

## **Get More Clients with Video Marketing**

There are many kinds of marketing systems you can set up for your business. One of those systems involves video marketing. While videos are an effective tool to get more clients, there are a number of moving parts to have your videos work for you. It's not enough just to press the record button.

Before you press the record button, you want to identify how videos fit into your overall strategy. There may be a number of reasons to include video marketing, including increase brand awareness, feature a service, or provide content to your prospects to highlight your expertise.

When you know your strategy, you'll be able to easily develop engaging videos that are easy to produce and add tremendous value to your business and your clients. When my clients also learn to systematize their video marketing they free up their time so they focus on the other people and activities in their life that are most important to them. There's nothing like having your videos working for you while you're on vacation!

Often times, however, business owners get stuck with that first video. They often don't know what to say, how to say it, and have a limiting belief that it may take too much time.

Here's the reality: be yourself, keep it simple, and create a system around it. When you do, you'll be up and running in no time.

If videos are used to highlight your expertise, provide simple tips to your prospects. As they see the value you provide, you will be top of mind when they are ready to use your services.

Don Adiska of Ovation Photographics suggests, "When using video as part of your marketing, keep your energy level up and smile. Watching someone who is energetic and happy is far more interesting than watching someone who is dull, slow and mumbling. In preparation for shooting your video listen to your favorite music, dance or move around to get your blood flowing and have fun. Smiles sell."

One of my clients, who owns a dog training business, got started with his video marketing with a simple flip camera. I asked him to think of a common training tip he teaches that prevents dogs from jumping up on visitors.

Before filming, I reminded him to:

1. Introduce himself
2. Keep the video to 2-4 minutes in length
3. Keep the tip simple and implementable

In just a few minutes, he recorded the quick tip to show to his prospects, share on social media, and on his blog. When you develop videos, you will be able to demonstrate the value of your services in a powerful way. It will establish rapport with your prospects, showing your expertise, and helping you to get more clients.