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











Broadcasting From California



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



lt's fun



What should I video?



Clients! As often as possible

Client Recognition



Prize Drawings

Testimonials / Reviews



How-To / Instructional

Big Mistakes To Avoid

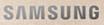
Background / Set

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

Obsessing Over Perfection!

5 steps to a great video

Identify	Identify	Plan	Choose	Shoot!
Identify your goal & your audience	Identify your subject (product, client, contest)	Plan your script – Use bullet points if needed	Choose your frame	Start shooting!



Editing on a smartphone

You can trim the ends of your video from any smartphone

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



Facebook Live is a powerful tool – tons more reach than any other kind of post Page

ge Ad Center Inbo	x 20+ Notifications 4 Insights More -					Edit Page Info		Settings	Help 🕇	
Overview	01/11/2020 11:01 AM	Remember to reach for your goals! If a new look for your home	6	۲	57	I	0 0	 	Boost Po	st
Ads Followers	01/10/2020 4:40 PM	Al Brewton is the president of Downtown Hardware & Flooring.	6	0	552		0 52		Boost Po	st
Likes Reach	01/10/2020 4:38 PM	You are protected by my "Zero Regrets Guarantee™" You'll love		۲	75		0 0		Boost Po	st
Page Views	01/07/2020 8:01 AM	Let's get creative this year! Stop by for design ideas and more!	6	۲	53	I	0 0		Boost Po	st
Page Previews Actions on Page	01/03/2020 1:00 PM	Did your floors survive the holidays? M Stop in and see how	6	۲	56	I.	0 0		Boost Po	st
Posts	01/01/2020 10:15 AM	•-iA	6	۲	80		0 5	•	Boost Po	st
Videos	01/01/2020 9:58 AM	Floors To Go of Monroeville	6	۲	1		0 16		Boost Po	st
Stories People	12/31/2019 11:01 AM	Timeline Photos	6	۲	52	I	0 2		Boost Po	st
Messages Orders	12/29/2019 12:01 PM	A family room is a place in your home where everyone can gather	6	۲	76		1 2		Boost Po	st
	12/25/2019 8:00 AM	Happy Holidays!	6	۲	88		0 0		Boost Po	st
	12/23/2019 7:11 AM	A soft area rug can warm up your Winter Days!	6	۲	101		2 4		Boost Po	st
	12/17/2019 7:01 AM	Modern farmhouse decor is a great look that is very popular.	6	۲	94		7 3	I	Boost Po	st
	12/14/2019 7:01 AM	It's all about the finish	6	۲	115		6 5	•	Boost Po	st
	12/12/2019 8:13 AM	Floors To Go of Monroeville was live.		0	157		58 22		Boost Po	st

Successful Testimonial Script

Introductions:

"Hi there, I'm Jolyn Armstrong, owner of Successful Floors. Today I'm here with [CLIENT NAME] who just had [project, i.e. new floors installed].

Positive Open-Ended Question

"Suzie, what did you like best about working with Successful Floors?" Positive Response "I know my team sure enjoyed working with you!"

Positive Open-Ended Question

"How does it feel having these beautiful new floors (or new kitchen counters, shower, etc)?

Pitch

"Where would you send a friend who needs new floors (or kitchen counters, shower, etc)?

Thanks & Invitation

"Well Suzie, we sure appreciate you trusting us to take care of your home, and look forward to working with you again soon!" How To Attract More Clients With These Simple, Easy Smartphone Video Strategies



