



## **Webinar 2**

**Our Session Will Begin Shortly**

# Last Session

- ☑ Focused on getting started
- ☑ How to use VideoPal to get your foot in the door

# Our Training...

- ☑ Mapping out options for videos
- ☑ Introducing other services
- ☑ How to outsource services
- ☑ How to deliver finished products
- ☑ How to handle payment
- ☑ Dealing with custom work

# Options For Videos

- Video that “pops in”
- Traditional video

# VideoPal Video

- Standard Video (already exists)
  - Add phone number
  - Add optin form
  - Create optin service
  - Exit Pal

# VideoPal Video

- Standard Video (already exists) (\$700)
  - Add phone number (free or \$50)
  - Add optin form (\$100)
  - Create optin service (\$500)
  - Exit Pal (\$50)

# VideoPal Video

- Different pal on order page (\$300)

# Traditional Video

- ☑ Standard Video (already exists)
  - ☑ Add lower third
  - ☑ Add slide at beginning/end
  - ☑ Add custom background



# Additional Videos

- Whiteboard, Animated, etc.
- Offer discount on multiple videos

# Custom Videos

- ☑ Don't be afraid
- ☑ Can still be done in a very “hands off” way
- ☑ Make more \$\$\$

# Fiverr

- ☑ Dozens of quality spokespersons & more
- ☑ Look at ratings
- ☑ Look at # of reviews
- ☑ Look at quality, and pricing closely

# Renting Videos

- Standard videos are more difficult to rent
- VideoPal videos are done through special technology that occurs with every web visit
- I like other services for bigger recurring \$\$\$

# Introducing Other Services

- YouTube Channel is a great fit
- Social media management
- SEO
- Reputation management

# YouTube Channel

- ☑ Your own YouTube channel! Wow!
- ☑ YouTube is owned by Google and videos are favored highly
- ☑ Helpful way to build authority
- ☑ Outsource the creation

# Social Media Management

- ☑ Easy for business owners to understand
- ☑ Don't know the "right" way to do it
- ☑ Gets left behind
- ☑ Positive social media is incredibly powerful

# Search Engine Optimization

- ☑ Crazy value here, people LOOKING For the business
- ☑ Most targeted traffic you can find
- ☑ Takes time to get going, but very high value
- ☑ Fantastic recurring income



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# Reputation Management

- ☑ People are talking about the business whether they know it or not!
- ☑ Bad reviews due incredible damage
- ☑ Need to encourage positive reviews in a legal way
- ☑ Businesses really care about this

# How Are We Going To Get These Things Done?!?

- ☑ Don't take the time to become an expert in all of these things!
- ☑ You need a way to outsource these services

# Building Your Team

- Employees to do these things for you
- Agencies to do them

# Building Your Team

- ☑ Having a “website person” is a great idea
- ☑ Virtual Group (EndlessRise) is great

## CLICK HERE to learn more about our New SEO 2017 Packages

	PACKAGE NAME	CATEGORIES	# KEYWORDS	RECOMMENDED DURATION	SETUP COST	MONTH 1 & ONGOING MONTHLY COST
<input type="checkbox"/>	Standard SEO 1	1	3	9 Months	\$ 275.00	\$ 179.00
<input type="checkbox"/>	Standard SEO 2	2	6	9 Months	\$ 375.00	\$ 259.00
<input type="checkbox"/>	Standard SEO 3	3	9	9 Months	\$ 475.00	\$ 359.00
<input type="checkbox"/>	Standard SEO 4	4	12	9 Months	\$ 575.00	\$ 399.00
<input type="checkbox"/>	Standard SEO 5	5	15	9 Months	\$ 675.00	\$ 499.00
<input type="checkbox"/>	Standard SEO 6	6	18	9 Months	\$ 775.00	\$ 599.00
<input type="checkbox"/>	Standard SEO 7	7	21	9 Months	\$ 875.00	\$ 699.00
<input type="checkbox"/>	Standard SEO 8	8	24	9 Months	\$ 975.00	\$ 799.00
<input type="checkbox"/>	Standard SEO 9	9	27	9 Months	\$ 1079.00	\$ 899.00
<input type="checkbox"/>	Standard SEO 10	10	30	9 Months	\$ 1179.00	\$ 999.00

PACKAGE NAME		RECOMMENDED DURATION	MONTH 1 COST	MONTH 2 & ONGOING MONTHLY COST
<input type="checkbox"/>	Facebook Setup and Design	1 Month	\$ 180.00	\$ 0.00
<input type="checkbox"/>	Facebook Marketing – Small	6 Months	\$ 145.00	\$ 145.00
<input type="checkbox"/>	Facebook Marketing – Medium	6 Months	\$ 290.00	\$ 290.00
<input type="checkbox"/>	Facebook Marketing – Large	6 Months	\$ 435.00	\$ 435.00

PACKAGE NAME		RECOMMENDED DURATION	MONTH 1 COST	MONTH 2 & ONGOING MONTHLY COST
<input type="checkbox"/>	Google + Setup and Design	1 Month	\$ 180.00	\$ 0.00
<input type="checkbox"/>	Google + Marketing – Small	6 Months	\$ 145.00	\$ 145.00
<input type="checkbox"/>	Google + Marketing – Medium	6 Months	\$ 290.00	\$ 290.00
<input type="checkbox"/>	Google + Marketing – Large	6 Months	\$ 435.00	\$ 435.00



## All Documents



Click to  
View

### Example Website Audit Report

ER Service Education

#### Description

This is an example of a 12 keyword website audit report. Please see the reference video and note this is a zipped file you will need to unzip to view.



Click to  
View

### SEO Case Studies

Miscellaneous

#### Description

We have completed our SEO case studies for you to use. We prioritized case studies for local clients. These are actual campaigns run by our company that we have had permission to publish. Now we did not disclose the website name to help protect the confidentiality ... [Click to see more...](#)



Click to  
View

### Target Market Segmentation & Analysis Tool

Business & Marketing Tools

#### Description

Identify your target market and target market niche, identify segments and analyze them with this tool to determine your priority segments.



# Delivering Videos

- ☑ A “Pal” is put on a website, it isn’t a permanent file
- ☑ Actual video files can be put on Dropbox
- ☑ Physical file can be mailed but I would charge for it

# Taking Payment

- Business owners like checks
- Paypal invoicing is great
- I use Freshbooks too

# **Dealing With Custom Work**

# Questions & Answers