



TARGET INSIDER

## Video Ads Made Easy Strategic Growth Plan Modules 1 to 6

### 1 Setting The Stage

1. Why Video Ads? Your Video Ad Funnel
2. Your Video Ads Mind Map
3. 5 Hot "In Demand" Video Ad Types That Convert
4. What Video Type is Good For You?
5. How to Define Your Customer Avatar

### 2 Selfies Demystified

1. What is a "Selfie Video" & Benefits of...
2. Simple Tools To Use
3. Secrets to Lift, Light & Pose
4. Tips from an expert British Film director
5. The "Skinny" Selfie Shot - That's How Those Girls Do it!
6. Extra resources

### 3 Video Slideshow How To

1. 3 Tips to Using Images (FREE resources)
2. Proven Results: Best Video Duration Time
3. How To Create One in 10 Minutes or Less

### 4 Explainer/Whiteboard

1. The Good, The Bad, The Ugly about Explainers
2. How to Get Them Done FAST

### 5 Professional Style

1. Types of Professional Style (in front or behind camera, + educational)
2. Cool Tool Online for 15 Second Professional Style
3. How to Hire Local and Save \$\$\$
4. Behind Camera Professional Videos How To Outsource
5. eCommerce Case Study that Sold Over 1,000 units (over \$20,000 revenue)

### 6 How to use Facebook Live: A Step By Step Guide

1. Benefits - Increase Social Following, Brand Awareness, Build Targeting Video Views Audiences
2. Facebook Live 101 How To
3. Facebook Live 201 Kick It Up A Notch With These 3 Tools
4. 8 Tips to Crush it With FB Live
5. Proven Results: 3 Calls to Comment Every FB Live Should Have