

Stephen (00:00):

All right now, let's review some ways that you can slice and dice the actual video content that you're going to be recording, how you can slice and dice it to amplify it even further and to be even more helpful to your prospects as they're considering your offering and doing some due diligence. Because this is a good, solid way to close out this module and some great momentum here, because you can get a lot of additional use out of each one of the videos. My hope is that after studying this module, you're going to sit down and immediately record -- well first send out invitations, you know, they have a favor to ask emails to your clients, and then start scheduling those interviews on zoom and get as many of them recorded next week as you possibly can.

Stephen (00:49):

So that once the videos are done and ready, then this is going to be kind of an informal checklist of ideas of the ways that you can really use those videos. Okay. So let's step into some of my messy handwriting here. I know that's a little bit behind my photo there. I'll adjust that as we get further down to the list. So the first thing that you can check off the list pretty quickly is when you record those, let's say as 5, 6, 7, maybe 10 videos, from those 10 interviews, create a success stories page on your website, right? A nice, simple way to have sort of the repository of all of your social proof content right there on your website. Awesome. Okay. And then maybe adjacent to the video, you have like a headshot photo like a bio photo of each of your clients and then maybe a two to three sentence kind of high level summary of what the video's about, not about you, but about the result outcomes of the client received when they got over that obstacle that we talked about in section one of the video, actually I guess that's section two of the video of your interview.

Stephen (01:56):

Then next, if you've already put the new lead sequence into place -- which is one of the fast eight in this initial series of the authority sales machine -- if you've put the NLS into place, you know that there's the sixth email, the final email in that 14 day sequence is called spear direct. Well, when you get replies as a result of the spear direct these videos that you're recording with your clients are going to be perfect social proof, right? Because you're going to be covering a variety of different questions, but all the responses are going to be a little bit different. My guess is the questions that you're going to be asked in those exchanges back and forth are going to match up with some of these success stories that you just recorded. Well, what a perfect way to answer somebody's question through the lens of one of your very happy clients, right? Again, going back to Talk Triggers by Jay Baer it's independent, it's third party.

Stephen (02:59):

It's very believable because it's totally accurate and it's through a lens of their peer, which is going to be very, very valuable for your business development process. Awesome. Okay. So now the other version of spear right there, one of the other fast eight in this series is titled spear. You'll be sending out an email and maybe your subject line is going to be a little bit different, but the example that I used in the template that I gave you in that module, the subject line was more clients. Well here again, you're going to be getting replies, you know, back and forth in that exchange and questions that are going to come through that dialogue and conversation via email are probably going to match up really nicely with the success stories you've collected. Awesome. And that's just going to make new lead sequence and spear that much more effective for you.

Stephen (03:55):

I would also suggest that you create a services page or pages for the services that are being discussed within each of the videos. So let's say that you record six videos and across those six videos, two or three of your services are discussed, then creating two or three services pages, and you probably already have them, that relate to the services provided to the clients will take each of those videos when relevant and put them and post them on the relevant services page because it makes that services page that much stronger, right, when people are casually cruising through your website. Okay. So blog posts as far as why, what do I mean by that? So maybe somebody's thinking, why should I have a (fill in the blank) whatever *that* is, and *that* is the deliverable or the project or whatever that you just created for one of your clients.

Stephen ([04:54](#)):

Why should I have a video series? So like thinking about it through our lens, why should I plant my flag of authority? Why should I write a book? Why should I in whatever area of expertise yours is, right? So write a blog post about why should I, and then the video is very appropriate on that page. And that does two things. One, it is -- oops, shouldn't have been in the highlight. There. -- one, it is super valuable for your website, visitor that's cruising through your blog. Why should I have a whatever? So that's super valuable because again, we've got independent third party validation from one of your customers and clients, but you should also edit out section four. So it's just one, two and three. You're obviously interviewing your client. And so you gain the visibility there.

Stephen ([05:56](#)):

But you want to edit out section four because you want to err on the side of not sounding self-aggrandizing in an actual blog post, it'll still feel like a customer testimonial because of sections one, two and three, but edit out section four. Again, just erring on the side of not wanting to sound self-aggrandizing in a blog post. Okay. And then the second piece is because you've structured it as, why should I? And then whatever the (fill in the blank) is, right, that's going to put you in a really good spot to be able to score a featured snippet because the blog post is structured around a why or a how or whatever, right. That's going to put you in a really good spot to score features snippet within Google, which is essentially ranking zero you're right at the top of the list, which is great. Okay. And behind my photo there, or video image, is the dream 25. In stage two of authority sales machine, one of the things we talk about is building a dream 25 list of prospects.

Stephen ([06:56](#)):

These are the people who you most like to serve. And then we talk about creating a content system, a cornerstone content system that will act as your Trojan horse in order to open the door with these prospects that you would most like to serve. Awesome. And then a specific system downstream in order to take that relationship even deeper without there ever being a sales pitch. When you start then exchanging back and forth about how you can be helpful to that prospect far down in the process. And there's like, I think as contact number 10, these videos are going to work really, really well for you in establishing social proof with your Dream 25. And we'll cover that in stage two so that you know exactly when and where to drop those into the process. Okay. Hope you found that helpful, really looking forward to seeing you develop some social proof mastery onto the next fast win.