

Funnel VISION

The 27 Videos That
Build Your Audience
Grow Your Authority
And Raise Your Sales

by Steven Washer





The 27 Videos That Build Your Audience, Grow Your Authority & Raise Sales

Videos convert in your funnel better than not using videos. The 27 videos covered in this guide, taken collectively, could increase your results by hundreds of percent if you do them even passably well.

These videos fall into 3 areas: List-Building, Direct Sales and Consumption.

Even if you just take on a few of them, the results could be life-changing. So I know you'll devour the following pages with a growing sense of excitement. Enjoy!

List-Building

Today there are 18 types of videos you can use to build your list. If each one only brought in one new subscriber per day, that's **18 per day, or 6,570 new subscribers** per year.

Obviously you'd have to be pretty darn good at using them in a coherent sequence to get that kind of result, but dang! Isn't it worth checking out just a few of them at a time?

In fact, we'll get you started with my favorite list-building video of all time.

Go to the next page and learn all about it!

List-Building #1

The Coach Video



Whether using free or paid traffic, the coach is the top expert at building your list!

Teaching as Attraction

Creates Curiosity

Empowers

Leads to Next Step

Today the internet is awash in how-to videos. They've made YouTube the second largest search engine on the web. So why do I say that you should use a Coach video as your primary lead attraction?

Because the Coach is more than just information. It's perspective, opinion, curiosity, entertainment and desire all rolled up into one 3 minute package of learning goodness.

Basically, you introduce the problem, tell a story, give a solution, introduce the next problem, hint at a solution, and issue a call to action to find out more about it.

Remember, the faster you can get them off YouTube, the better off you'll be!

List-Building #2

Hangouts



Swiss-Army Knife Video

In-Depth Training
Relationship-Building
Course-Building Material

While you can use Google Hangouts for Direct Sales and Consumption, I list it here because it's so relatively simple to pull off. If you can prepare for a live presentation, then you can easily pull off a Hangout.

Plus, if the content is any good, you can easily re-purpose it for marketing.

Hangouts Rule, baby!

List-Building #3

Testimonial



It doesn't get any easier than someone making the video for you!

Don't Take My Word For It!

Effortless (at least for you)
Powerful Attractor

Whether you place the video on your homepage or on a sales page, nothing attracts quite like a well-done testimonial?

And what makes for a well-done testimonial? Fortunately, not any of the normal markers of quality like image, composition, background or exposure. The only technical marker needed is decent audio.

Other than that, it's just a matter being a heartfelt story about how they were lost and how you found them and put them on the right path again.

Time: anywhere from a minute to 5 minutes is fine.

List-Building #4

Anchor Video



About Us on Steroids

Passion and Purpose
Business in a Nutshell
Your Unique Value

How to cut through the noise of your own website!

I don't know about you, but my website could use some work. Fortunately I have a video that does a lot of the heavy lifting for me. When people come to the website they know what I'm about, and it only takes a minute.

When you have a short video that builds value and shows uniqueness, you save a lot of time over a website that makes you rifle through tons of pages to learn anything about the business. And let's face it, people don't do that. If they don't get it right away, they leave. Usually for good.

So give your visitors something to hang onto right from the start!

The Anchor video is not a super-easy one to start with.
Save it for later. :)

List-Building #5

FAQ/SAQ

Why do children need so many vaccines?



MARK SAWYER, MD: There are a lot of vaccines, and I can say as an infectious disease doctor, that's a great thing. We are eliminating diseases that I used to see all the time in my clinical practice.

MARY BETH KOSLAP-PETRACO, DNP(C), CPNP: Years ago when my boys were small, all we could prevent was diphtheria, tetanus, and whooping cough and hope that those older vaccines would work. And then all of a sudden measles, mumps and rubella vaccine came along.

[Download transcript](#)

20 videos shot in one sitting. Very cool.

This is a cool one to put on your website, because it's so easy to produce and so persuasive.

As soon as you answer a question on video, it becomes more real somehow. That's just the way it is. So the more questions you answer, the more persuasive your website becomes.

However, the real power happens when you shift your content from Frequently Asked Questions (FAQs) to Should Ask Questions (SAQs). When you ask the question your viewer should have asked, you go from being merely persuasive to positively authoritative.

And if you focus in on those questions narrowly enough, you can answer each one in about a minute. String a bunch of them together and you can shoot all of them in about an hour!

Thanks to Mike Koenigs for the SAQ video



List-Building #6

Interviews



The power of association!

As long as you have half-way decent sound and a background that doesn't look like you skipped maid service that morning, the interview can be somewhat magical. If you interview someone who can add value to your market, that is!

When you interview a well-known person, a little of that magic rubs off on you. And when that happens, more people want to join your list to see what you'll do next.

Try it. You'll like it.

List-Building #7

"Lifestyle" Videos



The seasoning, not the meal...

Look, Ma. No Marketing!
Fun To Make
Hard To Make Well
Don't Leave Out The Value

I included this one because a lot of online marketers say to do this, so you might be curious. They're supposed to show you in non-work situations, so people get to know you better and therefore like you more.

Do they work? Well, there is an instance in which I know they can work quite well.

If, in a Coach video, you weave in a story about an event in your life for which you have a lot of video footage, this piece can be really attractive. Just make it as you would any other Coach video, but with a lot more b-roll, and you'll find it doing rather well in the view department.

Here's an example for the Lifestyle Video category....



List-Building #8

“Tent Pole” Videos



When you make this video correctly, your value is instantly appreciated!

A Master’s Degree in...You!
The Value Proposition Series
Very Strategic
Makes it Easy to Buy From You

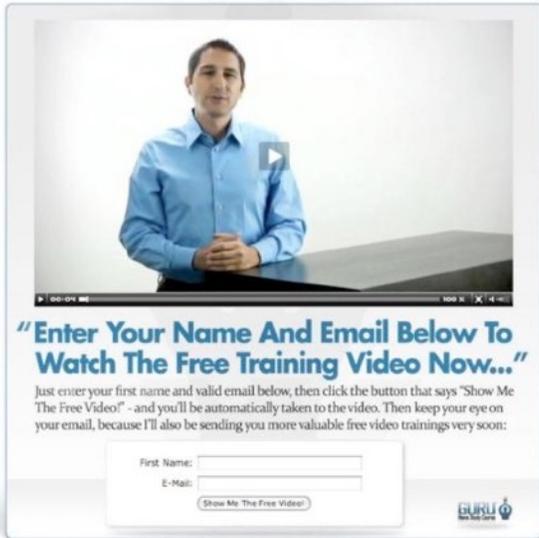
In most businesses there are 3 or 4 core foundations to the value proposition. The genius of video is that you can demonstrate that value. Yes, even if you are in a niche like financial planning, there’s plenty you can illustrate. In fact, there might even be more because you can use animations and graphics to make conceptual points concrete.

Do this for each of the “tent poles” that make up the foundation of your business and you’ll be unforgettable!

Simply place a sign-up box underneath each of these videos and watch your opt-ins soar!

List-Building #9

Opt-In Video



The Guru's Guru makes everything an opt-in with video. So why not you?

Expectation + Curiosity = Big List

Simple to Make

High Conversion Rate

1 - 3 Minutes

There are three wonderful things about this video. It allows people to know you better, it has a higher conversion rate than not using one in some markets, and it's the simplest to make!

You use an opt-in video for your free opt-in gift, for when you launch a new program and for when you are inviting people to a webinar.

In fact, our **Video BrainTrust** members get an easy fill-in-the-blanks template you can follow to script your own webinar opt-in video.

This is one of the lower-risk/higher-reward videos you can make, so make yours today and watch your webinar sign-ups soar!

List-Building #10

Pre-Selling Content



Master the art of pre-selling with video and your worries will, quite literally, be over.

Engineering a Rush To Join

Video list-building on steroids
Highly strategic
More difficult than it looks

The “sideways sales letter”, pioneered by Jeff Walker (in photo above) is a way of not only introducing your market to a new program, but an even more powerful way to build your list. After all, maybe 5% of those who opt-in to watch the launch will buy, but 100% are now interested to hear what you have to say next.

You can easily add 1,000 new opt-ins or more every time you use this strategy. But since it’s sort of the nuclear power of online marketing, make sure you’re ready to use it by having a great product and a hot offer that converts.

Then you can use this strategy for building your list by buying traffic as well!

Be forewarned. This is not a strategy for the faint of heart or the easily discouraged. That’s why we have an entire course on how to create these videos.

Advanced List-Building Video Tactics

If you master the previous 11 videos you will have graduated into the upper levels of video marketing. Incredibly, there are always new heights to achieve. This next section will give you an overview of some of the subtler ways video can be used to goose your opt-in rates even more.

They range from the contentless video, all the way to taking command of Infusionsoft at the company level. Needless to say, most of these tactics are going to be beyond our capabilities at this point, but hey, what's a heaven for?

To peek into the minds of what the most advanced marketers are doing in video today, turn to the next page...

(Advanced) List-Building #11 & 12

Sales Videos & Video Sales Letters



Building Your Buyer's List

All non-buyers are viewers
Takes your list to the next level
You don't need to be on camera

Sales video as list-builder? Sometimes it can be!

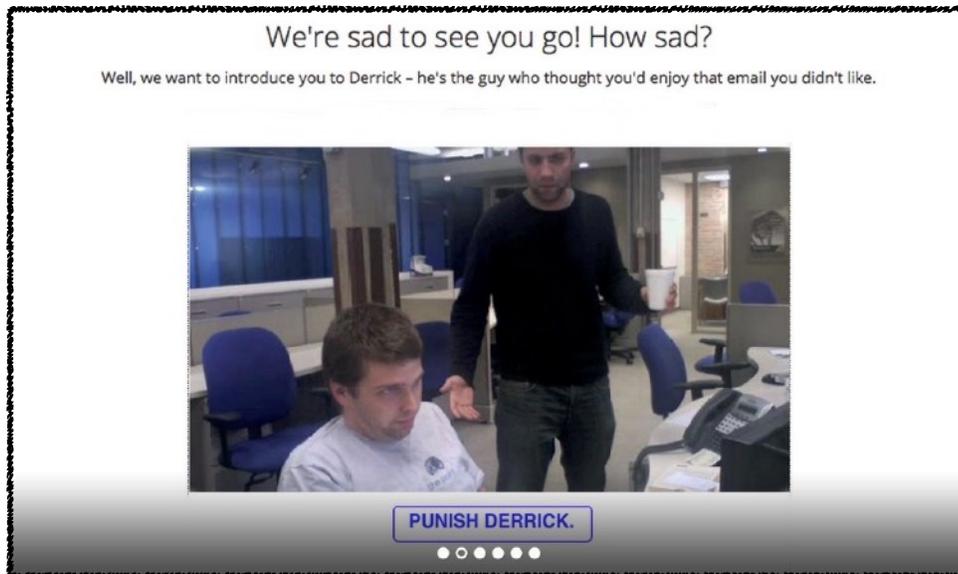
Whether you are on camera in a sales video or behind the camera in a video sales letter, you can now think of this as a way to build your list. After all, 100% of your non-buyers will have watched the video as a result of being sent to it by an email, opt-in or ad.

An ad you say? Then how do you add them to your list? Good question. Today, through retargeting and advanced SAAS solutions, you can track visitors, follow them around the internet until they return to an order form or an opt-in form.

Is it a good idea to do this just to increase your list size? Sometimes, particularly during a launch. You'll have to decide how aggressive you want to be at other times with this delicate strategy.

(Advanced) List-Building #13

Opt-Out Video



How to win back a disgruntled subscriber...you get to throw a slushy at Derrick...then sign up again.

The first time I heard about this one I was excited, as the idea of using humor to win back a subscriber who may have opted out because of a misunderstanding was incredibly appealing.

And then I got peeved, because alas, this option is not available to mere mortals like me. You have to be able to buy your way into the back channels of companies like Infusionsoft or AWeber. Everyone else just gets an ugly page with ugly text that only reinforces a decision to leave.

Ah, well, someday I'll get Stevie up there taking one for the team. Oh, and if you know anyone who works at Infusionsoft...

(Advanced) List-Building #14

Gateway Video



Getting to the heart of the matter and leaving warm fuzzies. Why aren't we all doing this?

If your potential subscribers see an image like the one above when they come to your website for the first time, you're doing something very, very right. You're showing them you only want to send them information that is tailored to their needs and interests. You've made that more important than showing a big snazzy site full of twinkly lights and noises. And you've done yourself a service by not wasting the time and energy it took to bring these folks to your site in the first place.

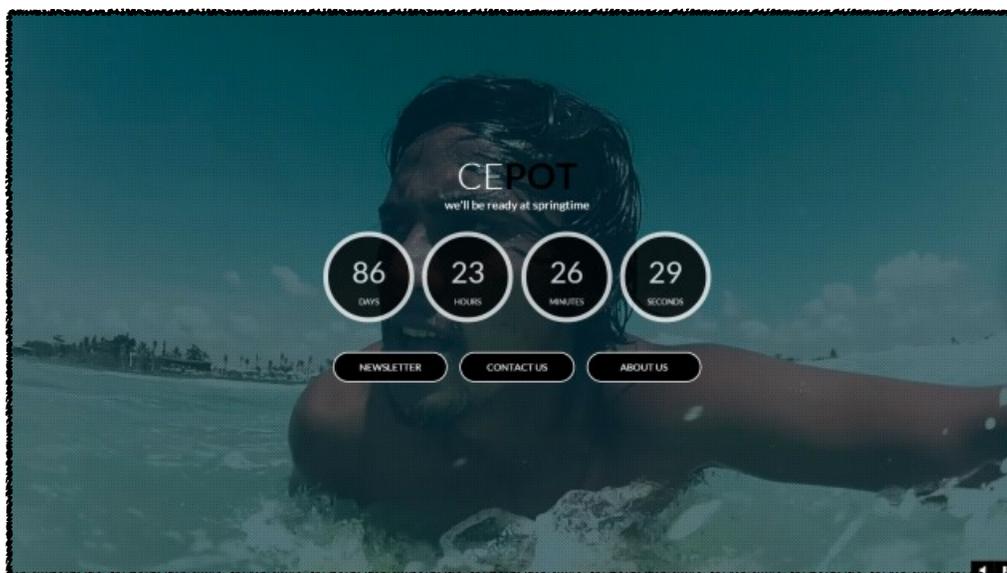
Oh, and the video? It just tells your visitor, in a minute or so why you're doing this, what they should do next and what to expect after they do it.

Simple, yes. But effective.

Of course you've got to have a fairly sophisticated back-end marketing sequence set up to take advantage of this simple tactic. That's why it's called advanced. At least for now...

(Advanced) List-Building #15

Opt-In Page Background



When something normally frozen starts moving, it holds your attention.

Nice image, huh? Now imagine watching him swim past you leaving a wake behind.

There's no content at all on this page except a video that fills the entire browser's screen and a few words about when the launch starts. But it's still way cool to look at. And the last launch I worked on brought in tens of thousands of new subscribers using a page like this one.

Again, you'll need to use a SAAS (software-as-a-service) provider like Leadpages to make this happen. That's why it's considered an advanced video list-building tactic. But it sure looks like fun, doesn't it?

(Advanced) List-Building #16

Pop-Up Video



Annoying? It depends. Value is value no matter where it may be found.

Pop-Ups? Seriously, Steve? You're recommending pop-ups? Yes I am. The truth is that pop-ups on their own increase your sign-ups by a stupid amount. Double, actually. Video pop-ups all the more so, especially if you embed some value in them, like the answer to a question your viewer has been noodling over since they got to your website...

There is another school of thought on this. Pop-ups are the opposite of putting up barriers. There are those who say if you put up barriers instead of making it even more easy to join, then your subscribers are better subscribers.

Maybe that's true. But if you're in a niche that values every single subscriber equally, then why not try to get all of them you can? Time will tell if you made the right choice.

So again, SAAS, your technical acumen and the vagaries of your list make this an advanced tactic.

(Advanced) List-Building #17

Video Ads



Once you have a proper high-converting funnel, this is the simplest way to sustainable growth.



YouTube ads no longer need to be "high-concept". Almost anyone can make them.

There are those who run all the marketing through Facebook ads and YouTube in-video advertising. Both of these are still in their infancy, so there is a lot of opportunity here for growth and experimentation.

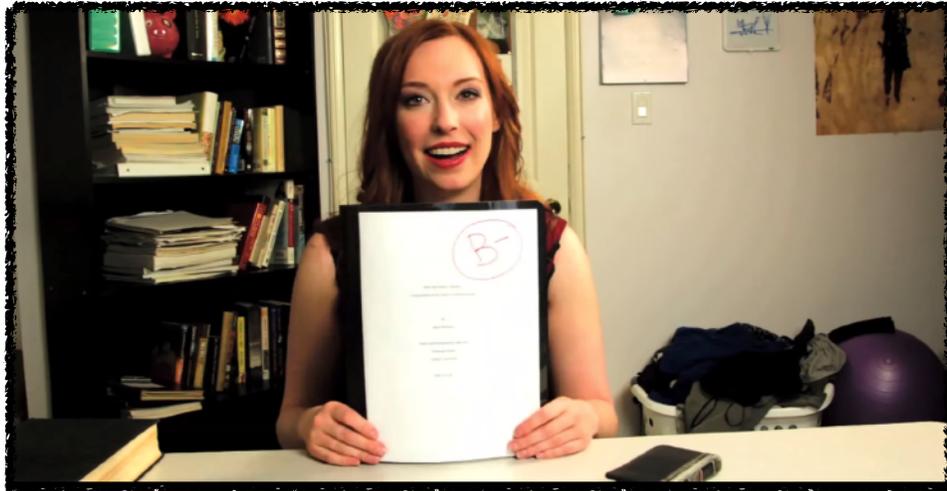
In addition, ad rates are pretty low for both of these platforms, so it's worth a try.

But there are a LOT of moving parts to this strategy. You need to make a very special kind of video, it needs to be of a certain length (not super-short by the way) and you need to track your results very, very carefully. And you need to know what you're looking at.

So if you haven't done Facebook ads before I would hold off on this one for a bit. And that's what makes it an advanced strategy.

(Advanced) List-Building #18

The Web Series



Your series doesn't even need to teach. It's all about shared values.

This final list-building strategy is the most powerful most of us will never try. Why? It's too expensive, too time-consuming and too risky.

So why even mention it? Because whether it's education or edutainment it's the only strategy that uses video in the highest possible way: to completely reach people's emotions and make an utterly impossible-to-break connection with every viewer.

Who knows? Maybe you're that 1 special person reading this who will say to yourself "Why not? What else was I going to do on Saturday night?"

If you do want to consider this, let me know. I'll try to talk you out of it, then help you make sure it gets done. :)

Direct Sales Videos

Now we get to the heart of why marketers love video the way they do. Because it just plain converts like crazy. There are statistics to support anywhere from 23% increases in retail sales to 100% higher sales on information products to hundreds of percent for opt-ins.

It doesn't really matter who's more accurate. There are far too many variables to say with any certainty that you can expect any minimum or maximum amount. All we can say for sure is that if you do video right, your sales will probably not just increase slightly. They'll most likely soar.

So get ready to learn 10 about of my favorite direct sales videos.

Let's get started...

Direct Sales #1 & #2

Sales Videos & Video Sales Letters



If you can write copy, you can make an awesome VSL!

The difference between a sales video and a video sales letter is in who you see onscreen. If you don't see any real people or animations, you're looking at a video sales letter. Any animated explainer video or real person on camera and you're looking at a sales video.

So here's the thing. I spend all my days trying to dream up ways to get you to put yourself in front of a camera. But I also don't want you to miss out on the chance to radically upgrade your sales. So if you're not ready for your closeup, (and even if you are) maybe it's still time to create yourself a video sales letter.

Some of the most effective ones, many in the dating and weight loss niche, consist of little more than black text on a white background. Then you put on your best voice, get a half-way decent microphone, and record your script word for word from the comfort and safety of well behind the lens. The rest is structure.

Direct Sales #3

Testimonial



The Sales Page Intensifier Standalone or Inside the Sales Video

There just isn't much point in making sales pages without testimonial videos.

One of the main components of a sales page is proof. This is where video shines better than anything. Why? Because video, unlike any other literary form, can demonstrate. And 1 demonstration is worth 1000 testimonials.

When someone who benefited from your solution shows how it changed their life, that's some kind of effective.

Other than that, it's just a matter being a heartfelt story about how they were lost and how you found them and put them on the right path again.

Time: anywhere from a minute to 5 minutes is fine.

Direct Sales #4

Hangouts



Google Hangouts make list-building natural and quick!

Not-Quite Stealth Selling

Time to Build Value
Increase Buying Tension
Go "Evergreen"

As with delivering pure content, Hangouts are quite helpful in selling stuff as well. Unlike delivering pure educational content, the structure of a selling webinar is a little more important to get right, or you don't make sales.

But if the content is good, you can easily re-purpose it for marketing.

Combine our free Hangout and sales video trainings and you'll have a really good start on selling with Hangouts.

Direct Sales #5

Video Ads



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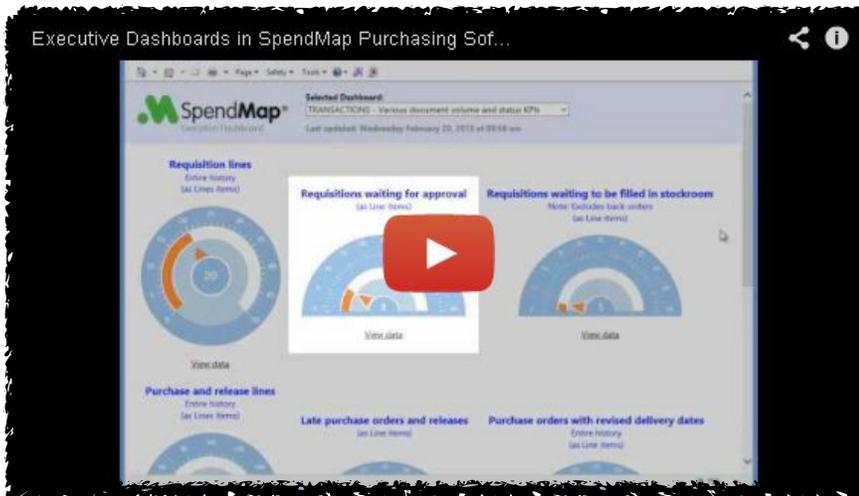
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Direct Sales #6

How-To Video on Sales Page



The Ownership Experience

Results in Advance

Showing someone how to use your solution is a great way to help the purchase process along.

One of the big problems in selling online is the problem of self-belief. The person you're explaining this all to has to believe that, among other things, he can have success with your solution.

Enter the How-To sales page video. This video simply shows the person how easy it is to use your solution.

If you can add a how-to-use-it video to your sales page, you should do it!

Direct Sales #7

The Self-Liquidating Offer



How to Pay For Ads

Complimentary but unrelated offers

If you can pay for your ads along the way, then you don't need to rely on a super-optimized ad campaign.

Internet marketer Frank Kern teaches this advanced tactic for buying traffic and sending it to an opt-in page.

It's a bit tricky as it relies on your autoresponder to know what's going on with your viewer to deliver a sequence of items at the right time.

Basically, when your viewer opts in for a big training, before it's delivered, they get an unrelated sales video for a complementary product. The main purpose of this sales video is to pay for the advertising.

This is not recommended for beginners or for those in markets where being in perfect alignment with your audience expectations is important.

Direct Sales #8

The Order Form Video



How to decrease cart abandonment

Offer a personal guarantee inside the order form.

To decrease cart abandonment, assure your audience that you're there for them every step of the way.

It doesn't just have to be a guarantee. You can also do a mini-FAQ session, telling your viewer exactly what the program covers again and what to expect when they buy.

This provides extra reassurance that your offer is legitimate.

Direct Sales #9

The Thank You/Upsell Video 1



Magic of the Personal Approach

Being on-camera is more effective in the upsell.

Being on-camera for the upsell is far more effective than a powerpoint-type video.

In selling online, the first offer is usually the one that creates a buyer, but not a repeat buyer or necessarily any profit to speak of. After all, there are ad and fulfillment costs to cover.

You can recoup those costs through an upsell that offers a faster and more convenient route to the same destination as through the product they just bought.

That's where this personal sales video comes in. Basically, thank your customer for buying and introduce them to a new product. If done well, you can expect a 20% conversion rate from this tactic.

Direct Sales #10

The Thank You/Upsell Video 2



Teaching as Selling

From Free Opt-In to Paid Customer in One Video

Teaching how to use the lead magnet before the upsell is a smart way to go...

The journey from interested opt-in to first purchase is a big step for most people. You can make that happen faster and in a more friendly way by introducing this video between the opt-in and the delivery of the lead magnet.

This video teaches your new subscriber how to use the lead magnet they just ordered. It then introduces a new problem that solving the first problem created.

Then you can pitch a small product that solves that problem, knowing your viewer is well-informed and able to use the lead magnet they haven't even yet downloaded!

Consumption Videos

This section is the most neglected yet most important, if you are interested in low refund rates, loyal customers, and being able to offer awesome service.

Here video shines because of its ability to communicate tricky concepts and long strings of instructions.

This is called consumption. It's important because if people don't consume your products and services, they are unlikely to come back for more of them.

But rather than me going on and on about it in general, let's look at the 5 major videos that make Consumption almost guaranteed.

Consumption #1

The Thank You Video



The 1st Encouragement

How to let your customer know you care

Being on-camera for a brief thank you/congrats message reassures and sets your customer up for success.

When someone does a transaction with you of any kind online these days, they're taking a risk. Sure, it might be a small one, but it's still a risk. So whether it's to get a free gift or register for an upcoming webinar, it's almost madness not to add this video into the mix after someone actually does opt in.

This brief video thanks them for their trust in you, lets them know what happens next, and congratulates them on their wise decision. :)

Keep it to about a minute for maximum engagement.

This is best used for a webinar sign-up. For the Lead Magnet opt-in it can also be used in place of Direct Sales Video #10.

Consumption #2

The Welcome Video



Onboarding For Success

The Role of Orientation

The Need for Assurance

How do people feel when they arrive in your member's area for the first time?

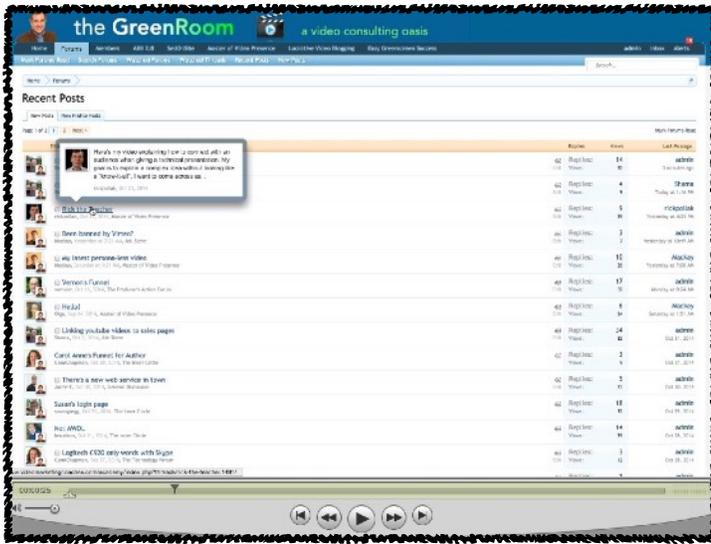
Congratulations! You're brought in a new customer to your member's area. It was a lot of work getting from there to here. Now you need to let them know they made the right decision. Fortunately that's simple, if you use video. I don't really know how you would do it without video unless it was a pretty low-risk, low-dollar offer. And even then I would add a video.

Why? Because your new customer doesn't know the lay of the land. She doesn't know everything she's bought into, doesn't know how to access anything, and has probably already forgotten about the bonuses you seemed so excited about.

So this is where you remind her of all that stuff. By the time she's done watching, even if she doesn't still know everything, she feels more confident that you will actually be guiding her through the rest of the process.

Consumption #3

Orientation Videos



Nobody Understands

Without your direct assistance, there is no Consumption

The truth is, there's no such thing as a completely intuitive interface.

Once someone is into your space and feeling confident they'll be able to get through this with your help, now is the most critical moment. Will you actually be able to help, or will you be fielding calls at 2 AM?

The answer is simple and friendly. Think through your process and make a video, or better yet, series of videos, that walks them right through how to consume your materials. Keep them as short as you can, no more than 5 minutes.

It's better to spend a few minutes planning on the front end than it is to go putting out fires all day long. And your customers will be much more impressed as well.

Consumption #4

Course Videos



Make It Easy!

To watch

To learn from

To remember

Short and pithy beats long and drawn-out any day.

I came from academia. The idea there was to load up your students with tons of reading and tons of homework. The hope was that by creating an immersive experience, they would learn something. It was a great idea except for one little problem. No one devotes their whole life to your interests.

The key to consumption is to make learning as easy as possible, not as hard as possible. One way is by keeping your videos short. You can only do this by breaking down your topics into smaller sections.

The other main thing is to create a wild curiosity about the content of the very next video. Do that and watch your consumption skyrocket!



The 27 Videos That Build Your Audience, Grow Your Authority & Raise Sales

I hope you've enjoyed this survey of the 27 videos that can make your business more engaging and successful.

As you've noticed, there are a lot of choices to make. Which will be right for you?

Whatever your choices, use them now to structure, shoot and create a true path of client attraction.

Questions can be sent to steve@visibleauthority.com