

Instant Video Success Series

THE 5 PART VIDEO STRUCTURE

that will get you
MORE CLIENTS



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ATTENTION

**Business Owners, Coaches, Trainers, Consultants,
Speakers, Authors, Workshop or Seminar Leaders...**

**If you want to sell information products on the Internet
and you're lacking clarity about how to get
more customers and clients using the power of video
that everyone is talking about, then this could be
the most important report you read this year!**

Let's cut straight to the chase here and get stuck in. Faffing around just wastes time. So here is the structure:

Conversion Structure or 5xC Model Video

Use this structure anytime you want to sell something, get an optin or give away a free ebook or similar. Just bear in mind that there is also a Squeeze Video structure - a.k.a. a Capture Video Structure. If you want to ask for money at the end of the video or you are asking somebody to buy something or even just subscribe, then use this structure.

This structure is proven. Because even if you might be ill, you can still pay the bills if you've got this Conversion Structure out there. You should be able to put your feet up in bed BECAUSE you have these Videos out there, making you money while you are ill.

It is important that you practice this structure in chunks and practice through ****doing**!**

1. Challenge

Pick a particular Challenge you have and use an attention grabber in the opening of your Video.

Talk about the problem, the challenge that your marketplace is experiencing, that you can help them with.

You don't talk about how you can help them yet, you just talk about the challenge and the problem that your market wants solving.

Usually this problem is painful. Either figuratively or sometimes literally. And it usually has a degree of urgency attached to it.

And this has a "tabloid" feel about it. Get straight into your Video with a badass statement! Shock and awe is the name of the game - to your get your Viewer engaged.

Note that you don't have to actually use the words in the 5xC model - e.g. Challenge, Consequence etc. You can use synonyms or words that have similar meaning.

You have to change YOUR state in order to MOVE your Viewer INTO ACTION! You MUST go there first. Viewers are usually watching your Video in isolation, close to a comatose, half hypnotised, near horizontal state. This is not a state in which action happens! It's certainly not a state in which they would normally get their credit card out! WAKE THEM UP! Get creative! Be bold! Break through their disinterested state by altering YOUR state first. Go there, be there. Grab'em!

Now write out your opening ****Challenge**** piece in the space below...
Go on now... I'm watching you! Just do it.

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2. Consequences

This is where you shift and start to talk about what the price will be, what the Consequences will be, if the Challenge is not resolved. What happens if this is not sorted...

This is where you Viewer understands that you have deep insight into their problem. It's a big "wow" factor.

List out at least three Consequences of the Challenge if it is not sorted out. Look at what might happen a few months down the line.

Remember I said that the key is YOUR state change? This state change is to one of: "Can you and me just talk a minute...?" It's confidential, a little bit more serious, it's a we-need-to-have-a-chat kind of approach.

But this is not fear tactics which might be considered tacky! Oh no, no, no. You don't want to be cheap! It's still serious though - this thing needs to be sorted, else....

Anyone can talk about the problem, but for you to understand what the consequences of this problem will be, shows them that you have insight and foresight. People like that. Of course they don't like hearing about their problem, but it does assure them that you understand where they are at. And they will like that!

Now write out your ****Consequence**** piece in the space below...
Go on now... I'm watching you! Just do it.

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3. Coping

It doesn't matter what kind of solution you sell or what kind of answer or problem you solve, usually the person who is looking for that solution is already doing something to try and cope with the challenge.

This is about what they are most likely doing to cope with the situation they are in - on a rational and irrational level.

Imagine you are helping people in the field of intimate relationships and somebody is looking to find the man or woman of their dreams. They are probably doing something to try and cope with the Challenge of not having the man or woman of their dreams.

It could be that they are going on loads of dates and hopeful that if they can just get through as many people as possible, they are likely to find somebody sooner or later. It may be that they are avoiding dating altogether. Or anything else.

The state here is Cajoling or even Persuading. But I prefer the concept of Cajoling.

It doesn't matter what your expertise is. People have got the Challenge that you help solve, that you can help them with, a solution that will get past the pain and that urgency. Whatever it is that is hurting your marketplace, they are usually doing something to cope with that Challenge at the moment.

What you need to do is to let them know that you understand what they might be doing to cope with the problem.

This is not about gloating and bragging and belittling them. Not at all. This is where you, the expert, demonstrate foresight and insight into your prospective client, your customers', your viewers' Challenges.

Validate where they are at. Avoid making it wrong. You do this by letting them know that you know what they might be doing to cope with the challenge. Your Viewer knows instinctively that you are inside their head.

And it is likely not working... that is why they are still out there looking for help. That's probably why they are watching your Video. Because what they are doing to try and cope with the Challenge isn't working too terribly well.

Now write out your **Coping** piece in the space below... and you can use this space for your **Challenges** section too!

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4. Cure

This is where you come up with the cure for the Challenge.

This is not the solution! This is not the solution! This is not the solution!
This is not... I'm sure you get it by now!

Do not confuse this with the product, program, service or whatever experience it is that you are selling here. This is not the point where you start to talk about your product.

This is best described as a grab-bag mentality. It's the concept of... this is what you need in your kit bag - in general - to solve the problem.

You introduce the general CONCEPT - the answer in general. But there is NO SALE HERE!

You just talk about what the Cure to the Challenge is. At an attitude level, a behavioural level. At whatever level it may be, talk generally about what the cure for the Challenge is.

Now write out your **Cure** piece in the space below...
Go on now... I'm watching you! Just do it.

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5. Call-To-Action

And then, and only then, are the doors wide open for you to introduce your product, program or service with the Call-To-Action.

This is where you talk about what you've got, to help them with it.

Start off with something like... “Now if you would like help with this, we’ve created an online program that will show you, step-by-step, how to become a....

My course will show you...

If you'd like to get a hold of this online course, it's really very simple... And you can start watching it and taking part in the course straightaway. It's all online and if you like watching YouTube videos, you'll love this course. Because literally, anywhere that you got an Internet connection or you're by a computer or you have a mobile device, you can be accessing this course and watching the videos.

The great thing is this... You don't have to decide today. You can get involved with this course for just \$197, right now today and if you are not happy, for whatever reason within the next 30 days, just let us know and we will refund you every single penny.

So go-ahead, check out the Xxxxxx mastery course right now today by using the button underneath to place your order right now.

This is best demonstrated with an example...

Example - Part 5 - Call-To-Action

For the purposes of this example, we're to use ****Egg Juggling****. If you can do it for egg juggling, you can do it for any product, course or system.

Now if you would like help with this, we've actually created an online program that will show you, step-by-step, how to become an expert egg juggler.

Egg juggling is the fantastic new wave in street performance. The great thing about it is, hardly anyone is doing it right now, so you will by definition be unique. And different in your patch when you are street performing.

But the great thing about it is that you still have to sustain the high tension of fire juggling or juggling knives, but without any of the risk.

The thing is with egg juggling, there comes an inherent kind of tension and that is... Will he or she drop the eggs?

Now that may seem that it's not a big deal, but it creates a huge tension and anticipation in the audience that keeps them around. The more eggs you juggle, the more they hold their breath and grasp and wonder whether any of them are going to break, or collide in midair.

My course will show you how to ensure that that never happens. We will turn you into expert egg jugglers and show you step-by-step how to do a breathtaking show on the street that will keep your crowd entertained. It may even take crowds from other street performers, as well as give you a massive throng of people who will pay you money at the end of it.

If you'd like to get a hold of this online course, it's really very simple... And you can start watching it and taking part in the course straightaway. It's all online and if you like watching YouTube videos, you'll love this course. Because literally, anywhere that you got an Internet connection or you're by a computer or you have a mobile device, you can be accessing this course and watching the videos.

You can be enjoying learning and mastering these egg juggling techniques that we put into this course.

The great thing is this... You don't have to decide today. You can get involved with this course for just \$197, right now today and if you are not happy, for whatever reason within the next 30 days, just let us know and we will refund you every single penny.

So go-ahead, check out the egg juggling mastery course right now today by using the button underneath to place your order right now.

Note:

Only after you've outlined what the cure is, in conceptual terms, only then do you say... Hey listen, if you would like some help with this, we've got XYZ and you just talk about your product, programme, service or experience.

Now in many ways this Call-To-Action part of the video is going to be the longest part. Because it's where you have to go into all the details about your product and service.

Don't scrimp on the details of whatever it is that you're selling. If it's a book, get into the book, talk about the book. If you're selling an online course, talk all about it, what it is, how it all works, when it's happening. How do I access it? You're doing a retreat. If you're doing a workshop. When is it happening? What it is all about, what am I going to learn? Go into all the detail necessary to fully give somebody the information that they need to make the buying decision.

So in that instance, the Call-To-Action will be the lengthiest part of this video.

Write out your ****Call-To-Action**** piece below...

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Some Final Thoughts...

Hopefully you tracked how we went through the conversion structure.

Now going back to the top to give you some tips about transitions on some of the elements of this video and things to think about when you are going through it.

It is recommended that you record each of these parts of the video separately. And then stitch them together in the edit.

You can do it in one take if you want, but I would always say that you will be compromising. Choose to record each section separately and then put it together in the edit. That way you will make sure that your state is the best it can be for each part.

Because remember, sometimes the most important part of the video is nearer the end. Ironically that is when most people's energy and their focus, and their attention, is most likely to be drifting.

And that's when you, the performer, on camera, are most likely to be losing track of where you are in the video as well. This is why I recommend that you record each bit separately. Then stitch it together.

Now have a go yourself. It's the only way to get good at this stuff. You can watch a little and do a little. Do the exercises. Turn on your WebCam on your smart phone and just record a Conversion Video. Think about something you sell and just go away and talk about the challenge, the consequences of the challenge etc.

The more you record, the better you will become as an on-camera superstar. Get going with that and I can't wait to see what you come up with.

So, What Next?

If you'd like my help in learning how to produce Attention-grabbing and Attention-getting Videos that engage your Viewing Audience and command them to take action, I'm running free Webinars to expand on this Report even further.

It's some of the best free stuff I've ever put together.

You'll be able to personally ask me questions about what it takes to really empower your Marketing with Video. I'll reveal it all, warts and everything.

... just promise me one thing if I give you a free ticket to my next Webinar...

Please give me your feedback.

What did you take away from this Report - how did you find the exercises?

I'd love to hear from you because it's so satisfying to know that the free stuff I put out is useful to people like you :-)

Will you take just 70 seconds right now to send me a quick email to: report@ultimatevideomastery.com ?

I'd really appreciate it.
Thanks and speak soon,

Richard Moore

Chief Video Skills Instructor at:
<http://www.UltimateVideoMastery.com>