

RESOURCE GUIDE

1 WHO?

Who are you?

This seems basic but many people just go live or press record and they forget that any new viewers don't know them. Try these openers...

- Hi this is...
- Hey there my name is...
- Thanks for watching, I'm...

2 WHAT?

What are you selling?

If you're creating a video about a vehicle, even a how-to, you're still selling them on you being the expert so they'll come to you in the future.

- Today I'm going to show you...
- In this video you'll learn to...
- I'm going to highlight...

3 WHY?

Why do they need it?

It's one thing to make a product available, it's an entire different thing to make it desirable. Help the buyer see why they can't live without it.

- What you're going to love is...
- The reason you need this...
- Here's why you can't live without...

4 HOW?

How do they get it?

So many times I see a good video that misses being great because there is no clear next step.

- To get this offer you need to...
- Call me now at...
- Click the button below now...

5

MESSAGES THAT CREATE MOVEMENTS

MatKoenig.com/movement

IMPORTANT: This guide is a great resource, but for those action takers who truly want to communicate in a way that causes people to take action and connect with you, I have a special program that can help you craft messages that create movement.

- Learn to create powerful videos, both live and recorded.
- Learn how to present your ideas and message to live audiences.
- Learn how to communicate face to face in a way that will get results.

