How to create client-attracting videos

A 3-step framework for creating trusted advisor content

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Why create videos?

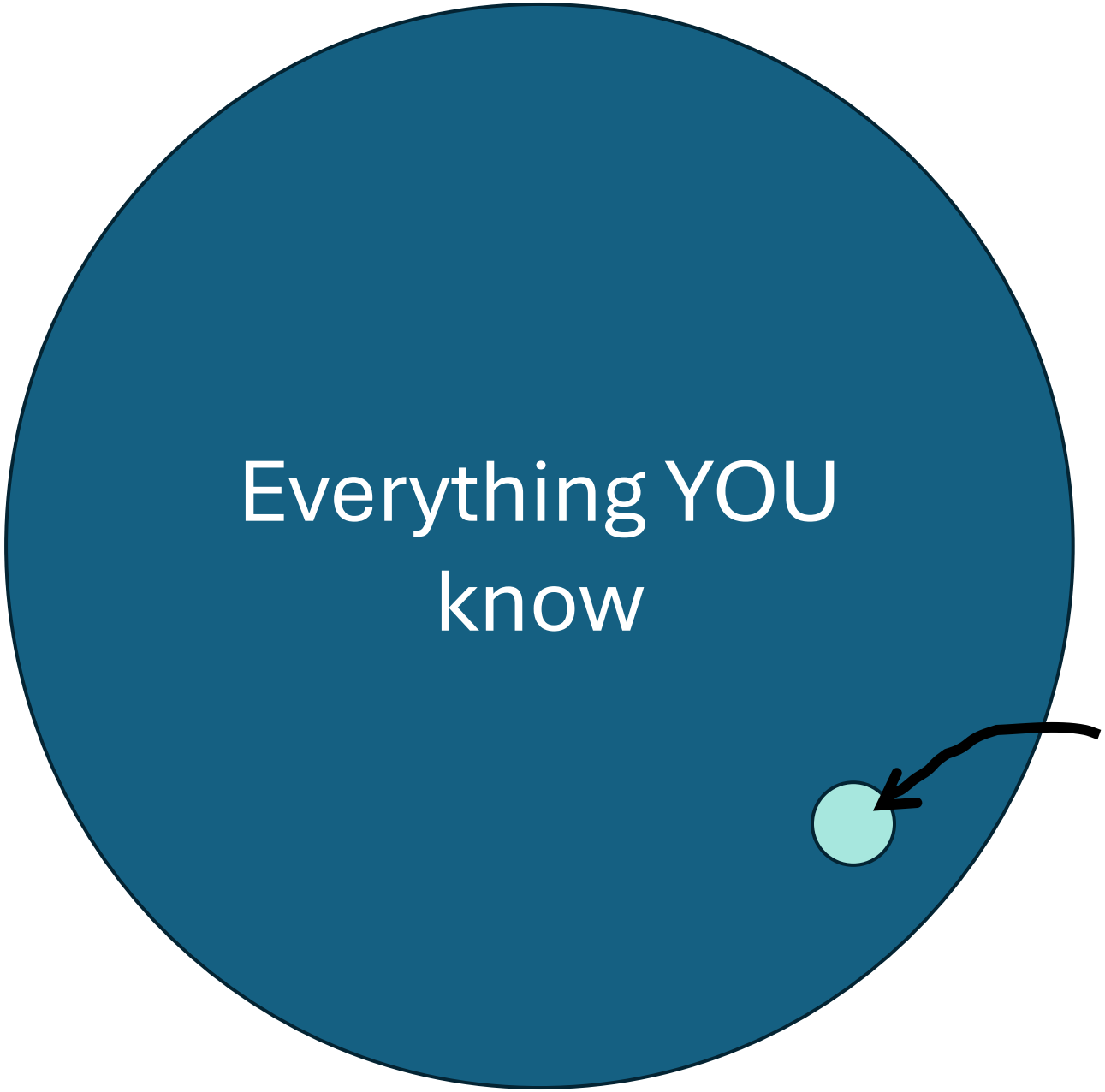
Demonstrate Your Expertise

- Show future clients that you have knowledge, advice, insights that can help them solve their problems and/or help them get what they want

Build Know, Like, Trust

- Video helps to build a “parasocial” relationship – they feel they know you (even though you don’t know them)

Not just for “marketing”! Use for sales and delivery too!

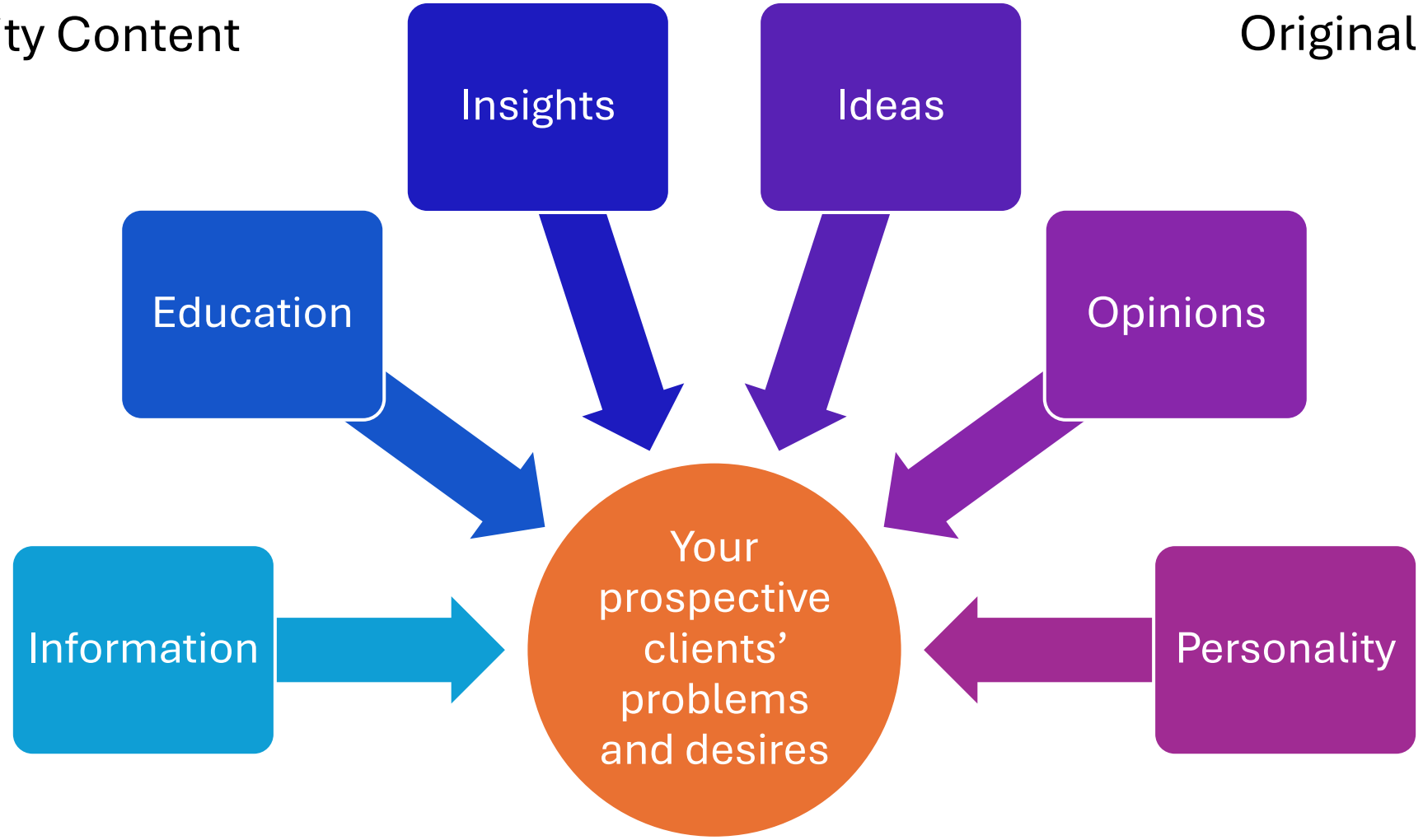


What your prospective clients need to know to hire you

Can you help me solve my problem?
Can you help me get what I want?

Commodity Content

Original Content



Focus here

Avoid this

It is not a TEASE.

- If you think you should charge money for the insights in the video you're on the right track

It is not a SALES PITCH.

- You can plant the idea that you're hirable by hinting about working with clients or using clients as examples
- You can invite them to get in touch at the end
- None of your insights should sound like "hire us to fix it"

It's not for your PEERS

- Avoid insider jargon
- Resist the urge to sound smart
- Don't try to share everything YOU know – focus on what THEY need to know

How long should the video be?

As long as you need to make your point and say something of substance (without rambling)

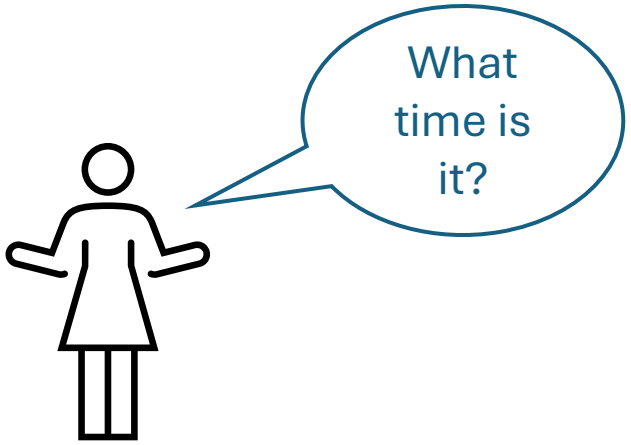
Consider the platform and how people use it

Shorter for LinkedIn: 2 – 5 minutes (interrupting)

Longer for Youtube: 5 - 15 minutes (searching)

Webinar: 30 – 90 minutes (scheduling)

Yes! People will watch longer videos if the content is RELEVANT to them

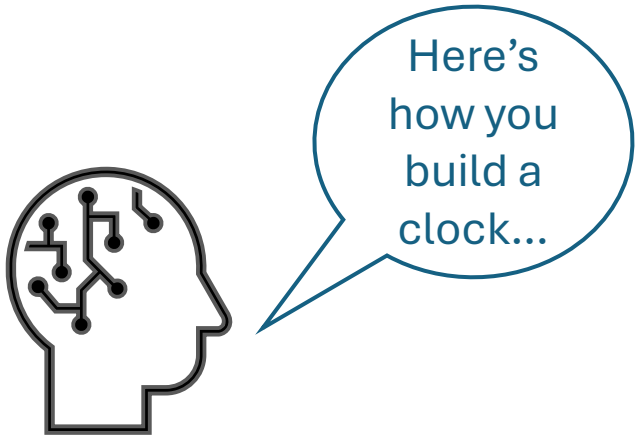


What your audience cares about:
- Their problems (symptoms)
- Their desires (what they WANT)
- Their business
- Their other interests

Relevance

Next Step

Trusted Advisor Content



What experts like to talk about:
- Diagnoses and root causes
- Their knowledge and expertise
- Theories and models
- How they do what they do
- Details, exceptions, and nuances

Insight

3 Part Content Framework

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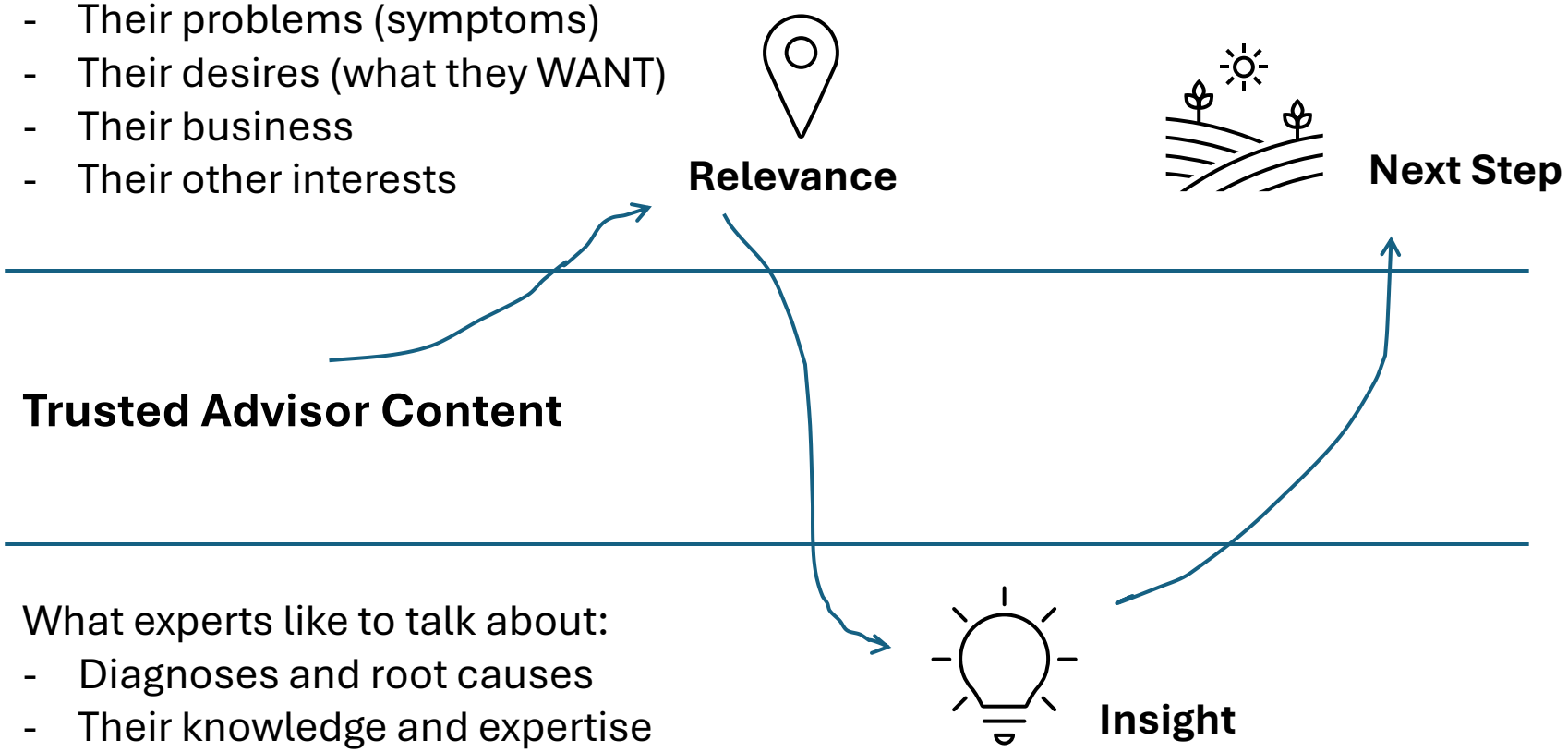
- Their other interests



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Get Attention with Relevance

- Topic and Title
- Opening: what's in it for them
- Introduce Yourself

Share your Insights

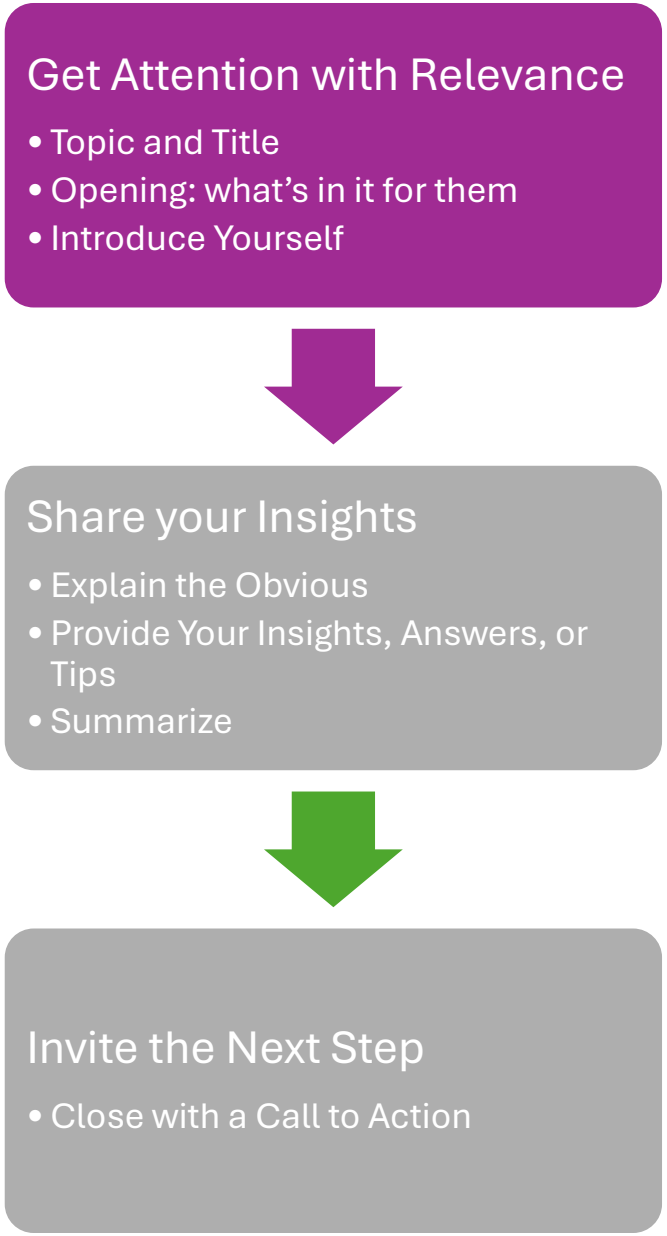
- Explain the Obvious
- Provide Your Insights, Answers, or Tips
- Summarize

Invite the Next Step

- Close with a Call to Action

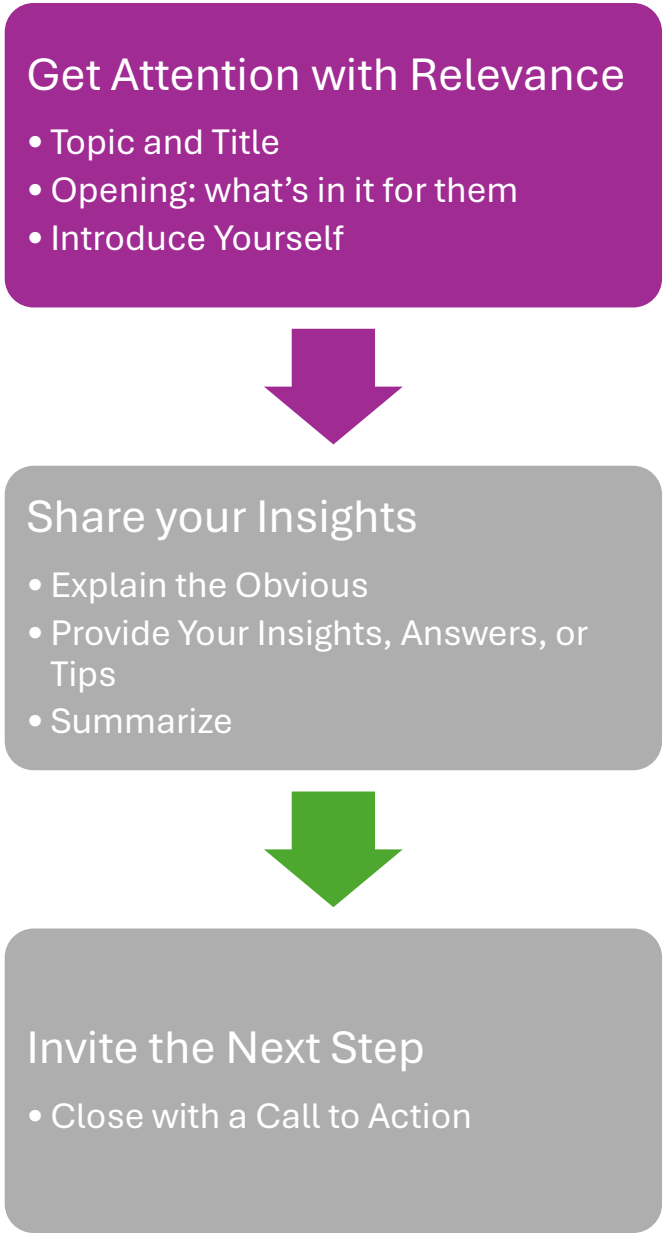
Title and Topic

- Choose a topic and title based on a client problem, desire, or question.
- Examples:
  - How to conduct performance reviews for family members
  - Should I pay myself a salary or a dividend?
  - 3 things you need to know about posting on LinkedIn
  - 5 strategies for growing business revenue



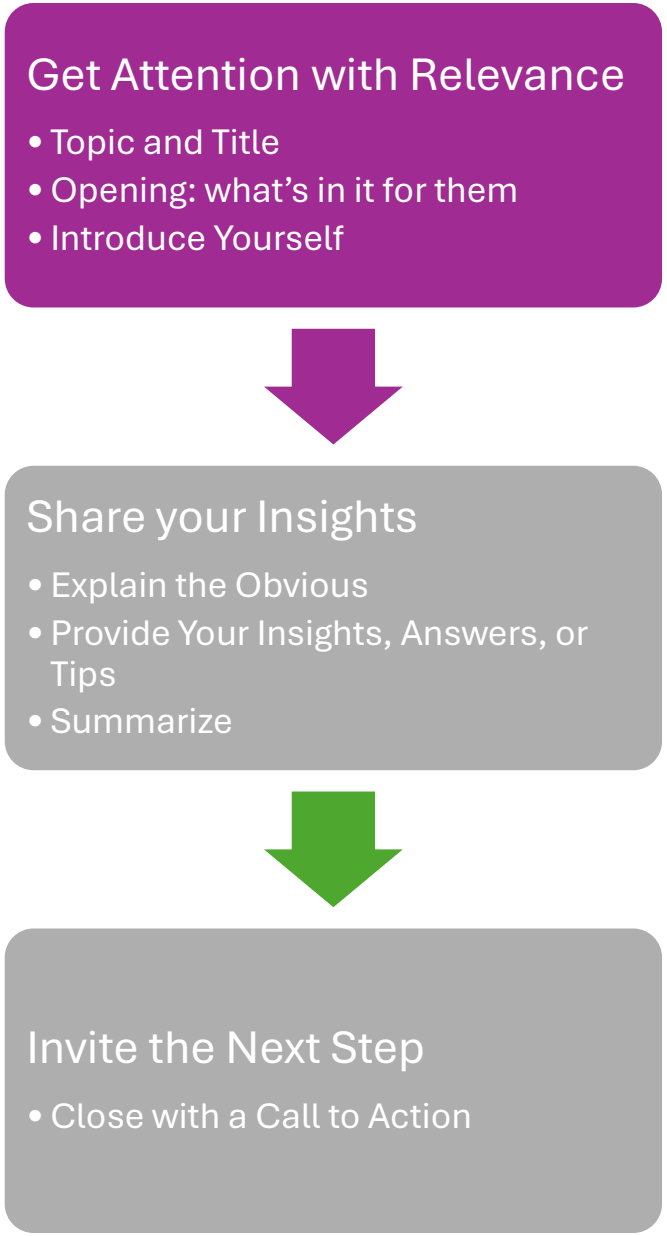
Open with reasons why they should listen

- What's in it for them? Why do they need this advice? (Sell them on listening!)
- Example: Today we're going to talk about conducting performance reviews for family members.
  - How to give constructive feedback without causing a family feud
  - A simple script so that you know exactly what to say
  - A better alternative to traditional performance reviews



Introduce yourself (briefly)

- Hi, I'm <Your Name Here>, I'm a <Your Title> at <Your Company>
- Optional: We help <these kinds of clients> get or do <this thing>
- Do not ramble! If you need more than 12 words to explain what you do, skip it.



Explain the obvious

- Today we're going to talk about <Topic> But first, let's start here:
  - What IS culture?
  - What IS a strategy?
  - What IS a process?
  - What IS a succession plan?
  - What IS a performance review?
- Offer a simple explanation – in some cases this means including clearing up what it's not

Provide Insights

Use ONE of these structures (don't do them all!)

Process Overview

- 7 steps to creating a sound financial strategy.
- Note: stick to WHAT to do - avoid detailed HOWs

Case Study or "Dear Abby"

- I'm having trouble with one of my managers. How do I know if the problem is this one specific person or if it's more of a culture issue?

Root Cause Identification

- 7 signs you have a culture problem

Tips

- 7 ways to become a better leader
- 3 tips for dealing with conflict

Expand on each point

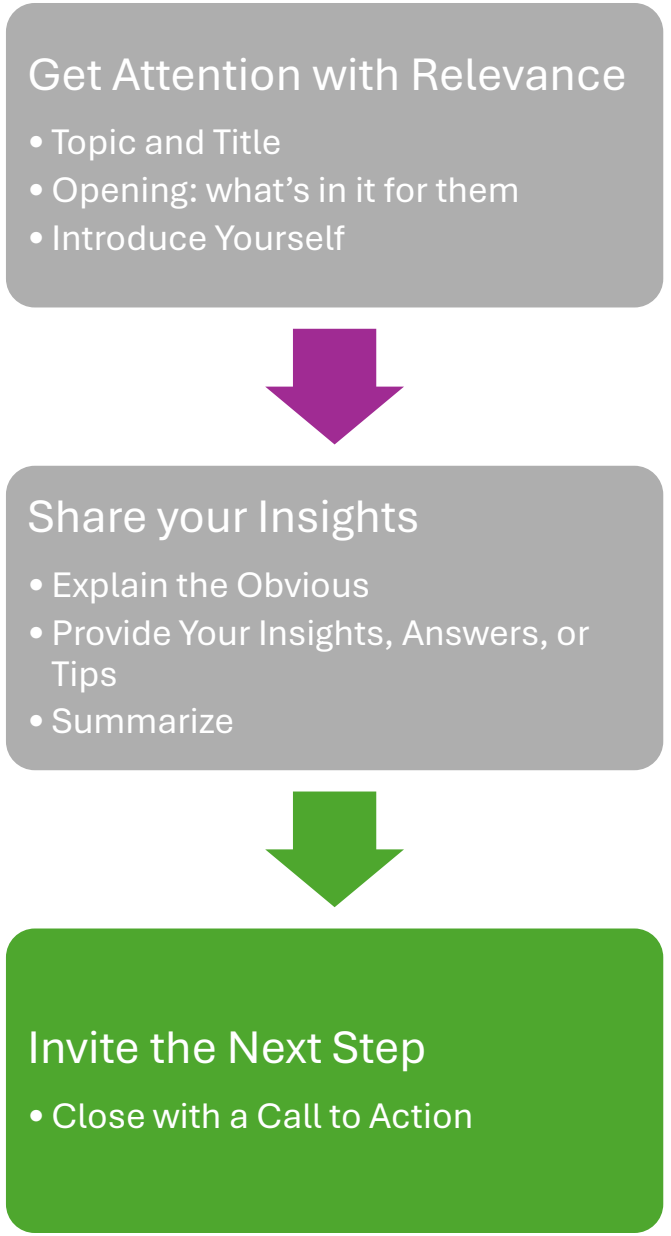
- For each tip, step, or insight
  - What is it?
  - Why is it important?
  - Can you give an example or short story to illustrate?
  - You might also (briefly!) explain what needs to be done – but don't get too lost in the details
- Optional (but awesome): use a model or diagram or metaphor to help explain how the pieces fit together

Summarize

- You can skip this part if your video is short and focused on a single point.
- Example:
  - If you want a better culture: bullet, bullet, bullet…
  - There are 7 steps to creating a succession plan: step, step, step…
  - We talked about 5 tips to overcome procrastination: tip, tip, tip…

Close with a Call to Action

- Pick ONE call to action and keep it short
- Examples
  - Did you find this useful? You'll love our free guide on topic. You can download it at: website address
  - Want to know how you are doing with topic? Take our free assessment at: website address
  - Want to chat with me about your situation? Go to website address and click the big Book a Call button



Looking for a creative marketing partner to help you develop thought leadership content?

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