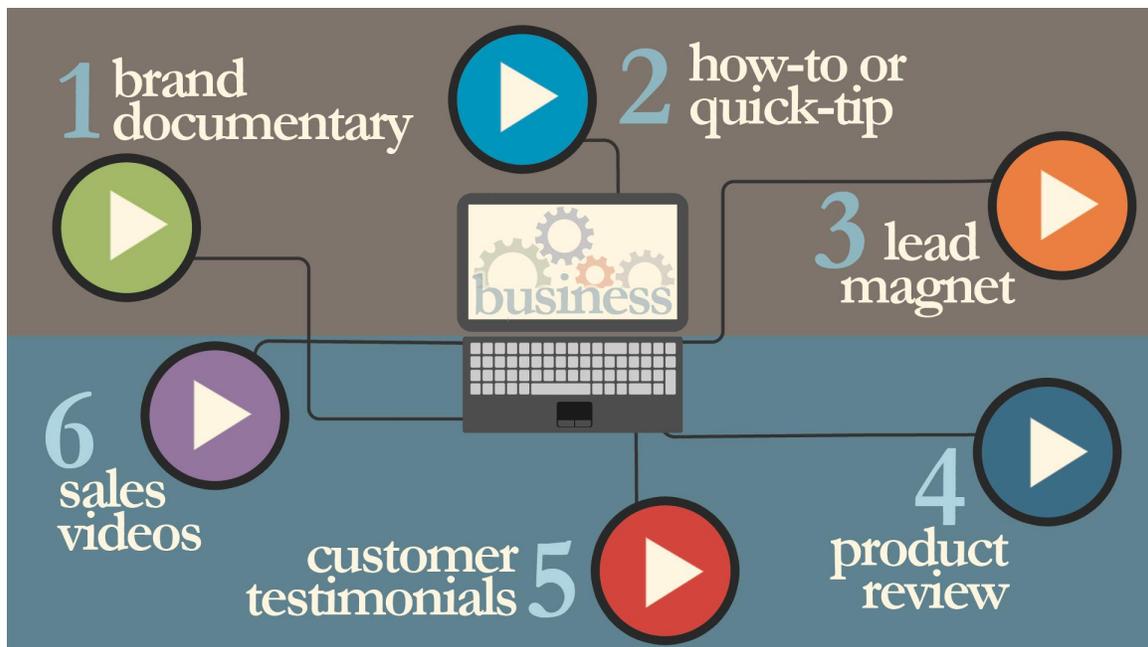
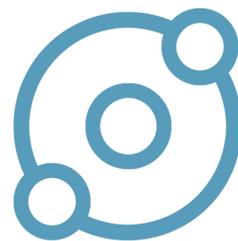


# The Six Essential Videos Every Business Needs



&



◉ **Get over the overwhelm & learn the video marketing tools to take your birth business to the next level.**

◉ **Goal:** Let people know you exist so you can build trust and brand awareness.

◉ **Create** a call to action to generate more leads.

◉ **Remember:** Your client is the hero of your brand, & you are the mentor - **Obiwan Kenobi!** You provide a valuable service and video is an outstanding medium for letting people know about you and your business!

◉ **Pro-Tips:** Eyes front and center, be present. Keep the video around 2 minutes. Host the videos on YouTube or Vimeo (both free) then embed them in your website for maximum traction.

### **3 things you you need to get started:**

1. Phone with video capability.
2. A plan for what you will wear, say, & do in the video.
3. Patience with yourself while you learn!



# The Six Essential Videos Every Business Needs

## 1. Brand Documentary:

Why are you a childbirth professional? Why are you passionate about it? Let people put a face to your services!

## 2. How to or Quick Tip

Short and punchy helpful videos that showcase your knowledge and will show up in common searches. Teach them something!

## 3. Lead Magnet

Provide something of high value, like a PDF attachment for download after they submit their email address. Definitely follow-up with them!!

## 4. Product Review

This will be an in-depth review or tutorial of a product or service you offer. Show them you have valuable knowledge & skills they need!

## 5. Customer Testimonial

Would one of your clients or students be willing to appear in a video so people can hear directly from them about how amazing you are? Help potential clients live vicariously with this video!

## 6. Sales

Grab their attention. Identify their problem. Provide a solution. Make an offer with a call to action.



# 1. Brand Documentary Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

## 2. How to or Quick Tips Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

## 3. Lead Magnet Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

## 4. Product Review Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

# 5. Customer Testimonial Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

## 6. Sales Video

- Topic:
- Locations:
- Equipment & Props:

Notes & Doodles:

# Get busy creating!

Want to learn all the things about creating video content to upgrade your marketing? Visit <http://www.videocreationacademy.com/>



Upgrading the conversation & helping you renew your professional moxie!

<http://TheBirthGeeks.com>

