

Stephen (00:00):

Okay, let's jump into now the framework. And then as I was preparing, actually getting ready to record this, this video, I realized I had not mentioned specifically that there are examples in this module of completed videos that we've recorded here at Predictive. That will be a really tactical guide for you. So there's the, the interview of Don Yaeger and me, Sara Taylor, where I interviewed Sara Taylor, where I interviewed Don Yaeger, I should have said. And then where I interviewed Craig Cody about their respective projects. So there are three videos in differing lengths so that you can watch those to really get this framework dialed in. So I didn't mention that before I needed to mention now so that I didn't forget. Let's dive into the framework and the four sections. I'm going to share my screen here real quick or not real quick, but I'm going to share my screen here.

Stephen (00:56):

So this is the framework and you can download this in this module so that you can have it and take it and apply it. I'm suggesting that you do this interview through zoom, right? And record the video and audio, obviously. So again, back to Jay's point that it's independent, right, having almost like a third party validate you. The total length that you should be shooting for is about 10 minutes or less so that it's really easy for somebody to get through as they're doing their due diligence and evaluating you and your team and your offering. So you're not giving them a super, super long video. Now you'll notice that the video with Don Yaeger end to end is about 17 minutes. And we did that because that version is a little bit more of a case study than it is a testimonial video.

Stephen (01:50):

So that's why we're giving you multiple versions and variations. So that as you're thinking about your social proof, do I want something shorter? Do I want something longer so that you have some options? Okay. But as an overall guide, try to be about 10 minutes or less. Okay. So section one is really set the stage, and you'll see this for all three of the videos, that are examples in this module. So after the video was done, after I had recorded with Don, Sara and Craig, I actually went back to this camera instead of zoom. So that's why there's a little bit of a quality difference that you'll see. I actually went back and I was taking notes during that conversation. And then I knitted together some bullet points that I wanted to cover in like a 60 second, maybe a 90 second introduction. And I did that because I wanted whoever was watching that video, I wanted to make sure that they stepped into the video with context, right. And so that's why I took some highlights.

Stephen (02:58):

Then I said something to the effect of, okay, you're going to be watching the video with this person. And this is why I wanted you to be able to see it and really looking forward to us, continuing our conversation. And here we go, Craig, Cody and me. And so I wanted to be able to establish some context, as opposed to all of a sudden the customer testimonial video starts playing. And then it can kind of feel a little bit jolting. So that's why I'm suggesting here that you also do the same thing that a brief 60 second introduction for the video. It really helps set some context. Okay. Now let's move into the second section. Let's call that the frustration piece. Okay. So a couple of pieces that you're going to be sort of, I don't want to say probing into, but sort of investigating into, on behalf of the viewer, whoever's watching the video.

Stephen (03:51):

Okay. You're going to be investigating the why as well as the potential impact. So what was the business challenge? What was the pain point? What is it that they wanted to achieve as a result of the project? Not as a result of working with you, but as a result of the project, again, this is super important. This is not about you, and there's a place for that and we'll get to it. But early on, this is about them. This is about your client and what they were trying to achieve. Okay. And the potential impact, like if your client could launch the project in the way that he or she envisioned, what would that mean to their business? Like would the business grow? Would they reduce cost? Would they scale faster? Would whatever the business outcome would be if they got over that frustration, that's what you're trying to have them articulate.

Stephen (04:49):

That's the point of the question. Not you. Okay. This is not about you yet. All right. And then section three is the fix. So what were the immediate action steps? Now, my guess is your client will probably say something to the effect of, and you'll hear Craig talk about this, well, geez. You know, Stephen, your team really gave me the marching orders that I needed to needed to have, and the schedule that I needed to keep to in order to get that mini course done. Awesome. Okay. That, that's great. But you didn't ask for that to have, they just kind of offered that and if it comes up fantastic. Right. And then what were some of the results? What were the results that they saw? Again, this is not the results of working with you. This is the results of the project or the relationship. All right. Like the deliverable itself. Not you yet. That's section three. And again, here are also two to three minutes. Now, section four, the big finish, another two to three minutes. This is where you first asked them about objections. Like, I almost didn't proceed with this project because what, gosh, I thought that, you know, there's no way we could get it done in the timeline that we needed to get it done. At least I thought so where there's no way that we are going to be able to get this done for the budget. At least I thought so. Or whatever the objections were. Right. And then after they've stated the objections, then you can come in and say or ask something like, okay, I know this is going to sound a little bit like a shameless plug. I hope you'll forgive me for that. But what are a couple of things or what maybe was your favorite thing about working with my Predictive ROI team in making this happen? Now it's very appropriate for you to have an ask like that because you've set the context, you've really set the stage. You've talked about the frustration. You've talked about the opportunity.

Stephen (06:45):

You've talked about the fix and you've talked about the objections. So now for you to say, you know, what was maybe the one thing that you enjoyed working with my team on? And then it'll be really interesting to see how that blossoms. So when you watch the video with Sara, she's like, oh gosh, it's totally okay for you to ask me about the one thing, but, but I can't give you just one. And then, she goes on to talk about several things and a very effervescent in totally transparent, in very authentic way, which is exactly what you want here. Okay. So that's how you knit all of this together in these various sections, right? 1, 2, 3, 4, and about 10 minutes or less, you're going to have a great social proof video that you can share with your prospects. All right. But that's not it yet. So there's another piece to this, which we're going to cover in the next video. And that is okay, now you have this wonderful asset. Now, what do you do with it? Like, can you slice and dice it? Like, how do you share it? Like, what can you do with this content beyond just giving it to or sharing it with your prospect who is currently evaluating you or doing some due diligence. So that's what we're going to cover in the next video. I will see you there.