



Webinar 1

Our Session Will Begin Shortly

Our Training...

- ☑ Focusing on getting started
- ☑ How to use VideoPal to get your foot in the door
- ☑ Answering questions

Our Training...

- ☑ Session #1: Getting Started, Selling To Businesses
- ☑ Session #2: Service Delivery & Products
- ☑ Session #3: Advanced Topics

Getting Started

- ☑ Don't feel overwhelmed by all the resources in front of you
- ☑ Make a solid commitment to yourself
- ☑ Believe in the system

Quick Start Plan

- ☑ Get your website online
- ☑ Simple edits to your website
- ☑ Time for more custom changes later
- ☑ Get a list of contacts
- ☑ Decide on your contact availability
- ☑ Send out your messages consistently

Getting Your Website Online

- Review our tutorials
- Ask for help!
- Change a few things
- That's it!

Gathering Contacts

- Businesses paying for advertising
- Yellowpages, Google ads, local business directories, newspaper
- Local leads you may have

Decide on Contact Method

- ☑ How will businesses contact YOU?
- ☑ You don't need a physical office outside your home
- ☑ Business owners like seeing a phone number
 - ☑ Google voice is handy for US
 - ☑ Twilio is cheap but not user friendly

Send Out Messages Consistently

- ☑ Don't expect immediate results
- ☑ Can take multiple contacts
- ☑ Each email you send is planting a seed for the future

What Do I Say?

- ☑ Focus on the benefits for the business
- ☑ Customize when possible
- ☑ Call to action is getting people to click on your link
- ☑ Keep it short and focused
- ☑ Try out different angles

Subject Lines

Regarding Your Ad On YellowPages [Idea We Have]

Chiropractor Video Marketing Specialists

Chiropractor Marketing Specialists - Increase Your Business Today

RE: Increasing Your Business

RE: New Marketing Opportunity

Simple Marketing Tweak Increases Business As Much As 75%

It Is Time For BUSINESS NAME To Stand Out From The Crowd

Idea For BUSINESS NAME

NAME Please Read - Marketing Idea

BUSINESS NAME Is Missing This Opportunity

Content

I saw your ad on YellowPages.com and I wanted to reach out to you. I know you are very busy so I will get straight to the point.

Content

My company specializes in providing professional video “spokespersons” that are incredibly effective at increasing sales.

Content

We were actually able to simulate what a spokesperson would look like on your website:

LINK

Content

Our spokespersons do a fantastic job of catching your visitor's attention, and have been proven to increase sales.

Content

Your website stood out to us, as one that would greatly benefit from a video spokesperson. We would love to help you increase your sales as soon as possible.

Content

I would love to share more with you. You can reach me directly at XXX-XXX-XXXX.

Email Options

- ☑ The more specific you are, the more targeted your phone calls/emails will be
- ☑ The less specific you are, the more responses you will get, but some won't be as targeted

Selling Points

- ☑ Visually show what a “Pal” looks like on their website
- ☑ Builds upon their current advertising
- ☑ Very easy to accomplish, fast
- ☑ Stand out from competition
- ☑ Affordable

Making A VideoPal To Preview

Pricing Structure

Order Form Coming Next Week

Pricing Variables

- ☑ Your experience and confidence
- ☑ Lifetime value of customers to client
- ☑ Level of competition
- ☑ Your client's marketing budget

One Off Pricing or Renting?

- Charge high to “install”, and nominal \$100/fee afterwards
- Charge \$300/month

Install Pricing

- ☑ \$497 + \$100/month
 - ☑ Spokesperson code generated but not installed
 - ☑ Bare bones

Install Pricing

- ☑ \$797 + \$100/month
 - ☑ Spokesperson code installed, can be shown on exit, etc.
 - ☑ YouTube channel made with video

Install Pricing

- ☑ \$1097 + \$100/month
 - ☑ Spokesperson code installed, can be shown on exit, etc.
 - ☑ YouTube channel made with video
 - ☑ Optimize website
 - ☑ Additional video

Additional Videos

- \$297 Whiteboard Video
- \$297 Animated Video
- \$297 Additional Videos
- Buy 2 get 3rd free

Q & A