1 Minute Trailer Video Workbook

Version 3.54

MVP

Multimedia & Video Production

Clone Yourself ~ Earn More ~ Work Less

This workbook will help us to walk through the process of creating your video, and leveraging your video to get you the greatest return (time & money) month after month!

MVP
Multimedia & Video Production

Name: _____

Date: ____/____/_____

Video Guide: _____

Phone: _____

Email: _____

Why Did I Decide To Take Action?

_____

_____

_____

_____

_____

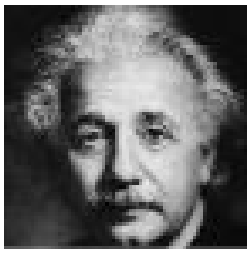
_____

Ask A Question . . . Tell A Story!

What is your biggest challenge? What are the challenges your customers, prospects, partners, employees, family and friends are facing?

Imagine . . . you being able to help yourself and all those around you move toward a solution to everyone's problems . . . in precisely 1 minute! Does this seem too good to be true?

Think about it . . . "Have you ever had a moment where you had an epiphany, a thought in a second, in a moment of time that changed the way you thought about something?" Sure you have! We've all had that happen to us. What if . . . we could create those moments for other people? What if . . . we could help change the lives of people in 1 minute . . . AND . . . we could do that, without taking even 1 minute of our time?



Albert Einstein said . . . *"You can never solve a problem on the level on which it was created."*

When we invest the mental and emotional bandwidth to create and craft almost a magical combination of 100 words for our own 1 minute video. We're taking our entire lifetime, everything we have worked hard to discover, to learn, to see, an epiphany and condense it down into 100 words. The magical, life-changing, mind-changing, thinking-different words are then put into a 1 minute MVP video which will clone you, which will help you to impact the lives of other people, will help others to learn to Think Differently and do so in an instant.

Who do you want to share this way of thinking with? Did you know you can use other "1 Minute To Thinking Differently" videos to take the best ways of thinking from many people and plug those into your entire network and see the magical thinking ripple through everyone you know?

Who are 12 people you know who "Think Outside The Box" and may be interested in taking some of their "best thoughts" and share them with others? Pass this document along to them and learn the meaning of the word *synergy* . . .
"We can accomplish far more together than we ever could on our own."

CONGRATULATIONS!!!

You have decided to create YOUR OWN 1-minute trailer video to tell your own story in a fun, exciting, and enticing way! The possibilities that you will have at your fingertips with this video are endless! Your story is what sells YOU....and what draws people to you!

There is no better way to share a piece of your story than with a short, attention-grabbing video that you can share with thousands of people...in hardly much time at all....in fact OTHER people can share your story (video) for you...which allows YOU to clone yourself! Pretty great right?

So....Now What?

The first step in creating your video is getting to know YOU and YOUR STYLE! An associate will be in touch with you (if they have not already) to schedule your first phone call to walk you through this process.

Initial Appointment: _____
(Date and time)

This initial appointment is VITAL in getting the video of your dreams to you! The main goal of this initial video is for us to understand you, so that who YOU are can be artistically replicated in your video.

Not only will we get to know you, but you will also be guided to start the wording for your video. As mentioned, an associate will be guiding you through this entire process!

My video guide's name and email: _____

Keeping in contact with your video guide is the best way to ensure that you receive the video of your dreams, and that you are able to utilize your video to it's capacity!

After your initial appointment, you will begin to work on creating your wording for your video. Please seek out the help from your video guide if you need it!

Throughout the workbook, we have included other videos to give you examples of what others have experienced with their own personal MVP custom video. We trust by sharing what others have experienced that their videos will inspire you to greatness as well.

www.TheMVPnetwork.org/examples

Step 1: FOCUS ~ What Do I Want the Video To Do For Me?

Remember . . . it's 100 words in a 1-minute video. Creating a 1-minute video is probably the hardest video to create. It's far harder than a 3, 7 or 10-minute video, because we have to say everything we need to in 1 minute, in 100 words or less.

DO NOT set out to have the video do too much for you. The more narrow the focus the more successful your video will be. The temptation we all have is to get the video to do too much for us and it ends up doing less than what we want. Less is Far More! Examples . . . http://themvpnetwork.org/examples

I want people to . . .

- ❑ Laugh, cry, smile and see me in a different light.
- ❑ Better see how I can assist them to see greater success.
- ❑ Understand that I have knowledge which can change their lives forever.
- ❑ That I care about them and those around them.
- ❑ Area 1: Marketing ~ Know my story AND share it with others.
- ❑ Return my phone calls.
- ❑ Be curious about me and / or solve the biggest challenges of others.
- ❑ Share an epiphany I've had.
- ❑ Area 2: Pre-Sales ~ Take the next step in the sales process.
- ❑ Think Differently.
- ❑ Hear about a success one of my clients may have had and take action.
- ❑ Share their successes with others they know.
- ❑ Area 3: The Sale ~ Say "Yes"
- ❑ Area 4: Servicing ~ Refer people to me.
- ❑ Area 5: Client For Life ~ Connect me into every one of their spheres of influence
- ❑ Leadership - Recruiting - Training - Mentoring - Coaching, etc.
- ❑ Profitable Partnership - Any area / application of BOS to this area.
- ❑ Other: _____

The more videos we produce the more freedom and firepower we will have. One business owner believes he may need over 300 videos to give him the ability to get his company to run without him and to have his entire BOS ~ Business Operating System to run without him 24/7.

The key is to discover the best video which will help you to earn more and work less. Have that video produced and then work that video to give you the financial and time return you desire, and then invest into another video to do something slightly different and/or to build on previous videos. Remember . . . the more narrow the focus the greater the effectiveness of the video.

Step 2: QUESTION & STORY

What we are really doing is “Asking A Question . . . And Telling A Story” which will draw others into you. We’re asking them a question . . . which draws them in . . . where they say . . . “Wow, that’s a great question.”

Who do I want to watch my video?

What action would I like them to take after they watch it?

What are great questions which will draw people in?

www.youtube.com/watch?6&v=U6TGyjFDNu0

The Story . . .

Once we ask a question which draws people in, then we need to tell them a story. It could be a story about us, our clients, someone else, a partner or really anyone. This story is designed to create curiosity and cause them to take the next step. Thinking . . . **BIG PICTURE** what would be a great story to get them to take the action I want them to take?

www.youtube.com/watch?v=-FjGOmftRZM

BIG PICTURE Goals:

1. What is the number one thing I want to accomplish with this video?

2. What amount of business/sales/connections would I need for this video to pay for itself?

3. What amount of business/sales/connections would I need for this video to bring back a 500% return of its initial investment?

4. 6 month goals:

5. 12 month goals:

6. What is the MINIMUM goal, so that I would feel good about investing into this video?

7. What is the WOW!!! Goal, so that I would be over the moon excited, feeling as if my life changed from investing into this video?

www.youtube.com/watch?v=6O7S6sneHKE

Step 3: Key Thoughts . . .

OK . . . we have a laser focus and know the results we desire. We know who we are targeting. We have an amazing question and we have some great ideas for an amazing story line. The next step is to just let your words, thoughts, and phrases flow freely..

Wording for Video:

(Key Words, Thoughts and Phrases)

www.youtube.com/watch?v=JG4jhRlNcTE

Step 4: Wording for Video:

(100 Words - 1st Draft)

Now comes the exciting part; taking everything we've done thus far to script the 100 words to be used. The words need to transform the way people think and draw them into connecting with you. MVP will probably do most of this creative and intentional work to create almost magical words from your heart, your mind and your soul. :-)

www.youtube.com/watch?v=xKna8Yhp-ks

Step 4: Wording for Video:

(100 Words - **Final Draft**)

www.youtube.com/watch?v=FybLAwBscQM

We may go through ten different versions / iterations to come up with just the right 100 words. Once we have 100 words then we move into video production where we carefully select just the right music, just the right graphics, color, animation, and overall presentation. Once we get to this step, even changing one word will increase your costs; as everything may have to be changed. Let's make sure we have the right 100 words the first time!

Approval of the 100 words to be used for this 1 minute video.

_____ ___/___/_____

Phase 1 ~ Congratulations!!!!

Your video is done!! Hurray!!! You now can share a part of your story with anyone, anywhere, at anytime, with the touch of a button! And the best part??!!.....It is only 1 minute...so NO ONE can have an excuse to not watch it! It is truly going to help you grow your business....as long as you learn to THINK DIFFERENTLY, and to consistently use it!

Your video guide will schedule another appointment with you to get your feedback on the video, go over the monthly goal sheet with you, help you brainstorm some ideas to share your video, and will also create and send a spreadsheet for you to keep track of your monthly goals/results.

Every month you will fill the goal sheet out, and send it back to your video guide. At the end of each month, your video guide will call you and just discuss the previous month, what worked, what didn't, what could be improved, etc.

Utilize your video guide....they will help you to have great success with your video!

The monthly goal/worksheet is below....followed by some tips for sharing your video, and some sample social media posts and emails!

Actually . . . believe it or not . . . we've just completed the easy part. The hard part is getting massive numbers of people to watch your video. Remember . . . it doesn't do anyone any good to have an amazing video if we don't get massive numbers of people to watch it.

The MVP Network works with a number of organizations / companies to assist you in getting your video out to the masses. Ask your video guide for additional information on all the partnering organizations, companies, and networks which can assist you to clone yourself, earn more . . . work less. What groups of people does my video guide recommend I work / partner with?

_____ _____

_____ _____

_____ _____

Monthly Goal/Worksheet

Month: _____

1. **Goal for the month:** What do you want to accomplish with your video this month?

2. **Pressure Points**: For example, if you want one sale from this video this month, how many people would you need to talk to about this video? How many people would need to see it for you to be able to talk to your goal number of people about the video? How many times would you need to email it/post it for that amount of people to see it? (change the pressure point numbers each month if needed)

3. **10 People I will PERSONALLY share this video with:** It can be a personal email or send them the link on social media in a personal message, in person, etc.

4. **Who is/are my target audience(s)?**:

5. **When would my target audience typically be on social media/in their email to see the video?** Make sure to reach your target audience when THEY will see it, not when it is convenient for you.

6. **I will share the video on my social media:** (and dates if applicable)
   [ ] - Daily / [ ] - Weekly / [ ] - Bi-weekly / [ ] - Monthly

7. **I will share the video on my:**
   [ ] - Personal Facebook (FB) Page / [ ] - FB business page / [ ] - FB group
   [ ] - Twitter / [ ] - LinkedIn

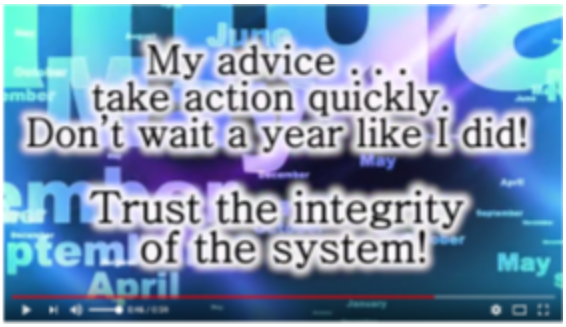
   Other social media:

8. **I will email the video to an email list:** (and dates if applicable)
   [ ] - Daily / [ ] - Weekly / [ ] - Bi-weekly / [ ] - Monthly

9. **Email list(s) I will send the video to:** determine ahead of time which list(s) of people you will email the video to.

10. **Social Media Post(s)**: Write your posts out ahead of time, all at once…..this will make it quicker to write the posts, and you can then schedule them to post throughout the month when you want them to so you do not need to remember to post them!

11. **Email copy:** Again, write your emails out ahead of time for the month so that it takes less time, and you can schedule to emails to go out for the whole month!



www.youtube.com/watch?v=hNhhiBJsEzo

Tips for Sharing Your Video

Sharing your video is the key to success. Who do we share the video with? Who are key people of influence who could share it with a lot of people? Make sure that YOU are sharing your own video on a regular basis with your own database! This is why filling out your goal sheet every month and following through with it each month is EXTREMELY important.

**When sharing your video in an email campaign, or even a social media post, make sure that you are ASKING a question, and then telling a story. While videos do naturally attract more attention, you still want to make sure that you have a great written introduction to convince people to hit 'play' on the video.

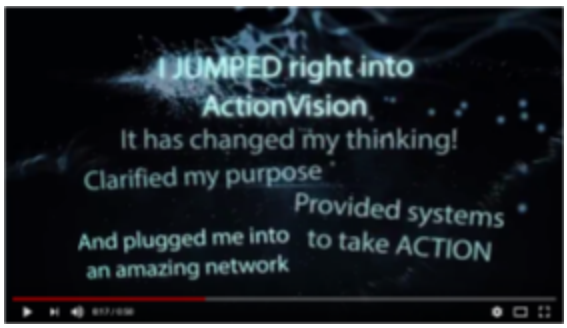
**Always share some sort of action step for the viewer to do after watching the video.

**Always encourage people to share the video with others.....without you encouraging them to, they might not even think of it! But once you encourage them to share it with others, it will be more likely that they WILL think of at least one person who would like the video!

**Make sure that you are always following up with people to get their thoughts on the video.

**DO NOT share your video once, and then stop! Make sure that you are working to share your video every month CONSISTENTLY, and that you are sharing it at every available opportunity!

**As you see success with your first video, you'll want to add more videos which may generate even more and/or better leads, could help to convert more prospects to clients and/or do so faster, will generate more referrals and/or could clone you / others who are successful and accomplish probably anything you want to accomplish. As you start to build an entire library connecting all your videos together will produce even better results for you.



www.youtube.com/watch?1&v=6trTQ4XerCE

Share the Love and Create Partnerships

Remember, one of the best things that you can do for your business / organization is to create profitable partnerships! What's one way to do this now that you have your video??....share the love!!! What we mean is, check out some of the other 1 minute trailer videos, and share them with your network as well! What is great about these videos, is that you can leverage them to find new people that you could create a profitable partnership with!

Get in contact with them, share THEIR video; and they will do the same for you. What an easy way to start a partnership with them! WOW....you just DOUBLED your outreach!! How amazing is that?! You have now joined a group of other business professionals to network with and expand your network by double, triple or more! It is ALL up to you! What makes it even better?? This group of business professionals that you just joined are ALL THINKING DIFFERENTLY!!! What an AMAZING group of people to work with!

To check out the other 1 minute trailer videos, go to www.MVPNetwork.org and go to "examples"! I am sure you will find at least one video that will spark a profitable partnership!

How else can you **share the love?** Refer someone you know to MVP who would LOVE to have their own 1 minute trailer video! The more we lift up each other, the bigger and better ALL of our businesses will be. **Because we can accomplish so much more together, than we ever could on our own!**

www.youtube.com/watch?v=sMXxw-7skWE

Sample Posts/Emails

**These are sample posts/emails (some can be used interchangeably) that have been previously used to share 1 minute trailer videos....these are here as a GUIDE for you, to help you create your own!

How many CPA's would you like to work with? CPA's are amazed with . . . ~ Systems for Clients For Life. ~ 1 min. cool video

Do you have an abundance of time? When I discovered The Secret About Time, within 3 months I had extra 20 hours free time weekly.

Do you want me to "fix" it, or "just listen"?

When you share your biggest challenge, what advice do you hear from your coach or mentor? Are they speaking from experience? Do they push you in places you need to grow...sometimes harder than what you'd like? Where should you start on your road to success?

Matt, in his early 20's, busy with job and family, knew that he had to take his "thinking" to the next level to stay ahead. What Matt did next is no less than miraculous, but anyone can do it if they know what to start doing...and what to stop.

"Not enough time," you say? Here is a short read that shows you how to get three times as much time BACK from what you SPEND. . . IF you know the secret. It's really not a secret. . . people just don't know how awesome it is for them when they feel at the end of their rope. . .

www.youtube.com/watch?v=f0ay1vuC2hY

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The *NEXT* Steps . . .

Work with your video guide to insure that you are leveraging your video to see the overall success you desire and to clone yourself ~ earn more ~ work less!

Example Step 1 Video

www.youtube.com/watch?2=&v=Rx2IcQVVS9I

Example Step 2 Video

www.youtube.com/watch?v=6aJzZKFWStQ

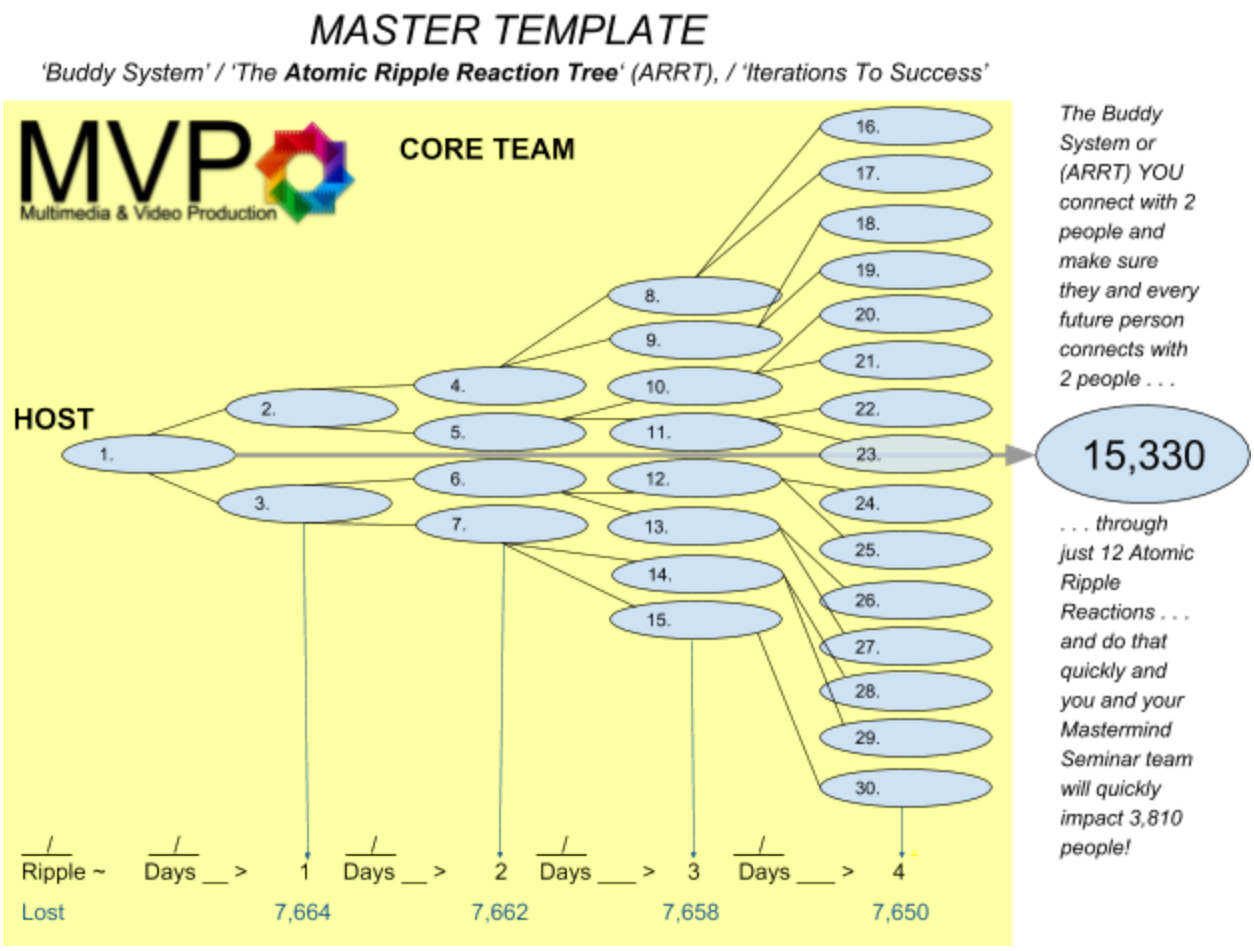
Questions
888.230.2300 // 630.393.9909
www.TheMVPnetwork.org

Q&A

Q01: How do I use ARRT ~ Atomic Ripple Reaction Team / Tree with my 1 minute MVP video?

Answer - Great question! When we learn to LEVERAGE our 1 minute MVP video to expand our reach to hundreds, thousands or even millions of people that is when we are most effective with all that we do. ARRT helps us to do that in a very precise manner . . . and what's most exciting about doing this . . . is that it's really easy, it really is. As the "HOST" you get two people to see the benefit of your 1 minute MVP video for their benefit as well as yours . . . AND . . . then help them each learn how to add two more people . . . and then . . . 12 Ripples equal 15,330 people and that's a lot of business opportunity. For additional information, details and instruction on setting up an ARRT go to:
www.dnaforlife-laws.com/cool-free-stuff/arrt

As The MVP Network we are far more powerful together than we ever could be on our own. If you would like to join the inner circle of The MVP Network let the individual know who passed this workbook along to you.



Q02: How do I build a system to LEVERAGE my 1 minute MVP video to reach the most people . . . consistently?

Answer - We need to have a rock solid system where we get a new 1 minute MVP video and then the system "takes care of everything." :-)

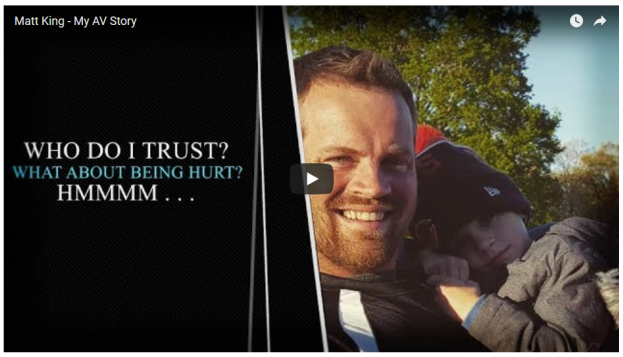
- ❑ 1. **TIME BLOCK 10 minutes a day** for the first two weeks to be intentional in getting your video out to people.
  - ❑ a. I would like to earn $_____ as a result of my 1 minute MVP video and reduce the hours I work from _____ to _____.
  - ❑ b. The three most important actions I need to take to achieve my income goals and reduce the number of hours I am working are:
    - ❑ 1.
    - ❑ 2.
    - ❑ 3.
  - ❑ c. Make a list of all the groups of people you belong to and get your video out to them. **[Box 1: Identify Targets]**
  - ❑ d. VERY IMPORTANT NOTE: The email or text that you use to introduce your video is as important as the video itself. Talk with your ActionVision coaching team to help you create amazing copy. **[Box 2: Develop and Deliver A Message]**
    - ❑ 1. **Ask A Question** . . . that draws people in. **[Box 4]**
    - ❑ 2. **Tell A Story** . . . that moves people to ACTION. **[Box 8]**

- ❑ 2. **TIME BLOCK 30 minutes a week,** after the first two weeks, to help others to get your video out to their networks as well as continuing to expand your own personal network.
  - ❑ a. DO NOT BE FEARFUL to send our your video more than once.
    - ❑ 1. Use the copy that is before and after your video to build a conceptual bridge between what you want them to do (refer you business, attend an event, do business with you, etc.).
  - ❑ b. Are you posting your video, new insights, feedback, etc. on social media on a consistent basis?

- ❑ 3. **Ask Key Questions** . . . Which Reveal Additional Opportunities.
  - ❑ a. What groups did we send it out to?
    - ❑ 1. What were the results opens / clicks of what we sent?
  - ❑ b. Can we send it out to more groups?
  - ❑ c. Are we getting others to also send it?
    - ❑ 1. What were the results opens / clicks of what they send out?
  - ❑ d. Will we continue to send these and tweak the copy?
    - ❑ 1. Will we include copy where others sent this out on _____ behalf to "x,xxx" number of people?
  - ❑ e. How do we write even more compelling copy?
  - ❑ f. Are we LEVERAGING ARRT as we could / should?
  - ❑ g. Do we have a checklist for this . . . a system?
    - ❑ 1. Are we helping all our clients (past and current) to also send out the 1 minute MVP videos to their databases?
  - ❑ h. Are we LEVERAGING our video through our own local Coffee Connection and Mastermind Seminars events?
  - ❑ i. Are we LEVERAGING our video through national / international Coffee Connection and Mastermind Seminars events?
  - ❑ j. Are we GTing IT to others groups of people we know?
  - ❑ k. Are we GTing IT to local media outlets to work to get us PR?
  - ❑ l. What white paper would we like to connect our video to?

It is very important to understand that it requires hard work, consistency and discipline to LEVERAGE one's video. Investing a little time on a consistent basis will produce results.

The above may seem a little overwhelming but it's really not if you time back a little time each day / week to follow through on specific things. Remember . . . you are cloning yourself . . . so in the long term you'll get far more back than you invest.

Learn to trust the integrity of the system.

www.youtube.com/watch?v=r6ixtF_xiyo