don’t worry of you can’t think of it right away.)*

*Some of us feel a little bit daunted by the prospect of having to go live, this is the best way to see if you are actually reaching people, and if your 2 previous videos have touched some people. You will also find that sometimes, you don't really know who's watching you, and then they suddenly jump on the live video. Personally, our marketing engine loves these live sessions, because it gets you excited, a bit nervous, and will give you a glimpse into how you can reach your audience better. Once you are at ease with Live Videos, you can pretty much create them anywhere, even at seminars YOU attend: Bob Proctor / Peggy McColl / Tony Robbins / Jack Canfield. You can also live stream when you are working with the community; hosting your own workshops / coaching / etc.*

1. On this video, you will be interacting with your audience, so introduce yourself, and welcome them to your live broadcast. Thank your audience for tuning in.
2. By this time, you should have a visual of your book cover, and this is a good Segway into getting your message across through your product.
3. Discuss your title and message again, briefly without being overly repetitive from Video 1.
4. Discuss any paramount accolades you have garnered, before going live. By this time, you should have a few endorsements / set up some seminars that you can attend / discuss merchandising and or charitable foundations that you support.
5. As people comment and stream in, give them some recognition and say hi to them. If they have any questions, please guide them to ask in the comment section, and then answer them accordingly.
6. Tell your audience, that your launch date is coming soon, and stay tuned for a series of live videos coming up, leading to the event.
7. Keep your audience engaged by reading an excerpt / discussing your coaching and workshop incentives / what does giving back to the community give you as an author?
8. Keep it light and friendly. You don't want to bore your audience. This first live video, is just the beginning of many more to come, and you will reach an audience who suddenly reaches out, and you will be able to distinguish between "trolls," "floaters" and your "top fans."
9. End the video with a very warm adieu and remind your audience how to get a hold of you with all of your social media handles.
10. "Stay tuned for my next live video..."

*“Leverage the strength that you have: that no one else can be you.” – Todd Wheatland,  
Entrepreneur and Author: “The Marketer's Guide to SlideShare: How to Build Your Brand,  
Generate Leads & Create Opportunities.”*