



The
Concierge Academy™



Video Marketing is all around us and it's time for you to say YES!!

Before we talk about doing video, let's dispel some of the fears that will likely come up, or have come up in the past so that you can move forward and incorporate Video Marketing into your Marketing Plan this year.

Use the space below and list the Fears that have held you back so far:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Types of videos you can chose from:

- Website Homepage Video
- How To Videos
- Explainer Videos
- Introduce Yourself Videos
- Fun Videos
- Client Testimonial Videos
- Around Town Videos
- Experiential
- Vendor Intros

Use the space below to brainstorm relevant videos YOU can create that will increase trust, credibility, likeability and connection in the community. Then put a date next to each one to commit to. Once you have the content and commit to the date, put it on your calendar so there are no excuses as to WHY you aren't using video:

Content	Date
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Resources:

You can create a home video studio that will produce awesome quality videos for under \$250

Lighting Kits:

<http://www.amazon.com/gp/product/B00KCVBFWO> (this is what I use)
<http://www.amazon.com/Fancierstudio-Light.../dp/B004TSCARK>

Microphones:

Lavalier mic that works with your cell phone (and most cameras):
<http://www.amazon.com/gp/product/B00N0EPZU8>

Extension cord for lavalier mic:

<http://www.amazon.com/gp/product/B008DWGLLO>

Desktop Mic: <http://www.amazon.com/gp/product/B001AIQGUO>

Tripod:

<http://www.amazon.com/Aluminum-Samsung.../dp/B00J8RM35Q/>

cell phone adaptor for tripod (will hold larger phones like the iPhone 6+):
<http://www.amazon.com/gp/product/B00PMDSEXK>

mini portable tripod: <http://www.amazon.com/Octopus-Portable.../dp/B007NFI656/>

HD Webcam:

<http://www.amazon.com/Logitech-Portable.../dp/B004YW7WCY>