

5QES Be a Star System

Unveil yourself on YouTube

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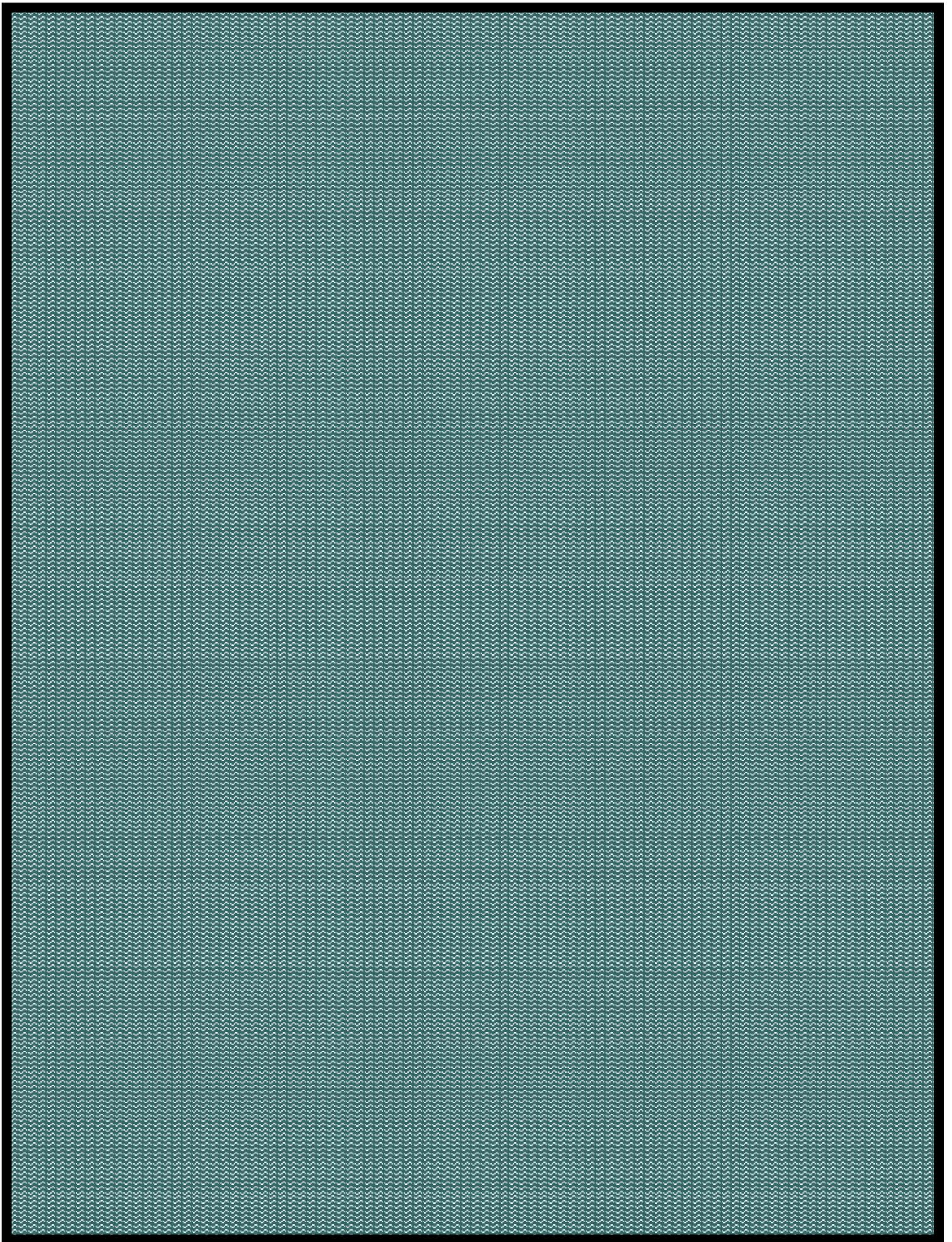


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If you are looking for information or need to know how to do something, where do you go? If you are like most people, you go to the internet and search for it. What are the top two search engines? You probably guessed the #1 search engine, Google. But did you know the second biggest search engine is YouTube... way ahead of the next biggest search engine, Yahoo.

So how many people are viewing YouTube videos? A recent ComScore study found that 167 million people regularly view online videos in the US. YouTube actually gets 41 million views an hour!

Are you capitalizing on this?

Video engages people. It is totally different from text. More and more people prefer to get their information via video. Book, magazine and newspaper sales are down, but video usage is way up and continues to climb.

But Does It Work For Business?

Yeah, but the only thing people are looking at on YouTube is LOL Cat videos, right?

Wrong.

Study after study has shown that video boosts customer interaction, drives sales, increases referrals and builds brand. According to marketing research giant, Marketing Sherpa, 95% of all companies using video are happy with the results...

Is there any other type of marketing that gets that kind of thumbs up?

Another recent study found that sales reps saw their close rate go up by 20% when they played a video at the beginning of their presentation.

If you use YouTube in the right manner, you will reach people that are unreachable in any other manner. Because of the emotional power video offers, YouTube is an excellent tool to use to help potential clients in your community to find you. Video puts a face, voice and personality into the heart of what you do... you are no longer just some other advisor out there.

It personalizes your practice.

Video is engaging and more importantly, persuasive... think about what just a 10 second sound bite can do for a political candidate. It can make or break them... does the written word have that kind of power today?

“It’s too hard... I don’t know how”

You’re just about to find out how easy it really is



- *What would I say?*
- *I’m not a very good speaker.*
- *It’s complicated shooting a video and putting it on YouTube...*
- *I have no idea even where to begin!*

All of these concerns are valid... however, technology has made shooting and loading video to YouTube, so easy, 8 year olds are doing it. And as far as what to make your video about—I’m going to give you a ton of ideas in a minute. Believe me, you can do this!

You see, the secret to the success of YouTube is its sincerity and believability. It’s not produced with 6-digit budgets... there are no movie experts giving directions... it’s just real people putting themselves out there. That’s why people love it!

So you can relax. Don’t worry if you stutter a bit or use “um’s” or “er’s”. People don’t care as long as the information is good. It can actually work in your favor because it makes you look more genuine. Now of course, if you are totally tripping over yourself, just re-film. You’re going to see here in a minute that your videos should be no longer than 3-minutes—so re-shooting isn’t a big problem.

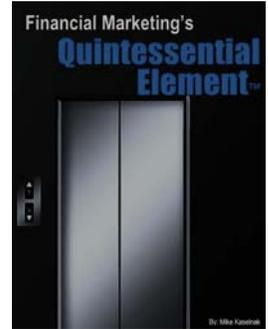
Where to Begin

We’ll get into a bunch of things that you can cover in your video in just a minute, but before you do anything, you need to be clear on what it is that you want to accomplish with your video. Is it to:

- Gain credibility by showing your knowledge?
- Get people to go to your website?
- Get people to email you a question?
- Get people to Google you?
- Get people to subscribe to your YouTube channel, blog or newsletter?

I know you are looking for quick results like tons of people calling for an appointment... but the only way that can happen is if you have a killer 5Q Elevator Statement (5QES). Video in and of itself is not designed to create appointments or calls, but video that contains a great 5QES can bring in appointments.

**If you have not yet downloaded the step-by-step free eBook
Financial Marketing's Quintessential Element™ on how to create
your own killer 5Q Elevator Statement , you should go here:
<http://www.5qgroup.com/tools/eBook.pdf>**



[Click to Download](#)

If you tag each of your videos with a killer 5QES and include contact information, you will hear from people. The more videos you record and the better your information is or the more value you provide, the more people will call you. And remember, video and a 5QES enhances any other marketing that you are doing, as well.

What Should Your Video Be About?

The first thing to remember is to avoid any video that feels or sounds like self-promotion. Remember, people don't really care about you... they only care about themselves and their own problems. You should concentrate on videos that provide value to the viewer and your clients.

Here are some examples of topics you could consider:

1. How-to videos are an excellent way to show your expertise:
 - a. How to apply for Social Security
 - b. How to title your documents
 - c. How to find high quality investments
 - d. How to find higher yielding CDs
 - e. How to find a good advisor
 - f. The possibilities are endless!
2. Customer testimonials—Let your fans talk about what you do and how well you do it
3. Introduce your staff—put a face on your practice. Make it approachable, professional and fun.
4. Offer a video tour of your office and put it on your "About Us" section of your website
5. Answer customer's FAQ's—and ask for more questions.
6. Success stories—Walk through a case study on how you helped a client and the consequences they avoided.
7. A product presentation—explains the features, advantages and benefits of a product.
8. Demonstrate how a product works.
9. Demonstrate how a technique works.
10. Tell a story with pictures— photos (or if you can draw pictures), are a really fun and interesting way to tell a story. Just show the pictures as you walk through a story, set up your camera for a "Bird's-eye-view" of your desk as you draw or go through the pictures.
11. Give an overview of your practice and how you help your clients.

12. Send a video instead of an email—studies show that open rates can double with a video.
13. Talk about what's happening on the news and address how it is affecting people or how they can either capitalize on it... or protect themselves from it.
14. Consider making an introduction to your company and running it in your waiting area before initial appointments.
15. Film a video for your blog, occasionally instead of always writing, if you have one (which you should).
16. If you are still having trouble thinking of something to do for your video, brainstorm by asking or thinking:
 - a. What's popular on the web, news or media right now?
 - b. What would my target audience find funny or interesting?
 - c. What does my target audience want to learn?
 - d. What frustrates my target audience?
 - e. What is my target audience afraid of?
 - f. What does my target audience want more than anything?
17. And don't forget about doing a video FEATURING your 5QES, as well as tagging all of your other videos with it.

Whatever video you end up creating, always ask yourself, is this video providing value to someone that would make a good client? And remember, simple is best! Keep it to less than 3 minutes. According to video analytics research firm Visisble Measures, the average video posted online:

- Loses 20% of the viewers in the first 10 seconds
- Loses 60% of viewers by the end of the first 2 minutes

Don't think you can provide value or simplify a complicated subject in 3 minutes? Watch the nightly news... or go to www.commoncraft.com to see how you can convey complicated information, simply and quickly.

Equip Yourself

You'll need just three things to get a video on YouTube... a camera, a tripod and a computer with internet connection to upload your video. That's it.

You have lots of choices when it comes to equipment. You might already have what you need camera wise. *If you already own a Digital SLR camera that shoots 1080p HD video, you already have the best of all choices! Just use that camera.*

If you don't have one, you could start out using a new smart phone (with good video capability). Or, try one of the simple, but effective camcorders that have come out over the last few years...the Flip HD or the Kodak Zi8.



Here's a synopsis of both:

Flip HD	Kodak Zi8
New around \$426 Used \$160 on Amazon.com	New around \$429 Used \$150 on Amazon.com
Allows you to load to YouTube very easily	Better HD quality and has built in image stabilization
Uses AA batteries	Uses a rechargeable battery
Has 8GB of internal memory—which is fine to start with	Uses removable SD cards for memory, which can be convenient, but you'll need to buy one of them, as well, if you don't already have one

Two other pieces of equipment to consider are a tripod and an external mic. A tripod is almost always necessary. Whether or not you will need an external mic for your camera will depend on your room's acoustics. Go ahead and shoot a video before purchasing an external mic and see what you sound like. Remember, good sound is really important to getting people to watch the whole video.

Getting Ready to Shoot a Video

OK, now you have your equipment and subject, what's next? Sit down and prepare an outline and notes—don't worry, you don't need to memorize them and you are not going to read them on camera. Creating an outline and notes merely helps you organize your thoughts in a coherent manner. As we talked about earlier, your video is only 2 or 3 minutes long, so you want to be organized.

Get your visuals together. You can use a Power Point presentation, a white board or pictures of some kind... or, you may just talk to the camera. Whatever you are going to use, organize them so you don't have to think about them while you are filming.

Make sure you have a "Call-to-Action" at the end of your video. Tell the viewer what they should do. At the end of the video have a statement:

- For more information...
- If you have a question...
- To take our survey...
- To share your story with us...

Decide on your Location

Find a good place to shoot your video. Here are some things to keep in mind:

Lighting

- ✓ Daylight is great if it creates even light throughout the room—you don't want shadows.
- ✓ Make sure your face is well lit without having light shining directly on your face
- ✓ Do not shoot with sunlit windows in the background as they will cause problems

Audio

- ✓ As we said earlier, check to see if you will require an external mic for good audio
- ✓ Check for background noise...the thumb rule is, if there is background noise, the viewer should be able to see the source... like a desk fountain. However, a lawn mower outside that the viewer can't see is a no-no.

Minimize distractions

- ✓ Make sure surroundings make sense and are not distracting
- ✓ Make sure your desk or shooting area is clean and uncluttered
- ✓ If shooting against a wall, make sure you do not blend in
- ✓ Make sure there is nothing in the background that could be construed as controversial—political, religious, memberships, etc.
- ✓ Try not to put family pictures in the scene either

Clothing

- ✓ Just wear what you would normally wear on a business day—no need to fret about getting a new suit or anything
- ✓ Make sure you are neat, tidy and well groomed
- ✓ Stay away from stripes and patterns as they can play havoc with your camera

Shooting Your Video

Great videos are authentic, not contrived. Sure, “professionalism” can help, but being “real” is far more important. Some of the best videos on YouTube are completely amateur, but really click with people's emotions or beliefs... those are the very successful ones.

With that in mind, here's some things to consider:

- ✓ Make sure your first shot catches the viewer's attention and relates to your headline. The more interesting it is, the more likely your client or prospect will click to view the video.
- ✓ Try to film yourself from the belly button up... whether you are standing up or sitting down.
- ✓ Because you are keeping it to less than 3 minutes... shoot two or three takes so you can choose the best one when you are ready to post.

Now go ahead and film your video!

After shooting your video, you may choose to edit it. That's great if you have the skills or have access to someone that does, but remember, authenticity is way more important than editing. This is especially true when you are keeping your video to a short 2 or 3 minutes.

Uploading Your Video to YouTube

You can upload your video at www.youtube.com/upload

You can learn how to do this in less than two minutes by watching several short YouTube videos that show you how (YouTube is great, isn't it!) Simply Google, "how do you upload a video to YouTube." It's unbelievably simple.

During the uploading process YouTube will ask you for a headline—THIS IS IMPORTANT!!! Always try to come up with a descriptive headline. A headline can be the difference between someone choosing to watch your video or not.

Leverage Your Video

Now that you've uploaded your video, you need to let people know! Get it up on your website and blog if you have one. Promote it to all of your Social Networking sites like LinkedIn, Facebook and Twitter. Make sure you add a "share this" button on each video to make it easy for people to share your video on all of the different Social channels. 8% of all shared URL's on Twitter are links to videos on YouTube and that number grows every day.

You can also upload your videos to other video search engines like:

- ✓ SBTV.com
- ✓ Vimeo.com
- ✓ iTunes—yep, even iTunes!

Also remember to regularly change out the videos on your website and blog so you don't have the same old videos posted on your front page for months at a time. It's really important to add new content on a regular basis. The more good content you put up, the higher your results will be. Consistently creating good, informative and fun content on a regular basis will begin to create audiences. And, audiences create clients, referrals and help to build your brand.

Good luck and have fun!

If your Income has plateaued... if you are spending more money but seeing less people... if it's time for a change, we're interested in speaking with you. For over a decade, Mike Kaselnak has been quietly taking good producers to levels three and four times their income level, within three years of using the 5Q system.

*If you would like information on this or other proven business builders please contact 5Q at:
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