

1 Minute Trailer Video

Package Options

Version 3.20



Clone Yourself ~ Earn More ~ Work Less

Creating your video, and leveraging your video to get you the greatest return (time & money) month after month!

What Story Would You Like To Tell?

Your uniquely crafted 100 word 1 minute MVP video to clone you, help you to earn more and work less is just waiting to be discovered. There are so many possible stories which can be told in so many ways, it's often hard to know what story to tell, how to tell it and what level to tell it at. The following workbook will assist you in determining all those things.

~ 1 Minute MVP Trailer Video Workbook ~

Most individuals and many businesses have never had a professional 1 minute video produced for themselves or their businesses and it can be confusing as to where is the best place to start?

The first step is to be assigned a video guide who will interview you to help determine if you are a good candidate for a 1 minute MVP video. If they believe that the 1 minute MVP video is not the best solution for you, at this time, they will not only be honest and direct with you but will also assist you in finding a solution in telling your story, helping you to clone yourself, earning more and working less.

If there is mutual agreement on designing and developing a video, your video guide will assist you in working through the video workbook to determine what is the best package option for you.

Before we share the package options there are a few questions that people often have at this point.

1st Question ~ Why 1 minute, why 100 words?

Great question! It can take three to ten times as long to develop a 1 minute video than a 3, 5 or 10 minute video. Why? It takes more time to say everything in less words. The magic of 1 minute is that it can really be like a video business card or something that is easy, fun and exciting to share. Anything more than 100 words is hard to fit into a 1 minute video. The less words we use, to tell whatever story we're telling the better, more effective and more profitable our video will be.

Question 2 ~ Which package option is best for me?

Your video guide will assist you in determining what the best option is for you based on your needs, desired results, the story you are seeking to tell, the results that you desire and your overall budget.

Question 3 ~ What if I am not able to afford the package option I want/need?

This is often the case actually, so you're not alone. Obviously the higher the package option / the more we invest, the more effective the video will be in telling the story we want . . . i.e. the stronger the video will clone us, the higher the return we'll earn and the more time we'll save.

Some individuals will wait until they can afford the option they want while others will take a lower package option with the intention of getting something in place. This is better than waiting and never doing what we really know we need to do. When we look at what one sale could generate for us, we see how quickly our unique video can help us generate a great financial return on what we invest. If we invest into one of the lower options and that produces a great return then we will have the money to invest into a higher end option.

As you'll notice with the higher end packages a great deal of our success comes in what we do once we have the video. We could have the best video in the world and if we don't follow through well, it will not give us the financial return and will not save us time like we desire.

Question 4 ~ Will my video create magical results quickly?

Probably not. Yes, this can happen and does happen some of the time but for the most part our first video, along with a great BOS ~ Business Operating System and hard work will clone us, and will produce a great financial return and work for us even when we're not working.

The MVP Network is a network of amazingly gifted and talented people who all work together to create a video experience that tells your story, the story of your product / service, cause or anything else you want to communicate in the most amazing way. The vast network is really what gives your video the magical powers over the long hall.

MVP

Multimedia & Video Production



There are four package levels to select from and four optional support levels to selection from. Individuals, companies / organizations may choose one package option and totally different support option. Many of MVP clients or as we call them partners will select a strong support option as that is where most individuals / groups have challenges is in follow through. Strong follow through is the key to success.

Package Options



Level 1 ~ Basic

The basic level is a great starter video and/or when building a series of videos to move people from one step / way of thinking to the next step and there are a number of steps.



Level 2 ~ Intermediate

The intermediate package option increases the time and resources to create a more advanced video experience and additional resources to support a more effective rollout of the video.



Level 3 ~ Advanced

The advanced package brings in more advanced blend of graphics, video and music to provide a moving experience to the viewer along with additional resources for powerful follow through.



Level 4 ~ Premium

The premium level package is designed to produce the top of the line story experience for the premium product, service, company or cause to move the viewer to become a part of the story personally.

Each of the four packages have the core steps / stages which include:

Stage 1: Interview

Stage 2: Vision Casting & Written Script Development

Stage 3: Storyboard & Version 1

Stage 4: Review and make any changes and Version 2 if needed

Stage 5: Video Rollout

Stage 6: Long-Term Plan Developed

Stage 7: Support ~ Execution ~ Revision and LEVERAGE NETWORKS

For the basic and the intermediate packages, Stages 5, 6 and 7 are followed through largely on your own and/or with your mastermind group and/or your coaching team. The higher end packages include resources and teams of support to insure the video produces the results you desire. Proper use of the video and learning to leverage the video to clone yourself is as much as an art as it is a science.

Once you and your video guide select your video package you then can get started in this exciting journey to clone yourself ~ earn more ~ work less. It's important to remember that this is a journey . . . not a destination. Your first video and actually every video you have designed, engineered and carefully crafted for your business won't be perfect . . . but it will be amazing in moving you and your business to the next dimension of success.

No one video will create success, it's the series of videos carefully engineered to produce a story of success you provide to your clients and those you serve. The goal of your first video is to strategically plug into one area of your business and create greater success and a profitable return on your investment (ROI). From that return, you'll take some part of that financial and time return and invest it into another video or two. As you start to build your library of amazing story telling videos . . . you'll see a compounding of success with each additional video you add to your library.

Some individuals will select their support options immediately and others will wait. The decision is totally up to you. If you do decide to get started immediately on the support option, that will start immediately and will get everything positioned for your success as soon as you receive your first amazing video. There is a lot of setup work on your side so it's ideal to get started on support right away, but again, that is totally up to you.

Support Options



Level 1 ~ Basic

Mastermind Groups ~ Attend weekly MVP mastermind calls to share what's working for you and become part of a mastermind community sharing best practices on how to best use video to clone ourselves ~ earn more and work less.



Level 2 ~ Intermediate

Mastermind Groups + Tools / Systems / Libraries - In addition to attending weekly MVP mastermind calls you will be given access to special libraries, tools and resources which will help you to best leverage your videos.



Level 3 ~ Advanced

Networks + Mastermind Groups + Tools / Systems / Libraries - In addition to Level 1 and 2 work your MVP team will connect you with others in a number of networks: The Legacy Partner Network, the MVP Network, Mastermind Seminars & Coffee Connection networks. We also assist you in leveraging your video(s) with social media to impact the quantity and quality of the people you are attracting.



Level 4 ~ Premium

Support Team + Networks + Mastermind Groups + Tools / Systems / Libraries - How do we connect our entire BOS ~ Business Operating System, our marketing, pre-sales, sales and servicing into our full video libraries, social media, technology and our people, customers, networks and partners? The premium package greatly accelerates our ability to clone ourselves and others around us into best practices which simply produce more sales / profits and reduce the time required for us to see the success we desire and are fully capable of.

Package Options	Level 1	Level 2	Level 3	Level 4
Investment Options	\$485	\$1,490	\$3,900	\$9,200
Optional ~ Monthly Support, Analysis, Coaching, Mentoring * NOTE: You may choose different support options than package options. See below	\$250/mo	\$450/mo	\$850/mo	\$2,350 / Month
Interview Basic Storyboarding	X			
60 Second Professionally Written Script	X			
Basic 60 second video BASIC: Graphics ~ Music ~ Copy	X			
Full Business / Life Detailed Interview with intermediate storyboarding		X		
Team developed 60 second script		X		
Intermediate 60 second video INTERMEDIATE: Graphics ~ Music ~ Copy		X		
1 month intermediate follow up support		X		
MVP & Legacy Partner Network promotion and partnership development		X		
Advanced Interview includes client and partnership interviews with advanced storyboarding			X	
Advanced team developed 60 second script w/ network testing			X	
Advanced 60 second video ADVANCED Graphics ~ Music ~ Copy			X	
1 month advanced follow up support			X	
Advanced MVP & Legacy Partner Network promotion and partnership development			X	
SEE NEXT PAGE . . .				

MVP



Multimedia & Video Production

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SEE PREVIOUS PAGE . . .				
Premium Interview includes client and partnership interviews with advanced storyboarding				X
Premium team developed 60 second script w/ network testing				X
Advanced 60 second video ADVANCED Graphics ~ Music ~ Copy				X
Premium Social Media Plan				X
Premium Partnership Plan				X
BOS ~ Business Operating System full integration plan into The 5/30 Grid, Personality Masteries and Natural Laws				X
Premium integration into Mastermind Seminars and/or Coffee Connection and/or Success Circle of 12 and/or being a speaker and/or author.				X
* See following page for travel, custom video shoots, etc.				

~ Special Requirements ~

* Travel, custom video shoots, editing . . .

Some video projects require custom video / photo shoots, editing and travel. If travel is required all travel expenses including flight, rental car, food and lodging and / or other travel expenses are to be covered by client. Daily videographer rates are \$800 per day. If advanced, special editing and/or complex animation is required estimates will be provided when those requirements are provided.

If travel is required then Package Option 2 is required and often Package 3 or 4 are chosen to provide the highest possible quality. If client requests a video longer than 1 minute we will meet those requirements. It is important to remember that the shorter the video the more likely people will view the video and share it with others they know. Less is more.

Payment

50% of package pricing / estimated overall costs are due up front and remainder is due upon completion of the project.

Custom Video Requirements

Please provide details to your video guide the overall vision for your video, location for travel, goals and any special needs we can provide consideration for.



Name: _____

Phone: _____

Email: _____

Video Guide: _____

Today's Date: ____/____/____

Goal Date For Video Completion: ____/____/____

Package Options

- Level 1 ~ Basic
- Level 2 ~ Intermediate
- Level 3 ~ Advanced
- Level 4 ~ Premium

Support Options

- Level 1 ~ Basic - **Mastermind Groups**
- Level 2 ~ Intermediate - **Mastermind Groups + Level 1**
- Level 3 ~ Advanced - **Networks + Level 2 + Level 1**
- Level 4 ~ Premium - **Support Team + Level 3 + Level 2 + Level 1**

Signature

Video Guide



The *NEXT* Steps . . .

**Work with your video guide to
insure you get started to
cloning yourself
earning more
working less!**

www.TheMVPnetwork.org/examples

Questions

888.230.2300 // 630.393.9909

www.TheMVPnetwork.org