



Presents



Your Guide to:
Viral Videos

Core Principle

Value Attracts Attention.

At the heart of any successful video is **value**. This could come in the form of knowledge, entertain or solutions to problems.

Strategy

Post 3 different types of videos:



Story

Share experiences your audience will relate to.



Value

Share tips related to your specific expertise.



Sales

Share specific paid offers with your audience.

Style

Decide on the style of your video:



Your Hand

Film with the phone in your hand.



A Stand

Film with your phone placed in a stand.



A Friend

Ask a friend to film with your phone while you speak.

Speaking

Engage your audience with these 4 tips:



Start with a strong **hook**.



Keep the energy **high**.



Speak to one **person**.



End with a clear **CTA**.