



# **MAGNIFI'S SIMPLE RECIPES FOR VIDEO SUCCESS!**

# VIDEO

# TESTIMONIALS



Recipe to Get Started quickly with a nice bump in video testimonials for your website & social media.

## INGREDIENTS

A list of **10** happy customers. The more recent customer the better.

## DIRECTIONS

### STEP 1



Call each customer up and ask them for a video testimonial

### STEP 2

When you ask them, make sure you give them a two-week window.

*(pro tip) For example, if it's February 1st, ask them if they can get you your video testimonial before February 14th because you would love to use it in a sales presentation, on your website, or on social media.*

### STEP 3

Follow up 3 days later with another phone call and say, "I just wanted to once again thank you for taking the time to make us a video testimonial." They will not only appreciate the thank you but it will remind them at the same time.

### STEP 4

Some will not record a video testimonial, even though they said they would. No problem, **just ask again** and resend them the request and repeat the above steps.

### STEP 5

Finally, if those that you resend your request still do not record. **Not a problem.** Just move on to a new list of 10 clients.

# VIDEO EMAIL



Recipe to Get Started with Video Email Success. Video Email is the Great Email Inbox Disrupter!

Leveraging Video Email can not only help with sales and prospecting, but it can help increase the Customer Experience for your current customers.

We all know it's much cheaper to keep a customer than to get a new one.

**Here are the simple steps to complete this recipe for Video Email success!**

## INGREDIENTS

- 1 Get a list of at least 10 current customers, 10 prospects, or preferably both!
- 2 Get yourself a small whiteboard so you can write the words on the board, " Hello Name of Person! Play Video!"

## DIRECTIONS

### STEP 1



**In the subject line** use, this format:  
□ [Video] Email for Name Here *(pro tip) people love seeing their name and video in a subject line and the play button emoji helps it stand out in the inbox.*

### STEP 2



**Write a short note** to get them to engage with your video email.*(pro tip) write your email in a way that gets them to want to play your video. Don't write a regular email and then cram a video email in it. Your video won't get played. Write something like, "Made you a video with some must-know information! Click below to play it."*

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## DIRECTIONS

### STEP 3



Keep your video email message **short and sweet**. Under 90 seconds! 60 seconds is better.

### STEP 5



Send your video emails either 1st thing in the morning or later in the afternoon for the best results.

### STEP 4



**Leverage your Animated GIF!** There is a reason why we take the 1st 3 seconds of your video and make an animated GIF out of it... to get their attention. Do something fun and simple, like smile and wave.

In your video email message, make sure you tell them what to do next by leveraging the **Call To Action** link URL for your video email so your recipient knows what steps to take next.

# BRANDED VIDEOS



## RECIPE FOR BECOMING THE GO-TO-EXPERT IN YOUR AREA. "THE EXPERT TIP VIDEO"

Ready for a recipe that will connect you with buyers on your website and position you as the **"Go-To-Expert"** in your area. Then put this recipe to work today!

**Remember the Branded Video tool is your "swiss-army knife" for creating original branded videos of whatever you want!**

**(Pro Tip)** if you don't know how to optimize a YouTube channel, #2 search engine in the world! Be sure to take our **free e-learning course** on how to do this called the **Magnfi Certified Video Marketer.**

### STEP 1

**Sit down and make a list of 20 topics** you want to make videos about.

The first 10 will come easily, but push yourself to create all 20, you'll be glad you did!

***(Pro Tip)** these topics can be information that is "basic" to you, but GOLD to someone not working in your profession.*

### STEP 3

Set aside 2 hours at the beginning of the month to make at least 6 videos. **BLOCK OUT** this time on your calendar and set your phone to "Airplane-Mode" that way you can focus on getting your videos done.

***(Pro Tip)** Just remember to switch out shirts for your videos so you are not wearing the same shirt in all your videos unless it's a company uniform obviously.*

### STEP 2

**Practice those 1st couple of videos.** (Just a heads up, you may not like how the 1st few turn out) After a few tries, you'll get better and better.

***(Pro Tip)** No one will notice your "umms and ahhs"! We all don't speak perfectly, they won't notice.*

### STEP 4

Every week post 1 or 2 videos on your chosen social media platform (preferably LinkedIn) and post them with hashtags based on the topic in your video and the name of the industry you work in.

### STEP 5

As you release Expert Tip videos on social media, be sure to add those to your business-branded YouTube channel!

### STEP 6

**Do this for 4-5 weeks and repeat the above steps!**





# BRANDED VIDEOS

## RECIPE FOR CONNECTING WITH PEOPLE ON YOUR WEBSITE. “THE ABOUT US/ME VIDEO”

Remember the Branded Video tool is your “swiss-army knife” for creating original branded videos of whatever you want!

Here are the simple steps to complete this recipe for Branded Video success!



**The About Me video** is a short under the 90-second video of you talking about the person behind the profession.

**What do you talk about in your video?** Here are a few easy examples that people love! 

- Tell a brief story on how you got started
- If you are married, talk about your spouse,
- If you have kids talk about how many kids you have
- If you have a favorite sports team let the viewer know.

It's simple things like that, that make all the difference in the world to a customer interested in doing business with you.

# STORY VIDEOS

## RECIPE FOR CREATING A “GUIDED VIDEO TESTIMONIAL”



What is a Story Video? The Story Video tool takes 3 video clips and fuses them into one amazing story! Do a guided video testimonial or explain your product or service in 3 simple video steps. This tool can also be like the Branded Video tool for creating those expert tip videos to “interview yourself”. The Story Video tool is truly revolutionary!

**Here are the simple steps to complete this recipe for Story Video success!**

### STEP 1



**Reach out and connect with your happy customer** and ask them if they would be willing to answer 3 simple questions on video using just their smartphone, webcam, or tablet.

### STEP 2

Once they say yes, login in click on the Story Video tool.

### STEP 3

Once you add in the first name, last name, and email of the person you are sending the request to, you will come to the 3 Scenes

### STEP 4

Each Scene represents a “Text-Graphic” that will fade up in your video. This is where you input Question 1, Scene 2 is Question 2, Scene 3 is Question 3.

### SCENE 1

Question 1 can be, “What was life like before working with us?”

### SCENE 2

Question 2 can be, “How was the implementation of our solution?”

### SCENE 3

Question 3 can be, “What is life like now after our solution as applied”

**(Pro Tip) Keep in mind with the 3 Scenes that you can be as creative as you want. The examples above are to give you ideas. Keep in mind you are creating a mini-story. So help the person viewing the video understand: the beginning (life like before you) the middle (life like working with you) the end (life like after working with you)**

# EXPLAINER VIDEOS

## RECIPE FOR CREATING AN “EXPLAINER VIDEO”



Think through the **3 common questions you get asked about** for your product or service. Write them down. It could even more, but let's start with 3. If you have more, write down all those questions because those can become more Story Videos.

Obviously, the language of the statements for **the text graphic will vary greatly**, but it's all about “Explaining” how your product or service works in the real-world based on common questions people ask.

### SCENE 1

Scene 1 you will enter in something like this, “Welcome to the New Product/Service” then your video clip you record will talk about the beginning of that product or service.

### SCENE 2

Scene 2 you will enter in something like this, “Now, let's talk about or look at this certain aspect of the product or service”. Then in your video clip, you will talk about a unique application of your product or service that is related to the common question people ask.

### SCENE 3

Scene 3 you will enter in something like this, “Now let's see the results! Or, Check out this aspect of the product or service”. Then in your video clip, you will speak to the common question people ask about what the real-result they get with your product or service.