

Zamurai Video Guide



A Simple Yet **POWERFUL** 4-Step Formula Used by all the top Gurus To Create Professional Videos That SELL.

If you want to learn how to make REALLY cool videos, I highly recommend [this course](#). You'll learn how to make professional green screen type videos WITHOUT needing any fancy or expensive equipment.

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Hey Hey Zamurai Warrior!

I am excited to share this awesome bonus with you. In this short, no-fluff report I am going to share with you a powerful 4-step strategy that will allow you to crank out [effective videos](#) that do NOT ramble on forever yet still deliver HUGE value.

I do have to be honest, this was not my original idea nor was it the idea of the person who taught it to me BUT it is a formula that just about every big marketer uses in all their videos to make sure they stay on track. This 4-step formula works for any kind of video you want to make. Whether you are making a Screencast video, Face Video, Power Point Video, Sales video etc.

The 4-step process goes as follows:

1. Tell Them Who You Are
2. Tell Them What You Got
3. Tell Them What It Can Do For Them
4. Tell Them What to do next

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"Them" being your audience of course. I highly recommend you either print this out or write it on a sticky note where you can see it every time you go to make a video. Now that you have this simple 4-step formula you know exactly how to start a video, what to say during the video and how to wrap it up.

One thing I also want you to keep in mind is that it's ok if a video you made is only 60-90 seconds long. Don't feel like your video has to be a certain length to provide value. Also since most people's attention span is about 30 seconds long the average person prefers a video that is only a few minutes long.

Step 1 and 2 is basically your intro. Here you will basically tell them who you are and what you will be talking about, presenting, teaching, demonstrating, etc. You do not want to get into some long drawn out introduction about something that really doesn't have to do with the topic at hand. Just quickly take one or two sentences and introduce yourself and what the topic will be.

For example:

"Hey Guys my name is Joshua Zamora and today I will be talking about a simple 4-step formula for creating simple videos that sell."

Boom, short to the point and we've take care of #1 and #2 in the first 3 seconds.

In Step 2 you will be getting into the "meat" of the video. Here is where you will be sharing the most important part of

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the video with the viewers. This is where the viewers will be getting what they are looking for. Here you want to share with them how the particular product or service you are talking about will benefit them.

At the end of the day EVERYONE is tuned in to the famous WIIFM station (What's In It For Me). They can care less about what's going on in your life, they want to know how this product is going to help them.

Make sure you cover the benefits first and if the product or service has some particular features that you want to discuss you can cover that as well. It is also helpful to cover some pros and cons if you are talking about a particular product or service

In Part 3 is where you are going to tell your viewers where they can get more information to either buy the product or service, get the free report, or simply read more about the product.

You want to make sure you have a clear and strong call to action. People love to be guided and told what their next step is. You have to be the person to guide them down your funnel.

Don't be afraid to push the action. Be upfront and tell them "Click the link below to learn more" or "click the link below to get my free report" etc.

This is where your money is made.

That is it for this short but yet POWERFUL lesson on creating

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powerful, concise videos that sell.

If you have any questions at all please feel free to send me an email to support@zamuraiblogger.com

To Your Video Marketing Success,

Joshua

P.S. You can use this powerful strategy in conjunction with [this course](#) that will show you how to make really professional videos without having to buy fancy or expensive equipment.

And you can make them at home too.

Learn more below:

=> <http://zamuraiblogger.com/go/coolvideos>



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