



# 100Kva

FAME

TO BE WORKED THROUGH IN CONJUNCTION WITH VIDEO:

[HTTP://TINYURL.COM/100KVAFAMOUSVA](http://tinyurl.com/100KVAFAMOUSVA)

THIS IS BY FAR ONE MY MOST FAVORITE MODULES OF THE PROGRAM...BECAUSE IT TOTALLY TAKES YOU TO THE NEXT LEVEL. IT PUSHES YOU BEYOND YOUR COMFORT ZONE AND TAKES YOU TO WHERE THE MAGIC IS.

THERE IS A GOOD CHANCE YOU WILL PROCRASTINATE AT THIS POINT - FROM FEAR, FROM PRETENDING TO BE BUSY IN YOUR BUSINESS...WHO KNOWS WHY. BUT CHANCES ARE YOU WILL. THAT'S OKAY - AS LONG AS YOU GET OVER IT AND CONTINUE.

THERE IS A LOT TO TAKE IN THIS MODULE. FROM THE OVERALL STRATEGY RIGHT THROUGH TO THE ACTUAL MECHANICS OF RECORDING A VIDEO THEN WHAT DO YOU DO WITH IT ONCE IT'S DONE? SO LETS GET CRACKING. OBVIOUSLY MAKE SURE YOU WATCH THE VIDEO FIRST SO WE CAN BEGIN FROM THE BEGINNING. BUT ULTIMATELY THERE ISN'T REALLY A PARTICULARLY ORDER YOU NEED TO TAKE THIS IN - ITS ALL RELEVANT.

FIRSTLY: RECORDING TIPS. I MENTION MANY IN THE VIDEO, BUT HERE ARE SOME MORE CONSIDER (AND OTHERS TO REMEMBER).

## VIDEO TIPS

- \* THE POINT OF RECORDING YOUR VIDEO IS TO BE FAMOUS IN YOUR NICHE NOT TO EVERYONE. SO YOUR SMART PHONE, HANDY CAM OR EVEN WEB CAM ARE OKAY FOR RECORDING.
- \* ALWAYS RECORD IN LANDSCAPE
- \* ALWAYS LOOK INTO THE LENSE
- \* SPEAK LOUDLY (BUT NOT SCREAMING). GENERALLY SPEAKING, ABOVE A NATURAL CONVERSATION VOLUME. THINK BUSY MARKET VOLUME.
- \* NEVER SCRIPT OR MEMORISE YOUR VIDEO - SPEAK FROM THE HEART AS IF YOU WERE EXPLAINING SOMETHING TO A FRIEND.
- \* USE YOUR SMART PHONE, WEBCAM OR A NORMAL CAMERA. NO NEED FOR EXPENSIVE TECHNOLOGY.
- \* ALWAYS USE NATURAL LIGHT IF POSSIBLE AND HAVE THE LIGHT FACING YOU NOT BEHIND YOU.
- \* SMILE!!!!
- \* TRY AND STICK TO A COUPLE OF MINUETS UNLESS YOUR TEACHING SOMETHING TECHNICAL.

WHAT IS YOUR VIDEO INTRODUCTION GOING TO BE? HOW DO YOU WANT TO START YOUR VIDEO (YOU MAY SCRIPT THIS PART TO MAKE IT EASIER TO FLOW)? FOR EXAMPLE MY INTRO IS "HEY THIS IS DONNA BROWN HERE, THE WORK FROM HOME QUEEN - I HOPE YOU' RE DOING WELL!"

ONCE YOU RECORD YOUR VIDEO, BE SURE TO ADD IN A FLASH INTRO OF YOUR LOGO FLYING IN. YOU CAN GET THESE CREATED (IF YOU DON'T WANT TO DO IT YOURSELF) ON PLACES LIKE FIVERR FOR LITTLE COST.

THEN SIMPLY UPLOAD TO YOUTUBE READY FOR SHARING. WE PREFER YOUTUBE OVER PLACES SUCH AS VIMEO AS IT INCREASES YOUR SEO BETTER (GIVEN THAT GOOGLE OWN YOUTUBE) AND BE SURE TO INCLUDE APPROPRIATE TITLE DESCRIPTION, TAGS, AND LINKS IN THE DESCRIPTION FOR PEOPLE TO FIND YOU.

ONCE YOUR VIDEO IS THERE WHERE ARE YOU GOING TO SHARE IT.... HERE ARE SOME SUGGESTIONS

- \* FACEBOOK (GROUPS, PERSONAL PROFILE, PAGES)
- \* LINKEDIN (GROUPS, PERSONAL PROFILE, PAGES)
- \* TWITTER & OTHER SOCIAL MEDIA PLATFORMS
- \* ONLINE FORUMS (IF YOU'RE NOT A MEMBER OF ANY, GO AND FIND A GROUP OF YOUR TARGET MARKET AND JOIN)
- \* EMAIL NEWSLETTERS
- \* BLOGGER, TUMBLER AND OTHER BLOG PLATFORMS
- \* LINKS IN YOUR EMAIL SIGNATURE
- \* LIVE NETWORKING EVENTS (OFFER TO EMAIL PEOPLE YOUR VIDEO SERIES AS AN OPT-IN TO YOUR DATABASE)

MAKE A NOTE BELOW OF ALL THE PLACES YOU ARE GOING TO SHARE YOUR VIDEO. BUT HERE IS THE CLINCHER - TRY IF YOU CAN TO ADD THE VIDEO TO YOUR WEBSITE SO YOU ARE SHARING CONTENT THAT PEOPLE NEED TO VIEW BACK ONTO YOUR SITE, RATHER THAN ON A 3RD PARTY SUCH AS YOUTUBE. THAT WAY PEOPLE MAY HANG OUT AND SEE WHAT ELSE YOU ARE DOING AND POSSIBLY CONTACT YOU.

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LIST THE PLACE THAT YOUR TARGET MARKET HANGS OUT THAT YOU CAN SHARE THE VIDEO.



YOUR EMAIL INCLUDED AN ATTACHMENT TO HELP YOU GET IDEAS ON WHAT TO TALK ABOUT BUT DON'T FORGET THAT YOU HAVE A LIST OF COMPLAINTS, PAINS AND BRUISES THAT ARE SO UNIQUE TO YOUR CUSTOMER THAT CAN INSPIRE YOU FOR TOPICS AS WELL! GO BACK AND READ YOUR BRUISE NOTES IF NEED BE AND LIST THEM BELOW.



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WHEN YOU HAVE A SHIT DAY - MAKE SURE YOU READ ALL OF THE TESTIMONIALS THAT YOU WILL LIST BELOW SO YOU CAN SQUASH THE HATERS DOWN DOWN DOWN!

A large, empty rectangular box with a yellow border, intended for listing testimonials. The box is positioned below the text and occupies most of the lower half of the page.