



Copy, Marketing and...
WEALTH MENTORING

*“.... sustainable wealth takes
time to develop and it will only
develop if you undertake the
necessary learning to achieve it.”
Paul Counsel*

**“BLot... Video Marketing
Template”**

BLOT... Video Marketing Template...

Tips For Creating Compelling Video Marketing Scripts

Video is a great way for marketers, coaches, consultants, and businesspeople to communicate elements of their core message with their target audience. However, creating a concise video marketing message that resonates with your target audience can be quite challenging.

The video analytics data collected by MagnetVideo.com consistently shows that video viewership drops off dramatically after 60 seconds.

So, as a marketer, it's critical to deliver your entire core marketing message in 60 seconds or less.

Any marketing content or offers delivered after the 60-second mark may not be received by most of your target audience.

A 60 second marketing video only provides enough time for around 150 spoken words. That's right, an effective 60-second marketing video only has a 150-word script!

To be effective, you've got to be able to deliver a compelling video marketing message with less than 150 words?

Concise = Success!

Writing a compelling 150-word video marketing script is hard work and takes practice (or experienced help).

However, the hard work is well worth the effort. Marketing videos with a well-planned, concise message will end up producing outstanding marketing results.

Below are a few tips to help you write a compelling and concise video marketing message.

BLOT – Bottom Line On Top

Start your video script with the bottom line on top (BLOT).

BLOT Tips Cont...

If a viewer is only going to watch the first 10 seconds of your marketing video, you need to deliver your key message in under 10 seconds...

To achieve this, you must deliver your big promise, your bottom-line marketing message first. That's why we call it the BLOT template because you lead with your bottom line... ***your key promise***.

Think of the "bottom line" as the ultimate thing your ideal customer wants to experience in relationship to what you do and the solutions you provide.

What's the one thing you can help them achieve that they can't do for themselves?

Resist the urge to create a video script that builds up to reveal the core marketing message at the end. And remember, if you go over a minute many viewers won't be around to receive the message by the end of your marketing video.

Support Your Core Message

Use the main body of your script to support the core message of your marketing video. This means its critical to have a strong core message of value!

It's a must.

Explain in clear terms how you will deliver the BLOT solution or benefits to your customers.

Third party statistics from analysts or other credible sources and/or customer success stories can help support your core marketing message. Also, be sure to repeat your core message a couple of times during the video when possible. Repetition always helps viewer retention!

Call to Action

Always use a call to action in your marketing video. Most marketing programs have stated goals, for example: collecting a certain number of prospective customer's contact information or a certain number of "conversions".

Tie your video's call to action to your marketing goals and tell the viewers the specific action you want them to take once they watch the video.

The call to action will depend on the specific marketing program but common marketing calls to action include: "Register Today", "Contact Us", "Download Our Whitepaper", "Meet Us at Booth 121".