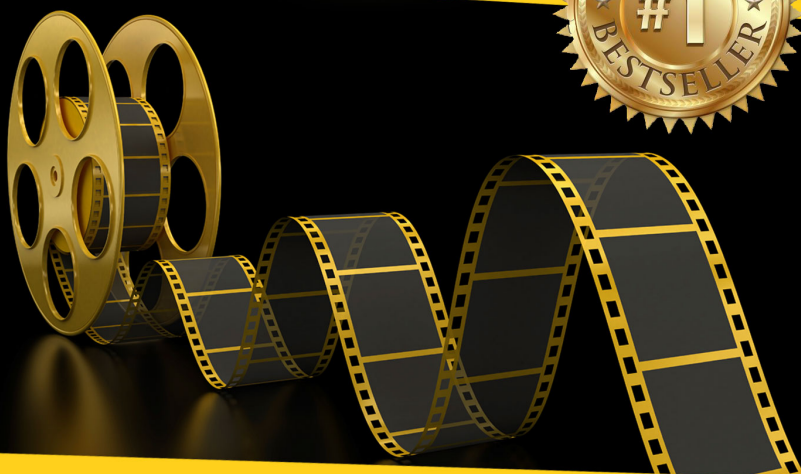


VIDEO MARKETING FOR BUSINESS OWNERS 2019



The *ULTIMATE* 7 Step Guide to Become the
Expert, Authority and Celebrity in Your Niche

SUPER MARIO RICHARD FACHINI

VIDEO MARKETING FOR BUSINESS OWNERS 2019:

**The Ultimate 7 Step Guide to Become the
Expert, Authority, and Celebrity in Your
Niche**

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Dedication:

I dedicate the book to my personal Lord and Savior Jesus Christ who gives me the strength to keep going and persevere, and overcome the obstacles of daily life and create opportunities out of potential challenges. Thank You God. Praise Jesus. If you don't believe in miracles I will tell you right now I barely got out of high school never passed English and failed it over 6 times in college just before not graduating. Now as I cry writing the dedication and looking back on the year of 2012 I have a published book. The seeds of greatness are in you, you deserve it, and you are worth it. It's your time to shine, let go of fear and take flight.

Mom and Dad....I can't even see the computer screen right now....I love you both so much I will give you back 10x everything you have given and continue to give me. Thank you for everything, every day, my entire life. Marie, Sheryl, (They are my sisters) I love you both more than I can share here but you are also on the short list of everyone that is going to reap what you have sown over the years for your lil brother.

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To My Family and Friends I could write a whole entire book on all of you just know I love you all and my driving force for all business is to inspire others and "I am blessed to be a blessing" everyone is going to have a great life and now I have a say in the matter.

To everyone in Leadership Team Development who over the last 10 years who have shaped and continue to shape my life. Thank You All. We are all Diamonds and NEED to shine. Daryl....my gosh I just talked to you the other night (thanks again for rosemary and oil almonds) Some of my best memories are in parking lots talking when its super-hot and super cold. I'm still here, I'm not done, and only getting started. Thank You for asking me about DVD's eternally grateful.

To Mike and Paul and everyone from the Mojo & The Revolution thank you for allowing me the opportunity to be an

All-Star and inspire others. It has been a blast and an honor to be an example and success story and inspiration to others and look forward to many more years of helping you accomplish your dream of creating other millionaires and giving back to the world, while having fun in the process.

To you the reader - If you're reading this, you're living, but are you alive? I have had many dreams and one of them was to be a celebrity to inspire others this is part of how I got into video, I always knew its not just what you know but who you know. I will tell you know that the quality of your relationships is in direct proportion to your income. Serve many or serve few. Video has been one of my avenues.

I encourage each and everyone of you to find your passion and live your dreams. You have something special to offer the world that only you can do only in your way. Maybe its music, (of which I was reminded of this Christmas by someone) maybe its business, maybe its crafts, who knows who cares its all about YOU and how YOU can help the world have love, peace, and joy again.

I dedicate this to you and everyone whom I pray about every morning that "sees me" I don't know right now where in 100 years this will be as I am only 28 but I am choosing to "Let go, and Let God" if you aren't crying and on a positive emotional

roller coaster on a daily basis I encourage you to walk to the front of the line and get on because this is nerve wracking as crap writing this and doing it but I'm doing it ANYWAY for you to inspire you and lit the candle of hope that will change your life in some way shape or form.

You see earlier in the year long before the year got beyond a dream and a book was even a thought I still wanted to help someone get past what they were going through so I invited them to a seminar with me which lead them to someone which helped put them on track and change the course of an entire YEAR. They also recently thanked me for "setting the stage for 2012" I AM doing this for hundreds, thousands, and millions more.

Live to Give, Do this for someone else, and be the change you want to see. You can do it to. If the world tells you 'No' shoot me a message on Facebook

<https://www.facebook.com/mario.fachini>

and I will tell you "Yes" I believe in you, take action, dream big, don't stop, sleep when you're dead.

WoW - It's done, and this is real, now to stop shaking and have some energy drink. Thank You all for this opportunity to be your Diamond \$uper Mario All-Star.

- *Dream Big*

- *Take Action*

- *Serve Others*

- *Have a Blast Doing it*

- *Never Apologize for being "You"*

~*\$uper Mario*

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Philippians 4:13

I can do all things through Christ which strengtheneth me.

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YOU MADE ONE HECK OF A ROCKSTAR COVER GIRL B)

Everyone reading this book....yeah here is one of my hidden weapons. Any love on the cover is all her. Actually any awesome graphics you see on our stuff business cards or clients work...yeah she's that good.

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Grab Your Popcorn Ladies and Gentlemen ---

The Show Has Already Begun

~Mario

MARIO FACHINI

VIDEO MARKETING FOR BUSINESS OWNERS:

The Ultimate 7 Step Guide to Become the
Expert, Authority, and Celebrity in Your
Niche

Video Marketing 101

What is Video Marketing and Why Should You Care?

“Instead of trying to get everyone's attention, why not be so captivating they can't look away?”

~Mario Fachini

Video Marketing is not only a way to achieve this, and give you back the time you deserve, the freedom you started your business for, and the revenue goal you want to hit this year, it however is THE WAY to be so captivating your customers and prospects can't look away, it allows you to expand your brand's presence so you are recognized as the expert, authority, and star in your niche, in turn skyrocketing you to the true freedom, time, lifestyle, and financial levels you work so hard to aspire to obtain.

Video Marketing has many advantages over traditional advertising, whether it's online or offline, fancy social media or boring paper.

I will now cover 5 of these advantages for you, so your company can benefit and increase your customer value.

Your customers get to SEE YOU, how you look, how you act, whether you're personable or not. They get the opportunity to like, know and trust you possibly before you even meet them.

Much like a first date, the "interview" process is nerve wrecking for both parties. You are both sitting there in a constant state of evaluation. At best you are a trusting individual and maybe only have a 20 minute wall. After that you MAY begin listening to what your seller has to say...however, you are a business owner and have lots to do and don't have all day for an initial meeting, let alone many for the rest of the day.

If only there was a way you could both get to know each

other before you meet. 😊

Your customers get to HEAR YOU - hearing, what a blessing and vital part of our lives that most of us take for granted on a daily basis. To prove how important and vital being able to hear is to your business success, let's think of personal experiences. We've all gone to the movies and said, "That movie was GREAT!" Conversely we've said, "That movie stunk!"

There are many factors to consider in making a good motion picture, but let's focus on one, the soundtrack. Why does IMAX fetch a higher price per ticket? Simply put, they give you a better USER EXPERIENCE.

I was actually curious myself what the difference was while I studied video production, 3D animation, and film editing, and yes there are a lot of technical things and types of film, however, the main difference for US as the customer is IMAX utilizes state of the art pictures, seating arrangements, and superior SOUND QUALITY.

Think of the greatest action movie you have seen with a lot of great SOUND EFFECTS. Maybe Jaws, Jurassic Park, Terminator, Batman, the Die Hard Series, or Avatar. We all have our own flavor of delicious, but what do they all have in common?

They would be horrible if we had to watch them on "MUTE".

Jaws without the theme music would be reduced to Finding Nemo, Jurassic Park would feel like the reptile exhibit at the zoo, and Batman would be just another weirdo walking around in a costume.

The last advantage of video marketing for your business is taste.

Your customers get a "taste" of you and your personality. I say this one loosely because obviously you can't "SMELL" through the video screen, unless you may be eating something while you are watching, but people can however "smell" if anything "stinks".

Anyone can be promised the "Yellow Brick Road" down to the land of Oz where everything is sprinkles and candy canes, with sugar on top, and unlimited new leads nonstop 24/7 for the entire metro area, for a few thousand a month...I wonder if that's why they called it the "Yellow Pages"...hmmm

I too walked down this road, much with the same outcome. I'm sure you have too. However, as an entrepreneur myself, I know how to play the game and want to know "who's behind the curtain."

The advantage of video marketing for business is that you get to "pull the curtain back" and share the truth.

Which brings me to a bonus advantage - sharing. You can share whatever you want on camera, and within a few minutes of unscripted talk from your heart, you can share some great information with your customers. It's much faster than writing it out and making sure it's polished and perfect, but never makes it off your scratch pad.

Every single one of you reading this right now has the seeds of greatness in you. We all have talents and abilities and value that the world needs. If you have been thinking you need "permission" or "approval" to go out and make a difference in the world, you don't. You need desire. I personally would love to hear each of your dreams and goals and ambitions and see how I can help you achieve them.

As I write this book, I too was like "What can I write about? What can I share?" Meanwhile, on a daily and hourly basis I share business expertise, marketing, humor, and motivation on in group settings, talking on the phone, at networking events, during speaking engagements, on social media and while conducting one on one meetings through my company IWD Now Marketing.

All you have to do, is the next heart-to-heart conversation you have, turn on a camera, record, and hit share. You can even use your cell phone.

I've done it while driving. Yeah, yeah, I know, you're perfect, but seriously, texting a tweet, sharing a photo.....marketing a VIDEO.

They all are the same idea, just with different mediums, and truth be told, the video is way faster to shoot and post...besides you shouldn't text and drive! ;)

Video allows you to share your knowledge and value with the entire connected planet.

Now I know I said I'd share 5 advantages, but in a continuous effort to always over deliver, and since there wasn't a bowl of popcorn with a tall drink and some candy included with this book, I would like to give you one more thing to "chew on".

"Hit rewind from the comfort of your home".

I don't know about you, but personally, I never liked English and failed it 6 times in college. I lost count before that, and to this day have not passed the class, so

of course it seemed only logical that the next step would be to write a book to serve a greater audience.

But as I have spoken to audiences and joke about this, let me just ask you friend - if I gave you a 15 page typed report to outline the benefits of video marketing or sent you a link to a video you can watch after a busy day at the office, while you're relaxing and sitting in a bathrobe eating that bowl of popcorn, and all you have to do is sit there and be entertained while getting educated...which sounds better to you?

I agree, extra butter please, and yes I will take a drink with that for the movie, and the entire napkin holder!

EVERYONE LOVES VIDEO, which is a great segway into - WHY SHOULD YOU CARE?

How interesting it happened this way.

You should ONLY care about video marketing in your business if you want to :

VIDEO MARKETING FOR BUSINESS OWNERS

- Create better leverage with your time
- Increase Sales
- Decrease frustration
- Build greater trust, loyalty, and rapport with customers, clients, and prospects
- Elevate your positioning and authority as the expert in your niche
- Create a system of irrefutable proof that everyone should buy from your company regardless of price.

If none of this applies to you than simply and easily refer this book to someone you know who owns a business and then keep reading there are some humorous commented salt and peppered throughout the book.

“Video will account for over 84% Of Internet Traffic by 2018” — Cisco Systems

<http://recode.net/2014/06/10/cat-videos-binge-tv-watching-to-account-for-84-of-internet-traffic-cisco-says/>

WOW, that's almost likeNOW, 84% of Internet Traffic

I'll repeat – EIGHTY FOUR PERCENT OF ALL INTERNET TRAFFIC

Q - "How do I get more traffic on the internet?"

Really? Well, clearly even though I failed English multiple times, I was a smart kid, and I love helping people, so let me just answer this for you.

A - One way to get more traffic on the internet for your business would be to utilize video marketing and share your knowledge of how you can help your consumers. It will give you an opportunity to learn what they need to solve their problems, and give them the opportunity to get to know, like, and trust you.

Speaking of the internet, let's talk about the #1 search engine in the world right now - Google.

If you didn't know they were #1, now you do. Guess who the 2nd largest search engine in the world is?

Yahoo or Bing?

Nope. It's YOUTUBE. Since you're a business owner, let's talk business. Short of everyone's information, the entire connected planet, your credit card information, and files the government doesn't even have access to. That's right, you would be correct saying "YouTube".

- Google owns most technology and is the #1 search engine in the world
- YouTube is indeed owned by Google and is the 2nd largest search engine in the world
- YouTube is the 3rd most visited website

- YouTube videos are ranked in Google
- YouTube Viewers spend on average over 18 mins every time they go on Youtube.com!
- As of September 2015 - YouTube Mobile sees over 1 billion views per day

If you care about your business, you need to learn to dream bigger darling.

How else do you plan on getting an academy award instead of your competition, when you didn't even audition, let alone get a role?

Remember you have value, knowledge and expertise in your field.

You don't need to audition. You're already qualified. Just turn on a camera, answer some questions and share it with your customers.

Okay, so now you understand what video marketing is and how it can help your business. You see the value and advantages, but you still may be wondering, "Why should I invest my time, energy, and money?"

"Do It On Camera!"

...but what should I do (on camera)?

To go more in detail than the text on this page I welcome you to visit our resource center at:

www.videobookbonus.com

Where you can see live video examples, and additional FREE Resources to turn you into the expert, authority, and celebrity in YOUR niche that you deserve to be.

Being a Video Shrink 102

Everyone Has Problems...How Can You Help Me Solve Mine?

What are your videos going to be about?

Will your videos solve a pain?

The world is a beautiful place and a blessing you can share with your friends and family on a daily basis, however sometimes the roses have snow on them, which brings us to the main basis of all commerce.

I have a problem. How can you solve it?

When you create videos for distribution, and pinpoint the channels and your demographic, now you have to ask yourself, "What pain of theirs does this remove?" "What problems do my customers have that I solve?"

You want to not just create videos that showcase your product or service, but more importantly, what can you do for them? The videos you create should fulfill a need that your prospects are looking to have solved.

Most companies have the same format regardless of industry. You have to follow-up with them and then play "21 questions", and the prospect has 39 more ready to go if you pass this test.

You see, your goal as a business owner is to sell. The goal of the prospect is to not buy, until they feel comfortable with you.

Let's flip the coin, or better yet the Benjamin...because who really likes coins?

How about as the business owner, you focus on serving your customers and showing value and earning their trust? If only there was a way that you could serve your prospects, showing them the value that you bring to the

table, and an easy way to answer their questions they always have and allow you to gain their trust? If only?

Video is not a complex concept.

We all love it, we pay to see it, and it's only reserved for "celebrities", whether local or Hollywood. That is, until now.

Video marketing at its core is you sharing knowledge, insight and expertise, like you do every day with prospects, through email, social media, on the phone, or in person meetings and presentations.

Let's just do this one more time...on camera. That's it... plain and simple. You have the freedom of choice to share whatever you want to share about.

I recommended starting with FAQs and SAQs, which are what you are already doing. Frequently Asked Questions and Should Ask Questions.

Let me take you through an effective little exercise I use with my audiences during my fun, and engaging training presentations and show you how you can simply and easily quickly create the content for your videos to share over the next quarter.

Rapid Content Creation in 5 Minutes or Less

You will need:

- A Pen
- A sheet of paper
- A Countdown Time

*(If you prefer staying digital open your smartphone, tablet, or computer to Evernote, or a notepad app and set a timer for 2 minutes

Here is a link to one of my favorite online countdown timers:

<http://www.online-stopwatch.com/countdown-timer/>

I want to keep this simple for you, paper and pen is my favorite for this exercise and allows you to focus on the content and not the tech. Grab a kitchen timer from the break room or the kitchen.

Either way I need you to start the timer for 2 mins and think of the Top 10 questions you get asked day in and day out.

Here are some FAQ's I've found are similar across most industries.

- How much is your product (Price)
- How soon can I get it (Service)
- What is your refund policy (Customer Service)
- What is your warranty

How are you different than _____(Your competition)

Why should I buy from you?

What does your service include?

How often do we need your service (Time investment/price)

How long will your product last (Peace of Mind)

What else have you worked with? (Credibility)

What are the startup costs (service)

What are the project costs (Service)

What are the ongoing costs (service)

Frequently Asked Questions

1) _____

10) _____

2) _____

11) _____

3) _____

12) _____

4) _____

13) _____

5) _____

14) _____

6) _____

15) _____

7) _____

16) _____

8) _____

17) _____

9) _____

18) _____

VIDEO MARKETING FOR BUSINESS OWNERS

19) _____

20) _____

Should Asked Questions

1) _____

11) _____

2) _____

12) _____

3) _____

13) _____

4) _____

14) _____

5) _____

15) _____

6) _____

16) _____

7) _____

17) _____

8) _____

18) _____

9) _____

19) _____

10) _____

20) _____

One of the funest things you can have in your business is excited customers, and what better way to share their excitement than on video.

When your raving fans start complimenting you about your product or service and you graciously smile and thank them, right afterwards I want you to start practicing NOW so it becomes a habit and ask this magically question “Would you mind saying that on video?”

Sure, not 100% of people will want to be on video, let alone thrilled, but one of my favorite quotes from Wayne Gretzky is “ You miss 100% of the shots you don’t take”

One of my favorite things to say is “ It never hurts to take a shot on goal “

You just had someone raving about how awesome you, your product, staff, company are UNSOLICITED, 100% authentic, sincere and genuine.

You can either A) Have a nice feel good moment and smile or B Have a nice feel good moment and smile and as mentioned in Chapter 1 DO IT ON VIDEO ! ☺which will then allow you to leverage your time, have 3rd party credibility, have great content to share in your advertisements and marketing, create a system where your company morale is higher because you have documented cases and irrefutable proof that you're awesome which in turn will have people excited to want to continue to do a great job AND motivate them to an even better job thereby building momentum for more great reviews which in turn will only accelerate this fun abundance circle of servitude in perpetuity.

You do however have to take action, so if you need a drink grab some water and get that magically pen and paper back from Exercise A and let's brainstorm some people that come to the top of your mind that you could ask for a video review/testimonial.

To help get you started think of: (and pull spreadsheets if available) – (Create them if they are not)

- 1) Existing buyer list
- 2) Existing prospect List
- 3) Existing Follower List
- 4) Existing Attendee List
- 5) Existing Partner list

If you are BRAND NEW, WAY TO GO ! ☺ I am super excited for you and it always makes me smile hearing another entrepreneur walked out on faith to start their business and pursue their dream.

Here is a listing of the Top 25 Common Men's and top 25 Common Women's Name's (In America) to jog your memory of customers & clients

MARIO FACHINI

MEN

| | | |
|------------|-----------------|-------------|
| | 9. Joseph | 18. Steven |
| 1. James | 10. Thomas | 19. Edward |
| 2. John | 11. Christopher | 20. Brian |
| 3. Robert | 12. Daniel | 21. Ronald |
| 4. Michael | 13. Paul | 22. Anthony |
| 5. William | 14. Mark | 23. Kevin |
| 6. David | 15. Donald | 24. Jason |
| 7. Richard | 16. George | 25. Jeff |
| 8. Charles | 17. Kenneth | |

WOMAN

| | | |
|--------------|-------------|------------|
| | 7. Maria | 14. Betty |
| 1. Mary | 8. Susan | 15. Helen |
| 2. Patricia | 9. Margaret | 16. Sandra |
| 3. Linda | 10. Dorothy | 17. Donna |
| 4. Barbara | 11. Lisa | 18. Carol |
| 5. Elizabeth | 12. Nancy | 19. Ruth |
| 6. Jennifer | 13. Karen | 20. Sharon |

VIDEO MARKETING FOR BUSINESS OWNERS

21. Michelle

23. Sarah

25. Deborah

22. Laura

24. Kimberly

Customer Testimonials

Now that you've jogged your memory of your existing customers and clients simply and easily fill in 1-30 with their respective names in the space provided below to start your list of who to get video reviews and testimonials

1) _____

9) _____

2) _____

10) _____

3) _____

11) _____

4) _____

12) _____

5) _____

13) _____

6) _____

14) _____

7) _____

15) _____

8) _____

16) _____

VIDEO MARKETING FOR BUSINESS OWNERS

17) _____

24) _____

18) _____

25) _____

19) _____

26) _____

20) _____

27) _____

21) _____

28) _____

22) _____

29) _____

23) _____

30) _____

To Get a Printable PDF Copy of the memory jogger exercise simply go to **www.VIDEOBOOKBONUS.COM** or text your name and email to

Video Distribution 103

Who, What, Why, Where, When Should I Distribute My Videos?

Let us start with "WHAT" so that you have an understanding of what video distribution is and what it means to your business.

Video distribution is simply just that, "a way to distribute your videos". After creating engaging, helpful content that your customers and prospects will benefit and receive value from, it is vital to your success that someone other than you sees it.

WHY would you distribute your video content? Much like trying to scream underwater and wondering why no one on land got your message, if you don't distribute your video content to your target market, no one will hear your message. Taking the time to create videos and not sharing them with the world and serving others who can

benefit from your knowledge and expertise and derive value from this knowledge and expertise is not only unethical, and selfish, but does not makes sense for your business...unless you desire to run a not for profit in that case make sure you've filled out the appropriate form, but I digress.

Your goal should be to help serve a wider audience, and if you don't, shame on you. You want to take the time to make a video but not share it everywhere you can? Don't be selfish or stupid. If you're going to do something, do it right the first time.

The name of the game is getting your message out into the marketplace and having your authority established in your niche. So my question to you is:

"Who do you want hearing what you have to say?"

Who is hearing your message is equally as important as WHY they are hearing it. Resonating with the wrong audience also does not make much sense for your business, unless you enjoy working harder than you need to and you desire to get paid less than what you're worth. If this was your goal, you would be working a job, not running your own company.

You want to craft your message to appeal to your perfect customer. Remember, you're not looking for everyone and you don't want to work with everyone. You want to attract people that make your life better and are a blessing to work with.

Share authentically with your audience and what you can do to help THEM. Think of who they are and what problem they are looking for a solution to. Let's do another exercise to help you with this and solidify your ideal customer:

WHO DO I [IDEALLY] WANT TO ATTRACT?

Everything in your life you currently have, whether you like it or not, you have attracted to you. Let's say you love your life, congratulations ! You know where I'm going with this, if you don't love every aspect of your life than You're Welcome ! ☺

Because with this exercise you can use in ANY and EVERY area of your life, it works 100% of the time, it is FREE, and you have the power to do it 24/7/365 and once you get it working for you, looking back on life when you didn't will seem surreal and will be like watching someone else's life, you may even feel "nahh that wasn't me ...really?"

EVERYTHING you want and desire in this world is within your grasp WHEN you focus. With that being said let's now focus on your ideal customer:

Ask yourself:

Is my ideal customer ? Male or Female

Is my ideal customer ? Tall or Short

Is my ideal customer ? Thin or Not Thin

What is my ideal customers age?

What is my ideal customers relationship status?

Married/single/ engaged

What color hair does my ideal customer have?

What is my ideal customers spouse name (if married)

What is my ideal customers kids name(s)?

What is my ideal customers kids ages?

What is my ideal customers annual income?

What is my ideal customers leisure activities?

What is my ideal customers attitude towards me?

What is my ideal customers gratitude towards me?

What is my ideal customers joy level to pay me? ...(up front or in 400 increments over 10 years...14 days late)?

The more you know WHO your ideal customer is, the easier it is to speak their language and serve them in a way they will love you for and your { no longer] competition could only wish they knew.

If I may, I have a question for you...

Who ever said you HAVE TO deal with your current customer base, simply because they are your current customer base? Do you have them by design or do you have them because that is simply who responded up until now?

Do you love all your current customers? Do you desire to have better customers? Friend I am here to say that every year I take “inventory” of who I am choosing to work with, and who I desire to work with. This is YOUR LIFE, YOUR FAMILY, YOUR BUSINESS and YOU MAKE THE RULES ☺ If you LOVE IT...KEEP

IT...If however you don't...why have you kept it for so long?

Don't only play to your strength zone but STAY IN YOUR STRENGTH ZONE. Everything else should be given to someone else who that IS THEIR STRENGTH ZONE.

As the entrepreneur your sole goal is to grow the company , not to be the jack of all trades and master of none. Your business is supposed to work for you, not you SLAVE FOR IT.

Don't just accept the rules society dictated to you and "that's just business"

WRONG!

Challenge the rules

And create new rules that benefit you, your family, and your business, daily, effortlessly, and automatically

To Get a Printable PDF Copy of the memory jogger lists simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

Now keep in mind that for each video distribution site, different channels attract different types of customers. Vimeo for example, attracts more business professionals, YouTube has everyone, and MySpace has bands, comedians and artists. They all are beneficial in their own way and YES you DO WANT to distribute your content to all of them, { if you feel like challenging me on this or have some preconceived notions why your title and status shouldn't be seen on channel _____ just know that The Google looks at all these places with their secret sauce to see how congruent your online presence is across the ENTIRE INTERNET and in short it helps with search rankings and all kinds of other stuff known as citations, reputation, and back linking.] So as a huge proponent of Freedom, do whatever you want, just know there is your way and the right way. You want to be on all the sites. This is the right way.

You don't need 20 variations of the same video to pinpoint each site, just realize who you are talking to and know where to find them, as all channels have pros and cons. Just know what your goal is, what you are trying to accomplish and come up with a game plan on how to get there.

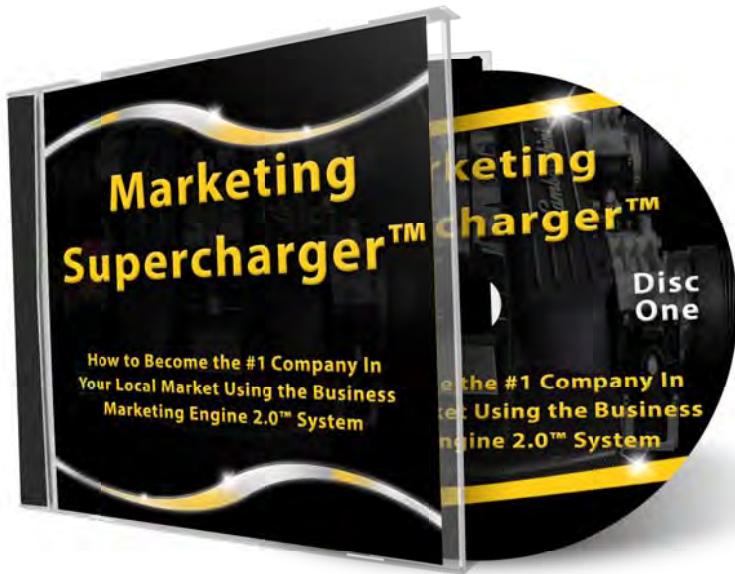
Where should you distribute your content? Simple. Write this one down:

“I Should Distribute my video content everywhere I can that allows me to”

You want to be ever present and ubiquitous and speak to THE ONE.

One of my favorite actors and speakers Bo Eason has said “Speak to everyone, speak to no one, speak to the one, speak to everyone” This is a whole topic I could write another book on for messaging alone. Take a look at your current marketing, are you speaking to your ideal perfect

customer or “everyone” ? ...How well has that been working for you?



When you would like to learn more how to craft more effective messaging in your marketing you can get a complimentary digital copy of my audio marketing program (A \$299 Value) at:

www.marketingsupercharge.com

When this person thinks of your industry, you want them to think of your great brand and how you can help...and

in case they have to think half a second about it, you want to be appearing everywhere, just like the Chesire Cat and McDonalds.

You're thinking burger and fries? At lunch time Burger King has their flamed broiled Whopper on sale with a free drink.....too bad you won't make it.

Think about this honestly, because as this whole book is written from my personal real life experience, so is this example of being everywhere, like McDonalds.

Be honest, have you ever wanted to go somewhere but never made it because you had to go past 4 -5 competitor buildings or saw a dozen or so billboards in the process and got swayed?

It's sad that we now need "will power" to stay on track to reach our bad choice of a meal destination, but you can't deny the market exposure and penetration fighting for your attention EVERYWHERE.

As well as it should. I would hope for spending BILLIONS a year on marketing they see an ROI.

This is your goal as a business owner also, to let everyone know you are there and ready to help, and even IF your loosely defined competition has some shiny object of the week, you can now pull them back before they get there because you're not playing the Walmart game to attract attention. You are providing a REAL service which is VALUE.

Let's compare your business to a car. Do you want to be seen as a Cadillac or a Neon? One might offer a "Great Deal"...but I'd rather leave a legacy of class.

Who are you attracting?

....and for the record Taco Bell, Q'Doba, Baja Fresh, Freshly Made Wraps, and Subway are my choicebut if you're in between appointments and pass 5 McDonalds and can't find the othersgive props to McDonalds for nailing the marketing, targeting, location, and being ever

present in front of you....and order a Chocolate Chip McCafe ...you deserve a lil' fun... you work hard. ;-)

In a brief recap of WHERE you want to be, let's check your answer.....you better have said "EVERYWHERE" and "I Should Distribute my video content everywhere I can that allows me to" otherwise no Chocolate Chip Dessert Drink for you!

That's right, the answer is EVERYWHERE. Get on all the channels you can. Below is a list of "a few" of the hundreds of video distribution sites out there to help you get started.

BoFunk.com

Videobash.com

Dailymotion.com

Vidipedia.org

Dekhona.com

Vimeo.com

eCorpTv.com

YouTube.com

Fark.com

Blip.tv

Gawkk.com

Break

Hictu.com

BrightCove

iveiwtube.com

BuzzNet

Metacafe.com

CastPost

Myspace Videos

ClipChef

Photobucket.com

ClipMoon

Tagworld.com

Dotv

Veoh.com

Famster

Flixya

Pandora

Gawkk

Porkolt

GoFish

PutFile

GrindTV

Stupidvideos

iFilm

ThatsHow

Kwego

Tubetorial

LiveLeak

Viddle

Lulu

VideoWebTown

MeraVideo

[Vidmaxr](#)

MotorsportMad

Vmix

MyHeavy

ZippyVideos

To Get a Printable PDF Copy of the customer testimonial exercise

simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

So now you're thinking "WHEN should I share my videos with my ideal prospect"... "and how often?" or at least you should be at this point and that is a great question.

And the answer to this loaded question is

"as much and as often as your company desires to commit and invest to achieve this easily attainable goal to grow your company and allow you more time Freedom and greater profits while producing great content that serves your audience, while they continually derive benefit and want to share with others."

This is where the idea of Frequently Asked Questions and Should Asked Questions with review/testimonials videos becomes so powerful.

Starting off with these type of videos gets to:

- 1) Showcase your knowledge and expertise in your niche and establish you as the authority and expert in your respective field
- 2) Allows your potential prospects to get to know, like, and trust you by seeing that you are a real, genuine person that truly cares and wants to serve them
- 3) Solves the pain your customer is having and allows them the peace of mind and reassurance that they also don't have to jump through hoops and play 21 questions when they call your company because clearly you know what you are talking about

The benefits are great and the possibilities are endless. It's okay, I'll let you off the hook. You didn't know this

was possible before, you're forgiven. The question that still remains however is, "Now that you DO know, are you going to be the 1%er entrepreneur that you claim to be and take action and serve more people and start your own videos?" or a "95%er who enjoyed reading about it and thinks it's a good idea?"

The choice is yours. You can benefit from it and make your life easier, or have a few laughs and continue on the old way. The beautiful thing however, is that in America you have the freedom of choice on a daily basis to do whatever you want.

Joking aside, it's the truth. It comes down to commitment and how serious you are, not necessarily investment outlay. Let's examine this deeper.

Not utilizing video marketing for your company is a stupid decision, unless your goal is to work harder than a sweatshop and get paid less hourly than a migrant worker. This however, is America, and you have the

freedom to make this choice and God Bless America for this opportunity. Option one, however, is not recommended.

Making 1 Video – Congrats! You're in the game and have more initiative than your competition. This will pay a dividend. Truth be told, you are also in the top 5% since most companies will never take the initiative, so honestly, good for you for making a step forward in the right direction.

Making a Few Videos - Better yet, you have more content than most. What about the frequency? Was this a one-time deal or are these "few videos" on a weekly or monthly schedule? Hmmm

The best thing you can do is regular “Livecast” videos on FB & Periscope. You may also utilize softwares such as Belive, Blue Jeans, and Wirecast to get your message out.

My Company, IWDNow Marketing, doesn't like

"minimal mentality" and neither should your company. This is why we offer clients 10, 20 and 30 pack bundles to get started. You can see more information and live videos at <http://www.iwdnow.com>

As previously mentioned in the last chapter, having 10 Frequently Asked Questions and 10 Should Ask Questions, with 10 customer testimonials, will give you a GREAT START to establishing your authority in your niche and you will have enough video content to distribute for more than just a few days or a month.

This is truly where the frequency comes into play for the "WHEN" of your business. Simple math shows us that 30 videos works nicely for 1 a day on the distribution schedule. However, what do you do the next 11 months of this year and on-going the next 100 years?

If your company is serious and you want to go "all in", yes we highly recommend creating content on a daily basis and even hourly if you can support it. But don't get

sloppy and take 5 videos and make 500 variations of that video and call it "600 videos" you have "ready to go". The name of the game is content...remember Cadillac. Be first class.

Multiple times through the week is a happy medium for most serious businesses. You can create all the content in a single day at the end of each quarter for the upcoming quarter and then spend the next 12 weeks distributing it.

The more the merrier, as long as it's first class and serves your audience. The choice is really up to you, but it's your company. Don't skimp and cut corners, or this is who you will attract.

I am looking to help people that want to be helped so 1%er's follow me and I will continue on to your options for creating the video.

Video Creation Process 104

Hollywood Looks With a Main Street Budget

Thanks for joining me - excited to have you here and wanted to congratulate you on your choice to move forward and take action.

However, what action should you take now?

Do you want to spend \$1,000 or maybe you have \$1,000,000, but what if it's only \$100?

More than likely you already have what you need.

Remember that **CONTENT IS KING, and LIGHT IS EVERYWHERE**

The #1 most important thing you need is a desire to move forward and take action. The equipment is simple, the means to an end. Yes, the better equipment you have,

the better production results you will achieve and ultimately the more likely your prospect will be to watch and continue to watch [Providing you are talking to your ideal customer, with a crafted message, and create captivating content] . You **MUST** be able to engage them however, and demonstrate you really know what you're talking about and can solve the pain they are experiencing right now.

If their current pain is trying to install a water filter under their kitchen sink they won't be grading you on lighting and your background setting, if you know how to install a water filter under your sink and you can demonstrate and "Do It On Video" than Merry Christmas they're listening. The more engaging your content is, and positioning yourself as the authority on your subject matter, showing you really know what you're talking about and can solve that pain that they are experiencing right now is 100x more critical by far. While being mindful of the lighting and production value, always do your best, but if you're just starting out don't let it stop

you and get hung up on it, the content you create is what they are looking for.

Your customers won't be grading you on lighting and your background settings your customers are thinking "WIIFM (What's In It For Me)?"

****REMEMBER* CONTENT IS KING,
and LIGHT IS EVERYWHERE****

So let's cover a few different options you could "buy in" at. Everyone's business is at different places, with different budgets, and different size organizations with varying levels of expertise, and time available, but remember creating content rich, value creating, authority positioning videos is all about serving your customers and articulating what can you do and say to help enrich THEIR lives and businesses.

You can do this on a daily / weekly / or monthly basis. I recommend shooting over a few hours once a month or

once a quarter (depending on how many videos you want to do), and then distributing the content over the course of the next month or quarter.

I highly recommend taking a day (or 2 half days) per quarter to shoot for the upcoming quarter because it takes only slightly more time to shoot 12-16 videos as it does to shoot 3-4, because a lot of the setup time is involved with light placement, getting the audio and camera in place, having your customers come into the store, or having staff members come in on a day off.

I will tell you the same thing my dad who is a very smart man taught me “Do it right the first time, and you won’t have to come back to do it again”

So now I am highly recommending doing it right the first time for your business and establishing this as a habit.

If however you are a solopreneur, don't get overwhelmed. I just wanted to cover all bases since many types of

businesses will be reading this. Breatheokay good.

Now I can continue on and say "It can also be as easy as grabbing your camera phone, clicking the front facing camera button and recording a 1-minute video while you're driving on the highway....straightaway of course with no traffic. <-----not a hypothetical. (Shouldn't write a book about it unless you've done it right?)

In all seriousness though, it's that simple. I will suggest starting with your office or something NOT MOVING, but just grab your camera phone, smile, hit record and share your knowledge with the world. When it's done, simply hit the share button for YouTube and you're on your way, literally in a few minutes.

*****FAST ACTION BREAK*****

Give it a shot right now - grab your phone - turn on rear facing camera - record something even if it's - "So I'm in the middle of reading Mario's awesome book and getting

into video marketing and testing this out as per \$uper Mario's advice not bad...I can do this 100 times now, pretty easy. Thanks Mario, then share it on YouTube and send it to me on Facebook. :) I'd love to check it out!

<https://www.facebook.com/mario.fachini>

*****READING RESUMED*****

Below are 3 Do It Yourself (DIY) Options + 1 Done For You (DFY) Option

******after the options I will have recommended models and places to buy from. These are not affiliate links but a sincere desire to save you time, energy, and money so you can take fast action and not get caught up on the equipment phase of the process******

Option 1 - DIY 1 (Let's get the camera's rollin!)

- Camera - Use Your Smartphone Video Capabilities
- Audio - Use Your Smartphones Audio Capabilities
- Lighting - Who Cares Take Action - But get enough light on your face you don't look like a serial killer with shadows
- Editing - Why waste your time - you're in the action mode - shoot and distribute

- Content - Content - Content - Remember you're just getting started - You're ALL READY for your close up Mr. Demille - focus on serving your customers and filling a need and solving a pain

Option 2 - DIY 2 (I should have went into show business!)

- Camera - Grab a Kodak Zi10 (or the newest model) just make sure it has a mic port
- Audio - Get a wired microphone you can use with the mic port
- Lighting - You care more now - but remember content is king - however natural sunlight is a great way to get Hollywood looks without the expense (just make sure its not in your eyes)
- Editing - More than likely your computer already has something like iMovie or Windows Movie Maker - If you're feeling fancy entertain these ideas.
- Content - Content - Content - Remember you're just getting started - You're Getting Ready for your

close up Mr. Demille - focus on serving your customers and filling a need and solving a pain

Option 3 - DIY 3 (Move Ove Speilberg – I got this 😊)

- 1) Buy all the higher end equipment with large upfront capital but you have 100% control 24/7
- 2) Camera - Honestly \$200-\$1,000 for the camera alone is a good starting point
- 3) Audio - Honestly \$200-\$1,000 for the audio alone is a good starting point
- 4) Lighting - Honestly \$200-\$1,000 for the lighting alone is a good starting point
- 5) Editing - Honestly \$500-\$2,500 for the editing software alone is a good starting point
- 6) Content - Content - Content - Remember you're just getting started - You've Gotten Ready for your close up Mr. Demille - focus on serving your customers and filling a need and solving a pain

Option 2 - WDIFY 1- (We Do It For You) Professional Agency

- ~ We take care of it all for you
- ~ Gain access to professional equipment and results without the time, energy and money to learn and end up still having to invest many hours, even after you learn it to maintain results
- ~ Highest quality results, least amount of effort on your part - very little time investment cost
- ~ It's your time to shine - you get to be the movie star for the day
- ~ All right, Mr. DeMille, I'm ready for my close-up ~
Norma Desmond (Gloria Swanson)

DIY 1 Equipment Needed:

- 1) A smartphone (I recommend apple or android) but

any camera phone with video will do:

Apple - iPhone S5

http://www.amazon.com/Apple-iPhone-Black-16GB-Unlocked/dp/B0097CZBH4/ref=sr_1_2?ie=UTF8&qid=1408590635&sr=8-2&keywords=iphone+s5&tag=651998669-20

Android – Samsung Galaxy S5

http://www.amazon.com/Factory-Unlocked-Samsung-SM-G900H-International/dp/B00J7Y5T42/ref=sr_1_6?s=wireless&ie=UTF8&qid=1408590722&sr=1-6&keywords=samsung+galaxy+s5&tag=651998669-20

2) Youtube Smartphone App

Apple

<https://itunes.apple.com/us/app/youtube/id544007664?mt=8>

Android

<https://play.google.com/store/apps/details?id=com.google.android.youtube&hl=en>

DIY 2 Equipment Needed:

1) Camcorder – Kodak Zi10 -

http://www.amazon.com/Kodak-PlayTouch-Video-Camera-Black/dp/B003VTZE4Y/ref=sr_1_1?ie=UTF8&qid=1408590970&sr=8-1&keywords=kodak+zi10&tag=651998669-20

2) Wired Microphone - Wired Condenser Lavalier Microphone

http://www.bhphotovideo.com/c/product/405666-REG/Oklahoma_Sound_MIC_3_Mic_3_Wired_Electret_Condenser.html

DIY 3 Equipment Needed:

1) Better Camcorder – Canon Vixia Line (Again the most important thing is having an external MIC port) – The larger the sensor the better, and 3-chip cameras are the best You can easily invest \$1,000-\$30,000 on Professional video, for what you are starting with both of these cameras are great

Canon Vixia HF R52

http://www.bhphotovideo.com/c/product/1023205-REG/canon_vixia_hf_r52_full.html

Canon Vixia HF G30

http://www.bhphotovideo.com/c/product/963130-REG/canon_8454b001_vixia_hfg30_hd_camcorder.html

2) Wireless Lavalier Microphones

Audio Technica PRO 88W-830 Camera Mountable VHF Lavalier Wireless System < \$200

http://www.bhphotovideo.com/c/product/68061-REG/Audio_Technica_W88_68_830_Pro_88W_Camera.html

Sennheiser Camera Mount Wireless Lavalier System <
\$600

http://www.bhphotovideo.com/c/product/618739-REG/Sennheiser_EW_112P_G3_A_EW112_p_G3_Camera_Mount.html

3) Softbox Lighting and Green Screen Backdrop Setup
<\$300

http://www.amazon.com/ePhoto-H9004SB-69BWG-Photography-Chroma-key-Background/dp/B0054K9138/ref=sr_1_4?ie=UTF8&qid=undefined&sr=8-4&keywords=green+screen+kit&tag=651998669-20

The best thing you can do is to practice and get comfortable on camera, remember this isn't a 1 time deal, this is more important than turning the lights on, taking out the trash, checking email. COMMIT to creating engaging content your customers will fall in love with and THANK YOU for. 1 video a day, or 1 video a week, is your choice, but COMMIT and stick to it. Now grab

your camera phone and shoot a video and share it with me! ☺ <https://www.facebook.com/mario.fachini>

To Get a Printable PDF Copy of the equipment list simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

If you would like to see videos that my company, IWDNOW Marketing, has done for other business owners such as yourself, you can check out our website at: <http://www.iwdnow.com/>for more information.

You are also welcome to give us a call at (248) 266-3084 with any questions.

Video Offers 105

What is Your Company Offering, Why Should I Care, and Then Buy It?

Congratulations again on taking action 1%er! You are moving to the head of your class fast.

Next lesson - Crafting Your Offer

Regardless of the equipment you are using. Remember you're not shooting your son's soccer game or daughters dance recital. You are shooting a video that serves a customer in a business capacity. You want to provide them with valuable information and insight that solves their problem and fulfills a need, but also has a Call To Action.

Give them a special offer, coupon, incentive, promotion, or VIP Reward. Whatever you want to do and/or call it, just make sure they contact YOU and not your

competition after getting what they need and want. Too often companies don't follow through and consumers gain all the information they think they need to make a buying decision, but then go to their favorite store.

The good news is that you are primed to have this opportunity of the store BEING YOU! Since you are allowing them to see the “Wizard Behind-The-Curtain” and you get to be authentic and transparent with them about your business. As fellow author Bob Burg shares in his book “The Go-Giver” They will get to know, like, and trust you, and ultimately purchase from you.

If you are like me, you want to stack the deck as an entrepreneur in your favor to ensure the highest chance of success. At or near the end of the video be sure to thank your viewer and have a phone number or website available they can easily remember and go to for more beneficial information that will help them, and invite them to go deeper with you and what you're about.

Here is an example you can use. "Thanks for watching this week's episode. I am your host, \$uper Mario and I'd love to grab a cup of coffee with you and sit down to answer any questions you may have as to how I can help your company. Please give me a call at (248) 266-3084 and I look forward to talking with you soon".

Don't have 50 different options. Have ONE option, a single focus point to avoid confusion. Don't say, "Give us a call, check out our website, send us a letter and tweet us on Facebook." That is too many options and you will overwhelm your audience.

Now, did I say "Don't promote these other properties?" ---No, No I did not. Simply put don't do it all at once. Pick your main one and create that as a focal point (A), once your audience has taken the first step you may introduce the next (B) and with B, you than introduce (C) so on and so forth.

What should you have as part of your offer? Give your

prospects something of value as an offer, like a special report, coupons, FREE Webinar, FREE consultation, strategy session or whatever your business does best, depending on your industry. Be genuine and show that you really care and want to help so that they have a reason to buy from you.

So I'm going to resolve now you and I are on the same page, capisce? (That's Italian for "Understand")

So now that you understand the importance of having and offer, how about we keep the theme of fast action and implementation going and craft your Mafia Offer (An Offer They Can't Refuse) for you right now? Sound good? Good, because this is happening 😊

How To Create Your Mafia Offer (An Offer They Can't Refuse) in 7 Easy Steps

Step 1:

- **Identify Your Target Market** – Who is your perfect customer and what are the top 5 benefits to them?

Step 2:

- **Hook/Headline** – You **MUST** Capture their attention or you've already lost, identify your customers hot buttons (emotional and physiology triggers your prospects respond to)

Step 3:

- **WIIFT – What's In It For Them?** – What are the **BENEFITS** you will deliver by solving their problem? You must **Connect** with your audience and explain how you can help, what the benefits will be they will receive. These are also rooted in the hot buttons,

which you need to know your perfect customer/target market to identify

Step 4:

- **Deadline** – The difference between those who dream, and those who achieve their dreams is a deadline. A dream without a deadline is merely a wish.

Step 5:

- **CTA – Call To Action** – Did you Expressly Ask them to act or are you assuming they will? Be a leader, Be Bold, Ask, Go in for that first kiss, she's waiting for you to. Be vulnerable and risk it, don't wait till it's too late to find out she liked you at the same time you liked her...it sucks. If ever there is an area of life that confidence is a great thing (other than relationships) it is business. Business is not a spectator sport, you need to make an offer, and you need to ask for the sale. If you don't, you won't have sales, and you won't have a

business, back to the J.O.B. ...and that personal hell I wish upon no one.

Step 6:

- **Next Steps – Foreshadow and Guide them – Tell them what to expect once they take action.**

Step 7:

- **Authenticity – Be Real and Thank Them – Business is built on relationships. You may be thinking this is the end, or you “got one”, or once you achieve this you’re set.**

Friend, I am here to tell you this is simply beginning ☺

You have qualified yourself to your prospects as being likeable and someone they can trust, and that you will help them.

...Now you actually have to help them. It’s like the

example in grade school I heard about “everyone in class starts with an (A), it’s up to you this semester if you keep it”

You already sold yourself, and your prospect bought at least step A to get more info and Move to B. You asked her out, she said “Yes”. Now the relationship has started, it’s up to you to keep it going...or not.

To Get a Printable PDF Copy of “Create a Compelling Offer” document simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

Video Strategy 106

Spear Chuck or 5-Year Plan? How to be Strategic With Your Video Marketing Game Plan.

As the chapter name states, you have one more decision to make. Do you run your business by spear-chucking and "hoping for the best" or do you have a proven game plan and method you can do over and over again with a 5-year plan?

Great answer 1%er entrepreneur – 5-year plan sounds much better and shows you care. I am glad to hear you are willing to commit at the high level. We however have an easier job ahead of us.

Business is fluid, fast-paced and ever changing, so while spear chucking isn't recommended, as super as \$uper Mario is, I don't have a crystal ball for where your business or state of the internet will be in 5 years.

Let's devise a 3, 6 or 12-month game-plan for your company. Again this will be determined by how serious about your company you are.

3 months of video marketing requires less time, energy, and money than a 12 month game-plan, however a 12 month game-plan ensures a wider, more consistent footprint and much greater success rate long term.

Think of Coca-Cola and Pepsi. Don't quote me on this, but I remember hearing a statistic about them when I asked, "Why do they still advertise and market?" I mean everyone already knows which team they are a part of (1%er's are for Coca-Cola ☺).

But think about it - if you have drank either Coke or Pepsi, for the last however many years, how often do you deviate and YOU ASK for the opposite? I'm willing to bet an exact NEVER. Unless however you say, "Can I have a Coke?" and the waiter says, "Is Pepsi okay?"

Even the companies have agreements with Coke and Pepsi. The stat I remember was something like, Coke and Pepsi could pull all advertising and be good for a decade.

How's that for business? How would you like to know that if you stop everything NOW, you'll be ensured consistent sales for the next 10 years? Be careful there, I'm sure she says that to everyone. If it's too good to be true.....there's probably a catch.

I always think 20 years done the road, so while consistent sales for 10 years sounds great, I'd rather have consistent sales for 100 years to ensure my future great grandkids have quality of life, an on-going dynasty, and the ability to leave a legacy to future generations that can support on-going help in and around communities and nationwide.

10 years is better than 1, but man without vision will perish. You keep your 10-year plan and I'll stick to my

100 year plan. Coke and Pepsi continually advertise and market for the future generations as well. We as adults have our preferences, since they've been ingrained as kids. The kids who aren't around today and the young ones who are still have to jump on a bandwagon.

You see, you want to plan down the road and always be thinking forward with vision.

Increased sales are great short term, take them, be thankful, and serve your customers well. However, long term on-going repeat sales are better.

My dad, who is a great man, always told me, "If you're going to do it, do it right the first time and you won't have to go back again." ~ Richard John Fachini.

I love you dad, and thank you for this wisdom, I have never forgotten it through the years.

I want to share this wisdom with you now, since you have decided to invest in me, and more importantly yourself -

decide what you want and where you want your business to be in the next year 3 years or 5 years, 10 and 20, even 100 years from now.

If thinking even a year out in the future and beyond is too much to handle, before you go any further, draw up a game-plan for at least the next year.

[I highly and truly suggest 3-5 years out, but I want to me you where you're at. If you can't see your business around in 1 year or 5 years, it won't be. Video, internet, or YouTube won't matter. You need to steer the ship away from the rocks or stay on shore altogether.]

Now that you have decided where you want to be, lets reverse engineer it.

As stated earlier, I encourage whole heartedly, but you don't necessarily need 5 years of planning and 260 video titles going out every Tuesday to get started. I like setting personal goals I can not only hit, but knock out of the

park, and I use the same Block15Time™ Strategy with private clients and audiences. I am going to do the same with you. Start with 12 videos, (Shot in 2 allocated chunks of time, or preferably all at once) & distributed once per week (Early in the week on Monday, Tuesday, or Wednesday to start) and you'll have 3 months of content, distributed once per week.

These can be shot as fast as < 30 mins to as fairly quick as a few hours (even as a professional style agency shot with green screen, lights, microphones, perhaps teleprompter, teardown and setup).

I am going off of actual times we've taken with real clients (again to see these videos simply go to <http://www.youtube.com/iwdnow>)

{ Times may vary }

I am not a lawyer or play on TV, know that everyone's different and these aren't hard and fast rules, they're more

like guidelines. So if you're doing this on your own, you could be faster or slower.

If you are doing "run and gun" in public with a camera phone, with no editing, 12 videos can be done in under 20 minutes and a few clicks, even if you have windage problems or people walking across your production set in your local shopping plaza (how dare they!) ;), once a week totaling 15 minutes in totality for 3 months of distribution.

“Days of shooting” – In Mario’s terms

1 Day = 3hrs-8hrs+

Again I reiterate that it will vary and I don't play a lawyer on TV, but I did want to continue to further clarify what I mean by “A day” as it relates to your shooting schedule.

You won't need a full 24 hr day to shoot the video, you more than likely also won't need an 8 hour “Work day” to dedicate to your first 12 videos either, if you do. It will so

be worth it and you will never have to look back to “getting the ball rolling”

Now, we are starting with the focus of 12 videos, 1 Quarter of content to be distributed weekly, so you can set yourself up for success.

I know that you are an ambitious, over achieve, and if you do something you want to do it right. If you have decided you want to take the long term success route plan out and have bullet pointed ideas for 6 or possibly 12 months of content.

Here is why, once you start shooting magic happens. You will get into the groove, and in addition to the camera
YOU WILL BE ON A ROLL ☺

Have content for 24-36 videos ready to go so when you're finishing video 10, you're not thinking “Crap...there's only 2 left” Dream Big and Imagine knocking out a full year in 1 “day”

Forget how much time it will take, 1 hr or 10 hrs, short of speaking to a large audience from stage for 60 mins, I'm hard pressed to think of a better leverage of time you could invest ANY AMOUNT into. Video EASILY has a 10x force multiplier on it. Whatever you choose to invest, multiply that times a factor of 10X and that's the # of hours doing it your (now old) way pre-learning this information.

10 Hrs shooting X 10 = 100 hrs of old business model not utilizing the power of video doing it 1:1 or having staff do it 1:1 with less of a result, and prospects and customers NOT being able to access you 24/7

100 hrs - 10 hrs shooting = 90 Hrs you can now leverage and invest to reach your goals however you feel best (perhaps shoot more videos ☺, invest time with family, work less <<< great one, celebrate with your team, research new innovations, not feel "behind the ball" etc..)

{ Question] – “But what about editing, rendering, and

distributing my raw videos?

[Answer] Great question and very needed – short answer. You can hire people to do this for you.

I HIGHLY RECOMMEND YOU DO

*****DO NOT**** I repeat ***** DO NOT**** get bogged not with the tedious stuff that is not your strength – learn to value your time and play in your strength zone.

There are many sites online that have people you can hire such as Craigslist as an example.

- Video Producer
- Video Editor (a large majority they can do both)
- Social Media Manager

Focus on **YOUR CONTENT** – This is the only thing you can do. The rest you can hire out to people who not

only specialize in it, but love it, and enjoy doing it 24/7. Hire someone who is geeked out excited and can't stop talking when you mention Avid, Adobe After Effects or Final Cut Pro, perhaps they could be using Sony Vegas.

If you know what these software are, cool, if you don't even better, you're less likely to start trying to learn them.

Focus on YOUR CONTENT – In short they are all software's that you can take your footage and edit it into a final product, we use Avid and Adobe After Effects for ours. Final Cut Pro is popular for Mac users and Sony Vegas is another common that pops up when I'm hiring and ask people what they're running.

One of my rules is I require them to be using Adobe After Effects (Current Version) to deliver the final files in addition to the fully rendered (finished and compiled footage with text + effects) version

If they aren't using it, I ask if they're willing to. Some will

say yes some will say no.

Most everyone knows HOW TO edit the video but the last thing you want from a business standpoint is having 48 edited videos with fully rendered versions such as (.MOV, .MP4, etc) to upload to social media and your websites all excited only to have the “Editable” file in some format that they are now the only person on the team that can edit them. Regardless of your decision of software to use make sure to get a copy of the “Editable” file and make sure everyone on board is using this format and people you hire moving forward can work on past versions even if someone else originally did it.

Things happen and you don’t want years of work to be stuck in some software format that:

- 1) is no longer around or
- 2) kinda still is around but no one users it and you have 3 people in your country that know how to work it.

We've used Adobe After Effects for 10+ years now and am very confident they'll be around 10+ more considering only EVERYONE IN THE INDUSTRY uses them and they are the gold standard ☺

***HIRE THE BEST TO DO THIS – FOCUS ON YOUR CONTENT ***

Now the fun gets funner, what level do YOU want to play at?

Look at the big picture, and decide, and commit to YOUR PLAN for success this year.

3 Month Plan

Investment of Time: 1 Day of shooting per quarter

Yield: 12-24 Videos

6 Month Plan

Investment of Time: 1-2 Days of shooting per quarter

Yield: 24 - 36 Videos

9 Month Plan

Investment of Time: 1-3 Days of shooting per quarter

Yield: 36 - 48 Videos

12 Month Plan

Investment of Time: 1-4 Days of shooting per quarter

Yield: 48-60 Videos

The choice always has been and always will be yours. Play small, or play big, go hard or go home. It's your business and future. Things will definitely change over the next 5 years, you will either plan for success or plan for failure.

“Plan for failure? That's absurd, I don't do that Mario !”

Bet me

What do you think you're saying to yourself when you

commit to NOT investing an hour into your own business, life, and future?

Choose one of the plans that I layed out for you, decide and than actually do it.

You either will or won't, the decision is yours, you won't offend me either way, I already have hundreds of videos and creating more all the time. This is about YOUR SUCCESS and YOUR BUSINESS.

Join me in the winners circle by simply setting a goal, taking action, achieving it, and then we can celebrate the win, rinse and repeat.

What will you do RIGHT NOW to start the game plan? What is a small goal you can set and achieve TODAY! such as "I will shoot a quick video TODAY from my camera phone and share it to the Video Marketing for Business Owners Private Facebook Group with the plan I choose from above for my business this year and date I'm

committing to have the first 12 videos shot by”

WOW that’s impressive – you must know and have studied the power of self talk to set yourself up for success ☺ that’s a great goal and I thank you for sharing it with us in the private Facebook Group.

{ Question } “How do I get to the awesome private Facebook group for Video Marketing for Business Owners?”

{ Answer] – Look at you, you ARE ON A ROLL with the great questions today ☺ simply go to www.VideoBookBonus.com for a private link to the group and more great bonuses as a “Thank You” for purchasing the book.

Now that you know the importance of why you should be leveraging video marketing in your business, how to help your prospects and customers solve their problems, the right time, frequency, best sites and who you should

distribute your content for, how to achieve Hollywood looks on a main street budget, craft an irresistible offer, and setup your 1 year video marketing calendar let's bring it all home and show you how to get the most out of your video marketing.

To Get a Printable PDF Copy of the “1 Year Video Marketing Calendar” document simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

Video Marketing Implementation 107

Getting the Most Out of Your Video Marketing

Now that you're home and gone through the steps to get a great start with video marketing for your company to most effectively leverage your time and get your message out to be heard loud and clear to prospects you're your great customers.

You must be wanting to know, "How do I get the most out of my video marketing?" You want the unshakeable confidence knowing you're doing everything in your power so you achieve the best result, and greatest ROI from your investment.

Well friends, this is the exciting part and what separates your business from a random cat or dinosaur video.

A few key things to consider when distributing the videos

all across the connected planet aren't solely the audio, lighting and message of your video (however they should be A+ top notch), but what is just as important is how people will find them, where they are found, and how often they are seen.

If you were to put up a billboard for your company in real life, putting it in a low traffic, dark alley MAY not give you the results you're hoping for, agreed?

Purchasing 10 or even 100 billboards is better theoretically because you have a wider foot print, and greater potential audience right?

The internet is much the same way. It is the not only a side street, not a main street, and not even an expressway, highway, or thoroughfare, it is the INFORMATION SUPERHIGHWAY !

There is traffic everywhere!

Every corner of the globe !

With people watching it 24/7 from every device, everywhere!

Just waiting for compelling content that will benefit them, and while some have it right...most don't, this is why majority of people end up watching cat videos, more importantly this is YOUR HUGE OPPORTUNITY so shift your business into 6th gear and no longer be concerned with what the competition MAY be doing, but speeding past them, leaving them in your dust of great compelling videos that's serve your audience, positioning you as the celebrity authority in your niche.

This is where I need you to think Big, you now have a GLOBAL BUSINESS not just regional or national but GLOBAL

Frequency is key, but so is placement.

One Billboard on I-75 from Michigan to Florida is a very high traffic area that is much better than a dark alley. 1

billboard in each direction ...wow you're on to something. Now you're capturing people coming AND going.

1,000 + billboards on each side of I-75 coming and going from Michigan to Florida pretty much ensures anyone driving for 24 hours will see you a few hundred times going and coming back.... guess where they are stopping to eat every few hours? That's right...McDonalds, since that is exactly what they do and heaven forbid you stop for gas or a snack at a gas station. There is more than likely another billboard with a McDonald's nearby or even attached to the rest stop. They got you again! 1 Extra Large Chocolate Chip McCafe please!

High traffic areas are your friend. Social media is the destination. What are people seeing when they are searching for you? It's no longer "nothing", since you know the power of video marketing and know how to get out there, but if you want to get the most out of your video marketing and leverage your efforts, be sure you have high traffic keywords and phrases that reflect the

content of your video and how it will be most relevant and help your prospects and customers.

Yes, these keywords are the same keywords you're thinking of and heard about for years for a website (on site).

Search engine optimization.

Yes that is correct - videos 100% utilize search engine keywords to get ranked and get noticed. I will not get into the intricacies of Search Engine Optimization here as that is an entire book in itself, I do want to share with you some advanced strategies for getting your videos more visibility in more places.

To keep it simple I will be focusing on Youtube as the primary destination, but know that a good majority of these can be used on virtually all the sites that give you the opportunity to distribute video, and a lot of social media sites allow you to “share” your Youtube video on

their platform (one of my Favorites is Pinterest) additionally there are many sites that are for “Social Bookmarking”

You will want to incorporate these strategies as often and is many of these sites as you can, just know that they all vary, and with only 1 exception coming to mind (Vimeo), Youtube will be your primary site to “Start” with and the rest you will simply repeat the process the best you can for what each individual site allow.

{ Question } “What’s the 1 exception with Vimeo being my primary instead of Youtube?”

[Answer] – Final Output, Professional Long Term, Full Control & Customization.

What this means is Youtube should be your primary source because it has the most viewers and people looking stuff up, it is owned by Google and is really great to get your videos noticed since other sites “Look to” Youtube

for content to pull and re-purpose for their own sites for curation.

Make sure you have a Youtube Channel setup so when prospects and customers go to check you out, you look like you mean business and are the celebrity authority in your niche, no question.

However, for high end super professional look and feel general for private membership site paid training content, promotional videos for events, a super customized landing page for your book launch, the video library on your website, the customer testimonial/review section on your website, and anywhere else you want the best looking polished, HD WOW factor that you will use for years to come, use Vimeo.

A lot of people haven't even heard of Vimeo, let alone use it, and even less that know why.

Here is why: Control

Plain and simple – Youtube has the viewers and the entire world watching, it is a free service everyone knows and loves and arguably “Started all this” over a decade ago, give or take.

Vimeo came out, not to compete, but complete. To fill the gap in the professional market, with enhanced privacy settings, ability to control color of the player, originally allow you to choose the frame of the video the viewer sees versus a random screen grab and best of all and most importantly NO ADVERTISING! ☺

You’ve made it this far got all this set up and started talking about it so people could check it out, they do....is a cat video the last thing you want your video ending with? Or a video from another company similar to yours? Or worse yet a competitor ! heck no Joe! Vimeo is a paid service that gives you a lot of benefits and control of your video, so while you 100% absolutely want a fully complete Youtube Channel to serve purpose A, you need a Vimeo channel to achieve purpose B.

Both equally important just different. So while I can't say "You want both as your primary" which would be a contradiction to the definition itself of "Primary"

I asked my good friend Meriam

...Webster ☺ and you know what she had to say about Primary?

It is an: adjective pri·ma·ry \ˈprī-,mer-ē, ˈprī-mə-rē, ˈprīm-rē\. : most important. : most basic or essential. : happening or coming first

As much as I admire and respect Meriam, I have to respectfully disagree.

Youtube and Vimeo are both your Primary "Go-To's for Video Marketing – just realize they serve two different purposes and majority of the time you will take the same video and use it on both, almost always Youtube at least, sometimes Vimeo only, but the goal of this is leverage so create great videos that are so good they can be used for

paid content that's private in a membership site (and stored on Vimeo) but you could also share them (or part of them) on Youtube for traffic and visibility as well. I'm sure there is a Rubik's cube of combinations and scenerios of when, which, & how often you want to use Youtube, Vimeo but that isn't the point, simply realize you have more than one option as "Primary" and the rest are just for visibility and getting noticed.

To quickly summarize some instances that are on the top of my mind before I move on with the advanced settings on YouTube (remember that a lot of others have them but don't think they all do) here is a quick list of some ways I decide between YouTube, Vimeo, or both:

YouTube – When to use

- Pretty much everything for visibility and "Shareablility"

SHORT OF

- **Paid membership style private content** you don't want floating around and being accessible to the world such as the videos in the Video Marketing For Business Owners Training Video Course™, while I could use YouTube to store them, for the reasons I mentioned earlier I wouldn't Vimeo is best.
- **Professional website content** – Check out www.MarioFachini.com and you'll see what I mean, especially the reviews and testimonials section, all of those are on Vimeo – the player has been customized, all the extra buttons have been removed, they play in HD, they look clean and are focused on the content of the video and the message. No cat videos or competition looping after the video is over, or some random music playlist. (With that being said you will see my reviews & testimonials also on LinkedIn, Facebook, Twitter, YouTube, Pinterest, Google+ and other sites – Facebook is the only one I'd recommend doing a direct upload to, the rest put on YouTube and copy the URL to share it) I am not depending on

YouTube as the mainstay for professionalism on the website but for visibility and shareability its awesome for greater visibility on social bookmarking

Vimeo – When to use

- **Paid membership style private content**
- **Professional website content**
- **When you want 100% control over the look and feel of content with no chance the user will get distracted, leave your content and end up watching something else.**
- **Such as but not limited to:**
- **Live Event Pages**
- **Book & Product Launch Landing Pages**
- **Online Event Launch Landing Pages**

- When control, and design are the top priority to maintain the congruency of the supporting marketing (don't forget doesn't mean you can't share on the rest, you're simply not using it as the main video ...do both😊)

In all fairness these are all professional websites but I wanted to share some examples of when I do BOTH versus YouTube only, and on occasion Vimeo Only. So lets jump into the checklist of: How to Leverage your Video Marketing

- Title Keywords - again a book in itself for SEO, find someone who loves this and have them deal with this ever changing game of cat and mouse – YOU FOCUS on your content.

Title keywords go into the Title at the top of the video.

“Video Marketing For Business Owners #1 Best Selling Author Mario Fachini Gets Audience to Harlem Shake”

is a lot better for getting ranked with your books title publicity, celebrity authority positioning, rather than

"People Dancing during business event".

- **Backlink (to a website)**

You also want to make sure you have a back-link to your website in the videos description so people can find your website. Wouldn't you rather have people come to your website for even more benefit after watching your video, than just thinking 'nice video'? and going to some other random video 23 seconds later forgetting about your video? I know I sure would. How will they get to your website and learn more how you can serve them if you don't have a call to action inviting them to do so and you have no website to be found?

We want to **LEVERAGE** your efforts, not make this harder than it needs to be. Make sure there is a website link underneath your video in the description area.

- **Video Description**

You also want to make sure the description area has relevant keyword terms written, like this book, and in sentences. **DO NOT** just take a list of keywords and jam them in there like you may have done with your website. Google doesn't like this, it's not allowed, and only worked in the late 90's and early 2000's. You need **RELEVANT** keywords that are honest and true.

If you only have one location in one city, don't list every city you want people to travel from in the state. It's easier to be an A+ you, than try to compete with McDonald's with 1 location. Even if you have multiple locations, you still wouldn't do this, because you want to target local keywords for each local search in your quest of online domination.

4-6 Keywords MAX in the description. Some people debate this, but most people debate everything. The point is - will 7 work? Maybe. Is 2 enough? Sure. Just be honest and don't put 200 keywords that don't relate to you.

Be honest, Galatians 6:9 Be not deceived; God is not mocked: for whatsoever a man soweth, that shall he also reap. - produce great content and you won't have to think twice and live in a state of worry and fear of something happening to it.

- **NAP (Name, Address, Phone)**

Your company Name, Company Address, and your company Phone Number are important because there are websites that “Crawl” not only YouTube, but all the social media sites looking for your data. Before you freak out and think big brother, this and that. Know that this is to your benefit. This is a huge game changer for those of us who know it and utilize it. Here's why.

You've heard for years "You need a website" and you prolly " Want it on the first page of Google" while this is all well and good, do know that its not 1999 and there are more places on the internet to hang out and be found. Originally you wanted your website to have strong rankings and this was achieved in short by Google "Verifying" you have a website and the content on that website is true, accurate, and does what it says. It would match to local businesses and compare that data to what your site says on it and than either go "Cool – we'll promote you (rank you higher) or go "Not Cool" and lower your potential ranking. Simple enough?

The next step was getting that info not just on your website but on MANY OTHER WEBSITES ...ALL OVER THE INTERNET....for years this was effective to simply make thousands of blogs that could link back to your website, Google would see there's now 10,000+ instances of you versus 1 and go "Really Cool" there for putting you as high on the rankings as you can possibly go. This is where the term "Back-Linking" originated

from, if you are familiar.

Enter Social Media Age + Video

Google has since changed how it searches, and will continue to do so, it no longer counts how many back as high authority as it once did to see if you make it into the cool kids club or not, it looks to see how “Factual” the information on your site and social media is. (Fancy that – tell the truth and it works in your favor, who knew?)

What this means for the NAP is that when you have your website with Name, Address, Phone, Google and all the search engines are searching to see if A matches B.

But only times 1,000,000

Not only should A match B, but A should match C, D, E,F >>> AA, AB, CC, DK, KO, ZZ, TY and everything in between.

You want EVERYTHING MATCHING...

EVERYWHERE

You're website may or may not be 100% correct but more than likely you got the website the best since you viewed it as your "Professionally Image online" Good job 😊 great start and you may or may not have setup "those other sites" depending on your business if you didn't see the value, who's on Instagram anyhow? I thought Valencia was in Spain? I just got started with Facebook and LinkedIn !

Fair enough, but just like YouTube and Vimeo, everything has its purpose.

- 1) Get your profiles set up AT LEAST ...so no one else takes your name
- 2) Whether you want to dedicate a 100 person social media team (which you don't need to) or its just you, don't just set it up so someone doesn't take it, but put SOMETHING on there so it looks like your business

knows what's up for that new prospect because they WILL go to your website, YouTube, LinkedIn, Facebook, Google+, Pinterest, and everywhere else and you will have NO IDEA until they say “ I was really impressed you are on Dailymotion (or any random social media site for example) most people don't know about it that's why I always check it first to see if this business knows there stuff or not”

The point is you never know where, how or when you will be found, but when you do, will they contact you? ALL OF THIS DATA is aggregated by Google and cross referenced to make sure its accurate (you have to remember that Google is in the business of delivering the most accurate relevant information to us FAST, otherwise Yahoo would be the top Dog)

You not only want the NAP on your website but every other social media profile, description, and every opportunity you have to put it in the description of what you are sharing.

Just think about were all the smart phones and mapping software are pulling data from when you talk into them to do a search? The more places you show up for EVERYTHING, you are REALLY beginning to leverage the cards in your favor for having advantages over your competition.

- **Geo-Tagging**

Again this is all based off of what YouTube currently has available, Twitter has Geo-Tagging capabilities but some of the others do not, if its available, take advantage of it.

On YouTube (only) go to:

- 1) Info+ Settings (the first icon under your video)
- 2) Advanced Settings (to the right of Basic Info)

This will allow you to type in the address of your company and it will create a latitude and longitude co-ordinates for your video, which when matches your description, and gets found matches on your website and

other social media, Google says ‘WOW – you’re a super cool kid, you get props’

* you may need to move the mouse cursor on the map after typing in your companies address on each video to get it to convert to latitude + longitude #'s, its happened on YouTube from time to time, hopefully you won't but as a friendly heads up you may need to.

- **Comments**

Allow comments – you want people talking about you, if you're afraid of the 1 bad apple in the bunch, get out of victim and scarcity mentality and make sure the comments box is checked, If you're REALLY concerned, than perhaps an internal audit of business best practices is in order and not getting hung up on this so much, im here to share the best practices for greatest success for publicity and getting your name out. If you want to restrict how visible you are, you're swimming up a creek my friend, embrace it or change something so you can

embrace it.

Take Microsoft and Apple and all the large companies of the world, NO ONE has 100% happy customers, use video and grow beyond your wildest dreams and take on the globe and let the lawyers deal with this. Don't come this far just to start blocking your own growth.

- **License and Rights Ownership**

Should I let you guess? – Good you're catching on – Standard YouTube License – it's the most unrestrictive

- **Syndication**

EVERYWHERE – again you're on YouTube for visibility and share ability, keep open restrictions and an open mind

- **Distribution Options**

Make sure "Allow embedding is checked so that people

CAN TAKE your video share it, and embed it. If you don't want them to, than use Vimeo, remember YouTube is your friend for visibility and share ability. Make it easy for people to promote you 😊

- **Recording Date**

Add the date to the video that you are publishing it or the date you want it to show up for publication.

For a book or product launch maybe you want it showing up that day of launch. When you shoot the videos in advance pick the distribution days for the calendar and have the dates next to them so when they are uploaded they all match, again the key is congruency.

- **Basic Info + Tagging**

On YouTube (only) go to:

- 1) Info+ Settings (the first icon under your video)
- 2) Basic Info

This is another way to access your videos data after the initial upload, you can control the:

- Title Keywords
- Video Description
- Tags
- **Tags**

Are just like Keywords – you can type them in (separated by a comma) to further increase the relevancy of your video. So while you want keywords in the description to be found, you will also want to have a few in the tags that match as well.

- **Privacy (Make sure it is public)**

To the right of the Title, Description and Tagging area under Basic Info on YouTube there is a dropdown box for the videos Privacy, remember the name of the game is visibility and shareability so you will want this set to “Public”

- **Social Sharing**

There is a boxes below that connect social profiles such as Google+ and Twitter so when you publish to YouTube it is also shared on other social networks. You may choose to use this if you are getting started or if you have a social media scheduler setup such as Hootsuite (www.HootSuite.com) you may want to skip this step since your other software will take care of this and then some for you.

- **Playlist**

You can add your video to a playlist so prospects and customers can find it easier. Good playlists to have are (but not limited to)

- Product Training
- Client Work
- How to Videos
- Speaking Reel
- Customer Reviews/Testimonials
- Holiday Videos
- Special Events

Playlist can be created for anything, so have fun creating some of your own specific to your company 😊

The last leverage I am going to share before we call this “A Wrap” are social media and social book marketing sites.

This is an ever-changing game with more and more added everyday so if they allow you to share video, great! Sign up, if they don't, awesome ! 😊 Schedule a post with a link to your YouTube Channel

The top go-to's I always strive to hit in addition to

YouTube are:

- Google+
- LinkedIn
- Facebook
- Twitter
- Pinterest
- Tumblr
- Instagram

They all Allow you decent Title + Description and sharing of your YouTube Channel.

- **Google+**

is well Google, which owns YouTube. Have your Google+ profile set up so that once its on YouTube Google+ is picking it up also and you get that benefit as well. It may be set up automatically on your profile or not, either way double check and make sure you have the right title and description showing up with a link to you destination you want people to go to (such as a website)

- **LinkedIn**

has great features to add YouTube videos right in your main profile as well as sharing as a post, I use this for customer reviews/testimonials, holiday videos, and specific training on a topic.

- **Facebook**

is a funny creature, you can share a post from YouTube, but the more time goes on Facebook is getting less and less friendly when it sees YouTube content, it still works, but not as good as before, I would recommend you upload the video native to Facebook with the same Title, Description and link to a website best practice as YouTube and everywhere else.

- **Twitter**

A little birdy told me it's good to share on Twitter multiple times a day since it's a fast paced world and there is millions being shared by the minute. Don't worry about "sharing too much " on twitter, or any social network for the matter, simply learn, and match your audience.

Twitter you can simply search #hashtags and do a search for your company niche or how you want to be found and see how often posts are showing up on the stream and how long it takes before yours is no longer on the front page. this could be 1 minute (high traffic) this could be 1 hr or 10 hrs (depending on the topic) a little research will yield a good number to pinpoint and know that you should be posting to twitter X Times per day with links to your content.

- **Pinterest**

Pinterest as mentioned earlier is one of my favorites to share to since it takes YouTube videos so well and has nice title, description, and tagging capabilities. Use it in your favor for your company. It's not only for women's wish list.

- **Tumblr**

Facebook may not like YouTube but it loves Tumblr, so share a Tumblr post which will allow you a great custom image....that links to your post with a YouTube video ☺

<<< if you caught that I just told you the newest workaround to get custom thumbnails in Facebook to YouTube like we used to be able to do directly

- **Instagram**

Instagram is an interesting creature, as it should be, it is owned by Facebook, but I still felt deserves and honorable mention. You can only do upload up to 15 seconds of video which doesn't do much good and doesn't have any of the leverage these others do after you shoot one time. It truthfully will create a lot of extra work, so don't do this, OR hire someone to do this.

Than why talk about it ?

Because it's another avenue your prospects and customers WILL be checking out and another opportunity for another audience to find your product and service which will allow you to bless them and solve their problem.

So simply take the custom image from Vimeo and

YouTube and Tumblr and share it as a picture on Instagram with a link in the description back to the YouTube channel 😊

You see, everything has its place and purpose, don't get hung up with the in's and outs and details.

Shoot your first set of videos and get them out to the world, your prospects and customers deserve it.

Every social media site is an opportunity for you to be seen, have your message heard, and provide transformation for those who not only need it, but seek it.

To Get a Printable PDF Copy of the “How to Leverage your Video Marketing Checklist” document simply go to www.VIDEOBOOKBONUS.COM or text your name and email to

Take action TODAY, and do the uncommon, and TOMORROW, you can live uncommonly.

Thank you for taking the time to read my first book. If you have any further questions please don't hesitate to call my company, IWDNow Marketing, at (248) 266-3084. We would love to help you out with your video marketing needs.

I invite you to join me in the private Facebook Group which I have set up for only people who have purchased this book as a THANK YOU, join us through:
www.VideoBookBonus.com

And I look forward to hearing the next story of YOUR Success.

Have a great day, make it a great life and God Bless!

~ Mario Fachini

I would also love to support you personally as well as professionally. I look forward to hearing your success stories and to see the videos you and your company create. Let's get in touch and help each other today.

Connect With Me Personally,

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About The Author

Mario Fachini is an entrepreneur and is a sought after motivational speaker, author, and marketing trainer. He helps to educate other marketers through coaching & training on how to start up successful marketing companies of their own and attract clients.

He is the founder and president of IWDNow Marketing, a marketing agency from Detroit, MI that helps businesses nationwide showcase their celebrity and get their message out to their audience, while having a blast in the process. He has led his company for over the past decade to stay on the cutting edge to provide business owners the tools to help them move their businesses forward and stay ahead of their competition.

Mario was born in Detroit, Michigan and grew up in Harrison Township Michigan with his loving mother and father on the lake enjoying memories and abundance of smiles, laughter, and family time much of which was

through spending summers on the lake with family and friends.

Mario enjoys networking, audiences, social events, entertaining others and loves making others smile and laugh and show the fun side of life every minute of every day and do everything to keep to mood positive and to ensure everyone is "Having a Blast" and he loves to "Keep the Party Going" through storytelling and humor and inspiration. He chooses to use his \$uper Powers for good and not evil through creativity and marketing and creating audiences for his companies clients. He has a passion for encouraging others to start their own companies and follow their dreams.

Mario truly is an All-Star through and through, and if you want to learn how to become a celebrity, it is best advised you learn from one.

Implement the principals and Strategies in *Video Marketing for Business Owners: The Ultimate 7 Step Guide*

MARIO FACHINI

to Become the Authority, Expert, and Celebrity in Your Niche. and you to can become the celebrity that you are, attract larger audiences, and have fun in the process.

