

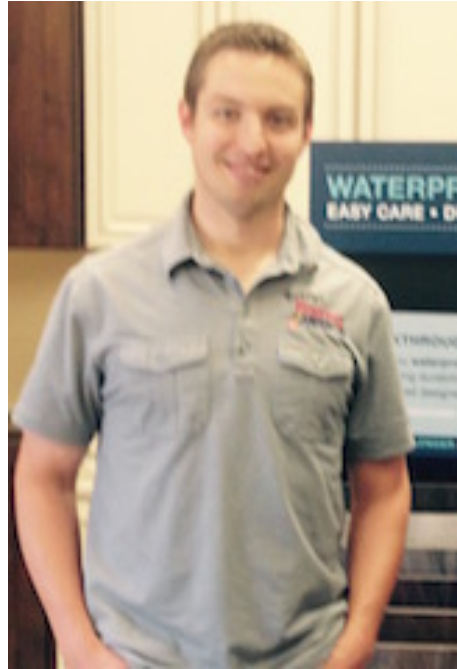
# How To Attract More Clients With These Simple, Easy Smartphone Video Strategies





# Broadcasting From California

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# Member Spotlight

Russ Bundy

“The biggest thing Jim has done for me was to change my mindset from “going after every single customer” to “going after the profitable customers”. It’s not about chasing after every possibility at any price point, because you’re desperate to get the sale – it’s about finding customers who will be good to work with, and who will be a profitable customer over time.”

Russ Bundy



**LOCAL  
FAVORITE**

Local Favorite Club!  
*Awards!*

Congratulations To  
This Month's  
Local Favorite Club  
Members



Al Brewton - 137 reviews

Michael Mondelli – 66 Reviews

Ken Straarup - 25 reviews

# Why use video?



Personal connection



Pull back the curtain



Video is engaging



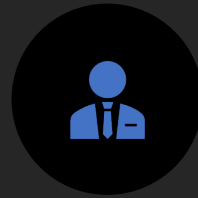
It's fun



It's easy!



# What should I video?



Clients! As often as possible



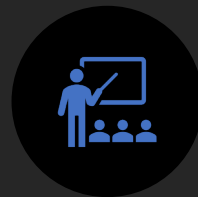
Client Recognition



Prize Drawings



Testimonials / Reviews



How-To / Instructional

# Big Mistakes To Avoid

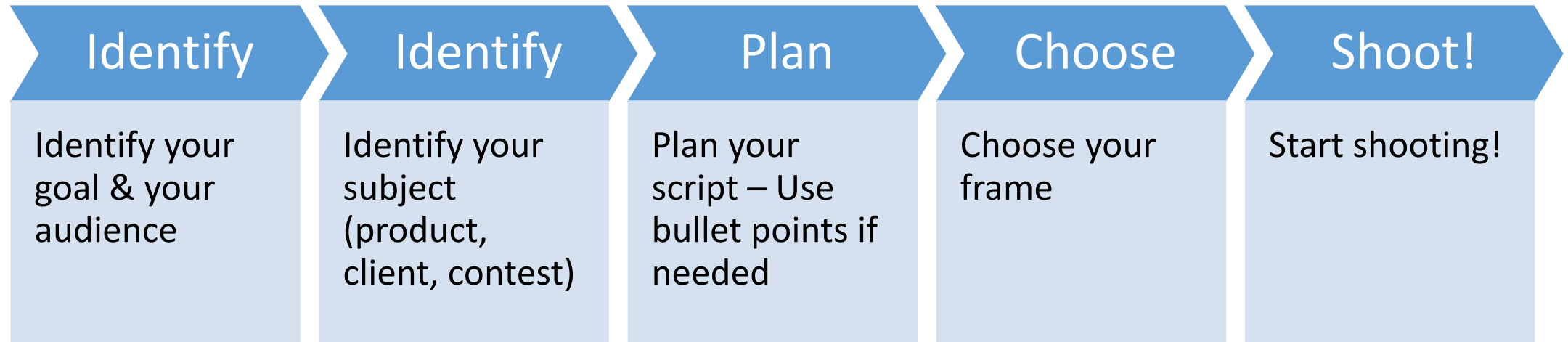
## **Background / Set**

- Clutter
- Bright Light behind subject
- Tons of background noise

## **Obsessing Over Perfection!**

# 5 steps to a great video

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SAMSUNG

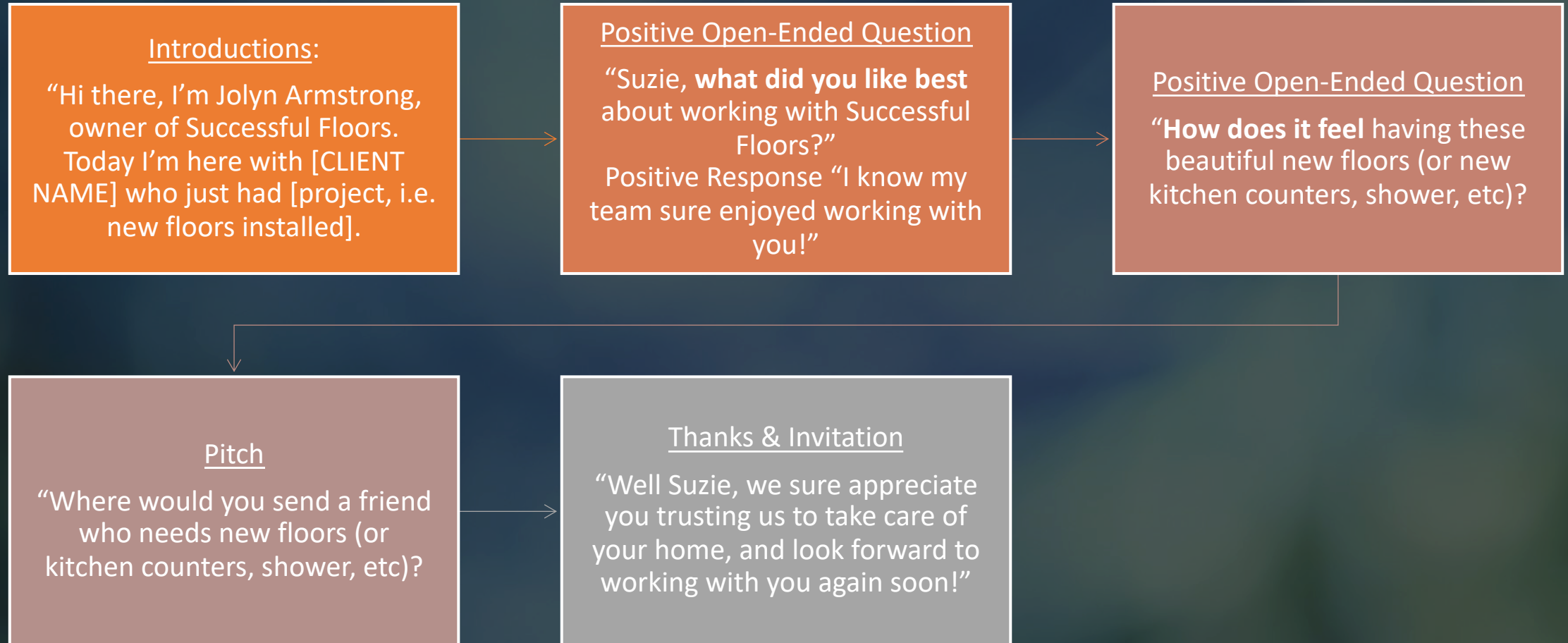
# Editing on a smartphone

You can trim the  
ends of your video  
from any  
smartphone

What if your video  
needs more  
detailed  
editing????



# Successful Testimonial Script



# How To Attract More Clients With These Simple, Easy Smartphone Video Strategies

