

7 Day Video Series

The goal of this video series is to create a deep connection with your followers. Announce your new program and this will bring in income in the first 7 days.

The main goal of each video is to get your followers to see your SUPERPOWERS on display, then to like the post, then you private message them and put them through a warm up question process, then a sales call!

SUPERPOWER VIDEO TIPS

- Record your video on your phone
- Make it landscape (horizontal)
- Upload directly into your Facebook Personal Page
- Avoid copying the YouTube link as Facebook likes to keep it on their platform
- Send the video to your email list and post it anywhere people follow you! Instagram, LinkedIn, etc.
- There is no rule on the length of time of the video, just be honest and say what you need to say. If you can keep it under 5 minutes this would be beneficial.
- In each of the video/days, I have titled it with a suggested title for the video when you upload it such as “my story...”, “this is not easy to share”. Feel free to modify the titles to fit your personality or if something else feels better to you.
- You are going to feel resistance about posting videos, but this will fade away by day 3 or 4 if not directly after video 1 which is meant to be the most difficult for a reason. Trust me on this it works!
- At the end of each video you should have 1 call to action.
- This is where you ask your viewer to take a specific action after watching the video.
- Even though you may not ask in each video for them to have a call with you, most videos will present you with an opportunity to bring people into your transformation program through a Private Message, (slide in their DMs and Sell them!)

ONLINE

- SUPER COACH -

Video 1 (Day 1) - My story... This was hard to post

Upload Time: 12pm-9pm (Peak Facebook Time)

Instructions: (try to keep under 5 minutes, the more emotional/vulnerable the better)

This video will be something that is uncomfortable for you to talk about on camera, that is something you struggled with that you have overcome and that will inspire others. It may also be something that is on your chest that you need to get out there.

Maybe the turning point of you getting into the Industry was part of this story. Many hold in their stories that would truly inspire others through fear of being judged but the truth is that people will love seeing you authentic and raw.

This strategy alone has changed the lives of many of my clients and opened them up into new missions because of things they were holding onto.

I can give my own examples of when I shared my story on my drug addiction, being overweight/insecure, dealing with a close friend's suicide or my near death experience.

The very people who you think will judge you are going through the same challenges and inside you know you have stories and messages that will inspire others to take action.

If you knew this to be your last week on earth, what story would you want to share to help even just one person?

Would you rather hold it in and possibly keep hurting yourself or would you rather not give it any more energy by putting it out there to serve others?

This will not only help you release tension that your body is holding to the story but will really connect you to your audience in a way that you can't imagine!

Title Ideas:

- I've been lying to you...This was hard to share.
- My Secret... please watch.
- My Struggles.... didn't think I could post this.

Call to Action:

Ask your viewers to share the video to anyone that might be inspired by the story or to comment below if the story has inspired you.

For each video starting with Video 1, just message anyone who likes or comments on your video to connect with them. Thank them for it.

- Thanks for the support (first name)!

The faster you message after they like, the better the lead!

ONLINE

- SUPER COACH -

Video 2 / Day 2 - Thank you!

Instructions: Keep under 2 minutes

The goal of this video is to thank your viewers for showing their support on the video you posted the evening before. Simply post a video sharing your thanks for the support, the messages you may have received. Maybe you would like to share one particular message that touched you or the feelings and emotions you have around that.

Call to Action:

Tell your audience to watch out for a video tomorrow when you will be sharing something very special for a limited number of people.

This will create an 'open loop' and prepare them for your offer of an "OFFER CONVO".

Video 3 / Day 3 – New Transformation Coaching Program I am offering

In this video you are going to talk again about the original video with any thoughts you have been having since posting it, then you can go into talking about the struggles that people are having with their body, mind and that you want to help more people.

Get passionate in this video and talk about what frustrates you in the industry, what you stand for and how you're looking for 5 people to offer a NEW Transformation Program to. Don't mention online or anything, just get them to contact you.

Describe what they will get in the Program and why you're doing it. Be sure to state who it's available to. Who should apply and who shouldn't apply (i.e. people who seriously want to make a change and not just talk about it.)

Use this as your CTA on Video 3 up to Video 7:

- **Like this post and I'll message you with more information about the program.**

Moving forward, use only 1 call to action per video.

1. For each response, message them this 1 by 1.

Hey (name), thanks for liking my video! What is your goal with XXX?

Respond back with 2. What are you struggling with?

Respond back with 3. What have you done so far?

Respond back with 4. Are you open to getting some help to accomplish XXX RESULT?

*Follow up if they don't respond to each question!

ONLINE

- SUPER COACH -

2. When they answer back YES, send this.

Sounds good, I can certainly help you overcome XXX (struggles) to get XXX (Result). Are you open to jumping on a quick call to see if or how I can help you?

3. After they agree, set up a SALES call with them!

Put them through the Sales Call Script and as soon as you talk to them lead them towards the fact that they NEED to make an investment!

This program is not free, there is an investment required.
In the past when I did this program for free people did not take it seriously.
You know how it is, if you don't pay- you don't pay attention.
When you have skin in the game you are going to work harder and have a bigger transformation.

I found that when you are making sales call, let them know that you are using them as a TESTIMONIAL to make them a SUCCESS STORY!

Since you are providing me with a testimonial, you will be given a significant discount. So if you are serious and are willing to invest, we can move forward and I can make the investment cool?

4. After they agree, take the payment on the phone.

To make it easy, I use [paypal.me](https://www.paypal.me) which is a shopping cart that you can create with your paypal account. Ex: [paypal.me/ajfit](https://www.paypal.me/ajfit)

Video 4 / Day 4 – What's your biggest question about (XXX) example weight loss?

The point of this video is to answer a very common question that you get in your XXX industry, but also to find out from your audience about what they want to know more from you.

So let me ask you, what is the biggest question you get about (the topic you are an expert in? dating, business, weight loss, muscle building, nutrition etc)

Sit and think about that for a moment. This is probably the question that you keep on repeating to yourself over and over. Close your eyes and let it come to you rather than actively trying to think about it. Your ego will let you know the question soon enough.

It may be something like what's the best way to lose fat around the belly, or how to build up my chest, or I don't know what I should be eating after my workouts.

For example in online coaching, most people don't know their niche, I explain that you need to have a target market to be successful online. The riches are in the niches.

ONLINE

- SUPER COACH -

Post the video and get passionate about this question and the answer and use it as long as it takes to get across the answer in a way that will help your audience. Don't hold anything back and teach your best information.

Call to Action:

At the end of the video, ask your audience what the top question THEY have about the topic you are an expert on.

Once the replies come in below the video, you can PM people, start a conversation about their question and get them booked in for a call with you.

Also make a list of the questions and use that for future blogs, videos etc.

Video 5 has 2 Options

Video 5 / Day 5 - This just happened...

I want you to get in the habit of listening to your body and using it as a guide for your videos. The BEST time to create a video is when you get fired up, when something inspires you, when you're in that moment of appreciation or when you've had a discussion with a client and it gets you thinking.

Let's imagine you're in the supermarket and you see someone making really bad choices about the food they eat, are you angry about this, do you see it from a different perspective? However you see it is okay, and you should share that. You will attract the right clients to you by being yourself not the wrong ones.

Call to Action:

Ask people to message you any questions they have about your expertise.

Also do a soft offer at the end:

- "Like this video and I will message you with more info about my new XXX Coaching Program"

Video 5 / Day 5 - I'm so tired

This video should be taken directly after your workout. Ideally an Intense one where people can see you're still pretty much unable to speak. They should see the kind of intensity that you work out and this topic could be around workout intensity and your views on it.

Do people work out hard enough?

What do you see most of the time when people workout?

This is likely to inspire people to want to work with you.

ONLINE

- SUPER COACH -

Whatever activity you do, mention that, whether its yoga, walking, or a hobby you have. Share the importance of habits and how you want to help them create a better life!

Also mention that you are doing a new coaching program that you are getting AMAZING results with it.

Call to Action:

Say that you are looking for 3 people who want to get pushed to their limits

Like this post and you will message them with more info.

Video 6 / Day 6 - [Name] lost x inches in 14 days... or a tangible result that someone you helped has achieved.

Ex. Susan finally got a boyfriend after 2 years!

Now it's time to start getting your clients involved. You can either talk about a client in this video and name them or share a story of someone you helped that got a result!

Ideally however you will interview the client or get someone to record both of you chatting. Talk about where they were before working with you, how they felt emotionally, what has changed and the impact now.

When asking your client, simply speak to them and tell them that they are an inspiration and you would like them to inspire others and would they be happy to chat on camera. It would be awesome if you can meet with them in person or film where you both are on camera. I use zoom.us for this.

If you can't find anyone then simply talk about a client who you have been working with and express and talk about what has changed and the new side of them you see coming out.

Call to Action:

If you want XXX results like [NAME] Like this post and I will message you with more info!

Video 7 / Day 7- Be careful when you read the news...

Today I want to get you to find something in today's news that you can find either in a newspaper or TV show, website, something that is being reported but you totally disagree with. They will be plenty about trust me.

It's time for you to 'piggy back' off a story and create a video around this topic. This is about you being willing to share your opinion against the news and for people to see that you are passionate about saving them from wasting their money on rubbish that doesn't work or won't serve them. Go to any news website and find a story you can talk about that relates to your Superpower!

ONLINE

- SUPER COACH -

Call to Action:

Ask your viewers what they are confused about that the media have reported.

Ask them to LIKE THIS VIDEO and you will help them gain clarity!

Moving Forward...

Now that you have created a new video every day for 7 days you should be in the swing of putting your content out there. Feel free to continue uploading videos and generating new clients from your content. The more value you put out there the more you will get in return.

Track which videos generated the most leads/ sales, but also by now you should be well and truly connected to your audience. (Use these videos for your warm-up video series, 3 videos you upload on your email autoresponder)

If you still feel you have stuff inside you that you aren't willing to share yet on the authenticity side then that's okay, when the time is right you will share it, and when you do you'll feel another release of tension and acceptance from your audience.

Now, if you offer out a seminar, create a promotion, want to help a charity or even send a birthday message to a client you know what to do...use the video series!

Wait until you see what happens AFTER you post these 7 videos! =)