



BONUS LESSON SIX

THE TOP 5 VIDEOS
TO SELL MORE



Curiosity Video

When you talk about a specific topic & drop in a little hint about your product, but don't name or show exactly what the product is.

You could maybe even use the product, but make sure you are covering the name on it or what company it is from.

For example: If you sell skincare and makeup, make a video & during the video show how you are putting on "your new favorite mascara" but don't show them the product. Let the results in the picture/video make them want to know more. And interestingly, they will reach out to ask for more information in the comments or by private message.



Take Them On A Journey Video

When you take your viewers on your journey, it's exciting for them.. Share your results along the way, but don't make it clear exactly what products you are using so you can still create that curiosity.

A great example is Jordan Leveck on TikTok

To go to Jordan's TikTok Channel, click the link, the image or scan the QR code:



<https://vm.tiktok.com/ZMRN4vYDv/>



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Product Review Videos

You can take the "Julie Reynolds" approach where she actually shares reviews of her company products on her YouTube Channel. This actually leads her to generate thousands of dollars in sales a month.

To go to Julie's YouTube Channel, click the link, the image or scan the QR code:

https://www.youtube.com/channel/UCvB_TZjEN_SNRjKTaI9VrGMg



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Opportunity Videos

Share things like how you're making extra money, living the dream & working on your own time and that will create curiosity around what it is that you do. This is a great way to get people to organically reach out to you.

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Offering Something Free Videos

In your video, talk about the benefits of the product you are selling and what people can expect if they use it.

Then, instead of leading them to buy the product, offer them a freebie or free sample of the product.

A freebie or free sample option is not only a great way to build an email list when you have them go to an opt-in page in order to get the free thing, but it is also an amazing selling strategy.

The most full-proof way to get someone to buy your products is to have them use the product and fall in love with it. If you are able to give free sample from your company, offering them is a great way to get your products into the hands of tons of new people.

Lesson Six

HOMework

STEP 1:

Come up with 5 ideas for a curiosity video you can make:

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STEP 2:

Select one of the other video ideas from today's training that you would like to do. Circle the one you chose below & brainstorm some ideas for how you'll make the video?

Take Them On A Journey Product Review Opportunity Video Offer Something Free

Video Brainstorm:

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 6. 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.

