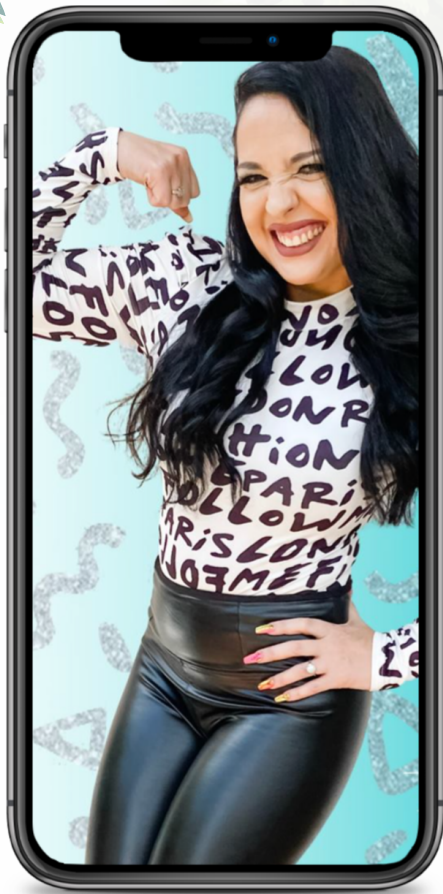




BONUS LESSON SEVEN

VIDEO SALES SECRETS FROM
MARINA SIMONE & JULIE REYNOLDS



Marina Simone: Instagram & Tik Tok Video Sales Secrets

Favorite Platform: **Instagram**

Instagram Followers: **40k**

2nd Favorite Platform: **Facebook Groups**

Crazy Facebook Group Accomplishment: **Built 7 Groups With Over 50k Members**

Total Sales In One Week On Social Media: **\$50k**

Total Personal Recruits Using Social Media: **Over 1500**

Runs A Team Of: **Over 60k**

Total Sales Generated Online: **Millions**

Fun Fact: **I can make a butt with my tongue 🍑 lol**



First things first, Don't Try To Be Perfect.

Keep it 100 with your audience. Be real and be your authentic self because that is actually what people are attracted to.

Even if you're an introvert or uncomfortable. Basically, just go out there, look stupid & have fun doing it.

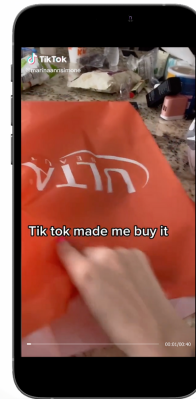
This is something that takes time & practice for you to get your flow down because there's no one perfect & set way.



For Tik Tok : Find A Way To Play Off A Trend & Go Viral

Even if you don't have a bunch of followers or content, going viral is the best way to get new people to start seeing your content. Here is a video I made that followed the Good Apple foundation trend...& it went viral!

- My Hook: "Tik Tok made me buy it"
- "I gave in...." meaning I followed the *trend*.
- Making myself relatable by showing the pimple flaws on my face



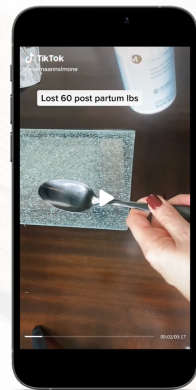
<https://bit.ly/MSGoodApple>



Post A Product Video About Your Product

After I went viral from that video, I made this video.

- My Hook: "Lost 60 postpartum lbs....by eating chocolate"
- Important Ending: "Text BELLY to 561-437-6807 for \$10 off"
- Those 292 Likes & 29 Comments are all leads.



<https://bit.ly/MS60lbsGone>



I sent each one a private message that said something like:

"Hey Boo, you saw my product video on getting rid of belly fat & I didn't get a chance to connect with you! Are you looking to lose weight ?

I made over \$7k in sales from this ONE Tik Tok Video.

The reason for that is because I did it directly after a viral video.

3

Be Able To Capture That Lead

Every single person who comments or likes your video you need to be sending a private message.

When you are ask them the question, "Are you trying to lose weight?" or "Are you looking for new makeup?" or "Do you need help with your skincare?" ect. that is going to drive them back to that video to remind themselves what you are talking about.

4

Change Positions

Keep changing angles and making new clips. This keeps people's attention! Do it every 2 to 3 seconds if you can.

5

Use Transitions

This is another way to keep people's attention! Here is an example of one I did on Instagram:



<https://bit.ly/MSAauthentic>



Julie Reynolds: YouTube Video Sales Secrets



Favorite Platform: **YouTube**

Total YouTube Followers: **4.5k**

Total YouTube Video Views: **50k**

Sales Generated EACH Month On Autopilot Using YouTube: **\$17.2k**

New Recruits On Autopilot Using YouTube: **Hundreds**

2nd Favorite Platform: **Tik Tok**

Tik Tok Followers: **40k**

Tik Tok Video Views: **Over 2 Million**

Team Sales Generated This Year Using Social Media: **\$3 Million**

Crazy Amazing Personal Achievements:

- **Wrote A Children's Book On Anxiety**
- **Was Recognized As A Top Earner In Her Company**
- **Has Coached Hundreds On How To Use YouTube To grow Their Business To The Top Like She Has**

I have been able to use YouTube to consistently generate over \$17k in sales on autopilot every single month. I was completely frustrated and over trying to master Facebook ads and the algorithms you need to ensure your videos are actually being seen. I tried Pinterest, which is a blogging platform, but I am not a writer, I'm a video girl. So I realized that YouTube was where I needed to be.

YouTube Facts:

- YouTube at its core is actually not a social media platform. It's a search engine. It is where people go to directly search for what they are looking for.
- YouTube videos never go away, so they will continue to be seen for years and years.
 - YouTube is where you use Intent Marketing.
 - Intent Marketing : People are literally searching for your content. They want to know about a product your company sells, so they search the name of that product and when crafted correctly, your video will show up.
 - The ads you see on social media platforms are considered Interruption Marketing, which is marketing that people did not ask to receive.

First of all, I don't have a huge following on YouTube. I only have a little over 4 thousand, but i started with about 40, and they were all my family.

You don't need all the social media proof to be taken seriously.

I create one great YouTube video a week & that results in people finding me on social media and reaching out.

Use Ubersuggest to find exactly what people are searching for and the best keywords to use so you videos are the ones being seen.

Ubersuggest

<https://neilpatel.com/ubersuggest/>



For example:

The screenshot shows the Ubersuggest interface with a table of keyword ideas. Two pink arrows point to the 'KEYWORD' and 'VOLUME' columns. The table lists various keywords related to 'isagenix shakes' with their respective search volumes, trends, and other metrics.

KEYWORD	TREND	VOLUME	CPC	PD	Register for Free
isagenix shakes	[Trend Icon]	4,400	\$1.12	100	77
isagenix shakes recipes	[Trend Icon]	590	\$2.24	5	55
isagenix shake day schedule	[Trend Icon]	390	\$0	1	57
isagenix shakes ingredients	[Trend Icon]	390	\$1.00	97	19
recipes for isagenix shakes	[Trend Icon]	320	\$1.05	30	15
isagenix shakes reviews	[Trend Icon]	320	\$2.40	46	69
isagenix shake day	[Trend Icon]	260	\$2.14	31	61

- How-To videos do extremely well
- Show up consistently
- Optimize your videos (SEO)
- Provide value to your audience

My first video example where I am talking about my product.

You can see that event after 2 years, it is still being viewed and now has over 45k views.



<https://youtu.be/lksWLD1mMbg>



SUMMARY		
45.9k	0	287
Total Views	Comments	Subscribers
SEO		
0/20	0	0
Creator Suggested	Ranked Tags	SEO Score
SOCIAL		
25	0	0
Likes	Upvotes	Mentions
CHANNEL		
248k	4.12K	308
Views	Subscribers	Videos
BEST PRACTICES		
High Res. Thumbnail	Comment Pinned	Comment Hearted
Info Cards Added	Liked on Facebook	Chapters Added
End Screen Added	Captions Added	

My second video example where I am talking about my companies business opportunity.

You can see that event after 7 years, it is still being viewed and now has over 2.9k views.



https://youtu.be/BO_wGXABvGO



SUMMARY		
2.96k	0	41
Total Views	Comments	Subscribers
SEO		
5/20	9	100
Creator Suggested	Ranked Tags	SEO Score
SOCIAL		
4	0	0
Likes	Upvotes	Mentions
CHANNEL		
248k	4.12K	308
Views	Subscribers	Videos
BEST PRACTICES		
High Res. Thumbnail	Comment Pinned	Comment Hearted
Info Cards Added	Liked on Facebook	Chapters Added
End Screen Added	Captions Added	

Did you like today's training from Marina Simone & Julie Reynolds? Want even more amazing secrets and strategies from 18 more TOP Video Influencers?

Influencer Video Secrets

THE SECRETS FROM 20 TOP NETWORK MARKETERS

<http://www.influencervideosecrets.com>



Influencer Lineup

-  **Aleshia Wisch**
The Queen Of Tech & Tik Tok
-  **Amber Lykins**
The Dopest YouTuber To Rock Video Content
-  **Angela Billups**
Short-Form Video Sales Slayer & Queen Of Keeping It Reel
-  **April Napier**
The Social Media Relationship Guru
-  **Brynn Lang**
The Queen Of Balancing Home & Hustle
-  **Janet Parks**
The Queen Of Tik Tik & Video Conversion Superstar
-  **Jenn Cooper**
The Social Sales Closing Queen
-  **Jordan LeVeck**
The Queen Of Referral Posts & TikTok
-  **Julie Reynolds**
The YouTube Queen For Network Marketers
-  **Karyn Melko-Medeiros**
The Social Selling Ninja

Influencer Lineup

-  **Kathryn Jarrett**
The Reigning Queen Of Instagram Reels
-  **Kimberly Olson**
The Automation Domination Goddess Warrior Princess
-  **Marina Simone**
The Queen Of Branding For Network Marketers
-  **Mindy Backsen**
Your Social Selling Sister
-  **Shamecca Stephens**
The Queen Of Social Media & Email Marketing
-  **Sonia Molina**
The SoMo Mindset & Business Mentor
-  **Soraya Goddard**
The Queen Of Using Instagram Part-Time To Make A Full-Time Income
-  **Tiffany Ann Clonch**
The Queen Of Consistency Superstar
-  **Wendy Lee Stephenson**
The Queen Of Facebook Live Attraction Marketing
-  **Michelle Cunningham**
The Youtube Recruiting Queen

Lesson Seven

HOMework

STEP 1:

Join Michelle for the reveal of the top 3 best "Stupid Basket" videos.

STEP 2:

Grab your graduation certificate & post a selfie with your it inside our Facebook Community:

Grab Your Graduation Certificate Here:

www.michellecunninghamonline.com/videosuperstar



Turn The Page...
to find out how to win prizes!

Prize Giveaway

STEP 1:

Once you have completed your homework, come over to our Facebook group, find the #homework post and share what you have completed for Lesson 7. Every so often, we will pick a lucky winner!



STEP 2:

Look for the #aha post and share your AHA from the training. How has it helped? How has it changed your thinking.





Video
**SUPER
STAR** 
BOOT CAMP