



# Video **Attraction** System™

Learn online video tactics that work & attract business like a magnet!

## Sample Video Marketing Script

with Erin Huggins

**Step 1: *Introduction:*** Smile and introduce yourself! Don't assume that everyone watching your video knows you. In fact, if you're using video to market your business you want people to share your video and get new eye balls are on your videos all the time.

**Step 2: *Establish credibility:*** *BUT...* your prospects don't want you to be perfect! Present yourself as an *authority that is relatable*. The more your prospects can relate to you, the bigger the emotional bond, and the more they will see you as **the** person to help them.

**Step 3: *Evoke curiosity:*** Here's where you want a juicy hook. This also helps to establish the "what's in in for me factor?" You can also evoke curiosity with music and environment.

**Step 4: *Expose the problem:*** really get into the pain of their problem. Most people are motivated by fear and pain, not pleasure. People need to know you understand what they are going through. Talk directly about the pain or problem.



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**Step 5: *Solve the problem:*** Since YOU are the solution to their pain, suffering and problem... make sure to offer a take away, a tip or technique for your audience that they can implement right away. They will see you as someone who really sympathizes and cares about them... which of course you do!

**Step 6: *Call to action:*** What do you want them to do next? **Subscribe** for more seo tips? **Subscribe** for more holistic nutrition and weight loss tips? **Subscribe** for more juicy videos about your upcoming spring handbag collection?

Don't leave them hanging. Tell them what to do next... either subscribe, go to your website, call you, get on your newsletter list etc..

Okay, so what does this look like in action? Here it goes...

**1.** "Hi everyone! I'm Erin Huggins, from **2.** Erin Huggins.com and creator of the Sugar Smackdown 21 day rehab for junk-food junkies. **3.** And In today's video we're going to explore why your diet is no longer working and at the end I'll give you a solution I give my clients when they come to me for weight loss. **4.** I get so many emails from women all



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over the world who tell me their diet has stopped working and they've hit a plateau. And if you're watching this, I bet you can relate. You're doing everything you think is right and you're still tired, bloated, you're hungry all the time and the scale is just not moving. **5.** So, here's the deal... there are many reasons for this. But some of the biggest mistakes I see women make are 1. not eating enough food, causing a sluggish metabolism. 2. eating way too many grains and refined carbohydrates and 3. not eating enough of the right types of fat. So, here are some things you can do right now help speed up your metabolism, so you can get healthy and lose weight. 1. increase food frequency, 2. eliminate the grains and 3. cook with coconut oil as it's thermogenic and helps heat the body & speed up the metabolism. You can't make-over your metabolism overnight, but if you do these things you'll make dropping those last 10-15 pounds much easier. **6.** Thanks for watching and make sure to subscribe for more health and fitness tips!"

Now it's your turn!

Briefly list your target market (assuming you know your TM, if not be sure to do the exercise from the Get-Started Tool-Kit) Who is this video for?

1.



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Identify 5 problems your target market has.

For example: chronic fatigue, low-self esteem/ body image, marketing, client retention, making money etc.

- 1.
- 2.
- 3.
- 4.
- 5.

Identify 5 solutions that you, your product or service provides. Provides crystal clear nutrition advice - discover root cause issues to belly bloat, offers solutions to increase energy, mental exercises to boost confidence.

- 1.
- 2.
- 3.
- 4.
- 5.

Now write your script:

“Hi, I’m \_\_\_\_\_ from



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\_\_\_\_\_, I'm a \_\_\_\_\_

**or** I created the \_\_\_\_\_

In this video I'm going to show you how to teach you/ or show you \_\_\_\_\_ I just want you to know, you're not alone. (insert problem \_\_\_\_\_)

*For example: Many of my clients are really afraid to get on stage, their hands start to sweat, their chest gets tight etc. Don't worry, together we can bust through this.*

So, the first thing you want to do is \_\_\_\_\_

It's my joy to share this with you today, don't forget to subscribe for more sassy speaker videos!

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