



CHOOSING VIDEO TOPICS THAT WILL GET RESULTS



There's no denying that videos are the most powerful marketing tool available to your business. However, they can be costly to produce if you hire a production company. And if you create your own content on your smartphone, it can eat up your valuable time.

So you need to be strategic in your planning rather than wasting time making videos that don't connect with your target audience.

Answer these questions to bring some focus to the topics you choose to make videos about. Below is an example of how I would answer the questions.

Identify 5 problems your target audience faces

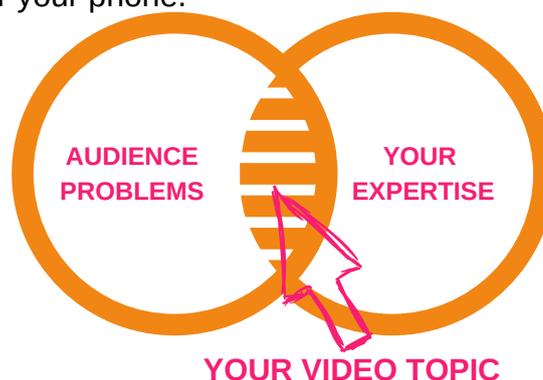
- Video production costs too much.
- Making our own videos takes too much time.
- Our videos aren't getting many views and shares.
- We've shot some video on our phones but it doesn't look good enough to represent our business.
- We've got lots of footage for videos but we don't know how to edit it.

Outline how your expertise can help solve these problems. Some of this expertise you can give away for free but some of it will be tied to a paid service you offer.

- I can train you how to make videos yourself
- I can show you a formula to follow to streamline your planning and production.
- I can work with you to develop a clear video marketing strategy.
- I can train you how to take control of your phone to shoot better quality footage.
- I can train you how to edit yourself or you can send me your footage and I'll edit it for you.

5 videos to address these problems. Share my expertise without giving everything away for free. The aim is to be useful to your target customers and drive the right kind of people to your YouTube channel or Website.

- 3 reasons you need to train your comms team in smartphone video.
- Plan your videos using this time saving formula!
- The 3 Golden Rules for Social Media Videos that Connect.
- 5 secret tools you didn't know were on your phone camera.
- The 5 best video editors for your phone.





CHOOSING VIDEO TOPICS THAT WILL GET RESULTS



Identify 5 problems your target audience faces

- _____
- _____
- _____
- _____
- _____

Outline how your expertise can solve these problems for your target audience.

- _____
- _____
- _____
- _____
- _____

Plan 5 videos to address these problems and share your solutions. You don't need to give away all the answers, just start giving your target an insight into your unique approach, system, personality, or product.

- _____
- _____
- _____
- _____
- _____

Timesaving Tip

These 5 video titles can be made into a series. A series lets you follow the same formula for each video saving you time and brain power when it comes to planning, shooting and editing.