

GROW YOUR BUSINESS WITH VIDEO

HOW TO MAKE YOUR BUSINESS A CASH
COW USING VIDEOS AND ONLINE ADS

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FACEBOOK GROUP

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For more updates and more advanced techniques that you can apply
to your business.*





If Nike and McDonalds advertise and everybody knows them, why wouldn't you who nobody knows? It can be scary to grow your business and start marketing, but you are over that fear that is why you are here. You are here to finally grow your business so you can not only live the dream you wanted, but prove EVERYONE WRONG who told you, you would fail! I did this and I took my Small business from 100k in sales to 1.4 million in 18 months with the knowledge you are about to obtain!

What transformation will you see after in this course? you will not only start getting customers, but you yourself will start turning into a marketing student. And the truth is, with the \$\$\$ your company will start generating, the more you can afford more staff to delegate tasks therefore, you will start working on your business and not in your business. this is the goal. and guess what? what you will learn here in the next 2 to 4 hours, is the start to your transformation!

I did this and I took my Small business from 100k to 1.4 million in 18 months!

As a business owner you should at any given time have at least 20 things you're doing every single month to advertise your business. this is what we coach our clients!

However when you first open your business your time, capital, and resources are limited so you must use them wisely to start. That is why the number one thing you can do when you first start your business or when you're first starting your marketing journey is to use videos to captivate a local audience, a which leads them to your store, website, or wherever you want to take them. This will have the quickest ROI, the quickest growth, and once your numbers are higher, you can then focus on building your other marketing portfolio.

If you are a new business owner trying to grow their company, or have been established for many years but never really fully focused on your marketing, this is the perfect start to tease you marketing brain!

We hope you enjoy this course and we hope we can provide you tons of value at the start of your journey and therefore moving forward!

***MONTHLY CONTENT
PACKAGE FOR L.A. LOCALS.***

SCAN THE QR CODE



**[Click here to learn more
about our monthly
packages](#)**

WHO WE ARE



CLICK TO WATCH

TABLE OF CONTENTS

- What you will learn and in how long
- Why this marketing system works
- Getting started
- Create your FRED (customer Avatar)
- How to write your commercials in 30 seconds.
- How to film your content
- How to write the perfect text for online ads
- Learn how to program Facebook, Instagram, Tik Tok and YouTube Ads.

What will you learn and how long will it take you to learn?

IS THIS COURSE EVEN WORTH ?!?

LET'S TALK MONEY.

In this course, you will learn how to make funny and creative videos which you will then run online ads with every month to flood your online store, physical location, or service customer lists.

I don't want you to start feeling overwhelmed like Oh my gosh here's another course I'm taking. Those are the only two goals you're going to be focusing on and we're going to make it as easy as possible so you can start making more money now:

Two goals:

- 1) make a GREAT VIDEO AD
- 2) RUN ONLINE ADS



WHY OUR SYSTEM WORKS



PSYCHOLOGY OF VIDEO

On average video ads get 2x more clicks than simply using pictures.

Video ads also get up to 30% more conversions (aka turning a click into a customer) than picture ads.

What these stats tell you in plain English is that using video ads is much cheaper than using picture ads online

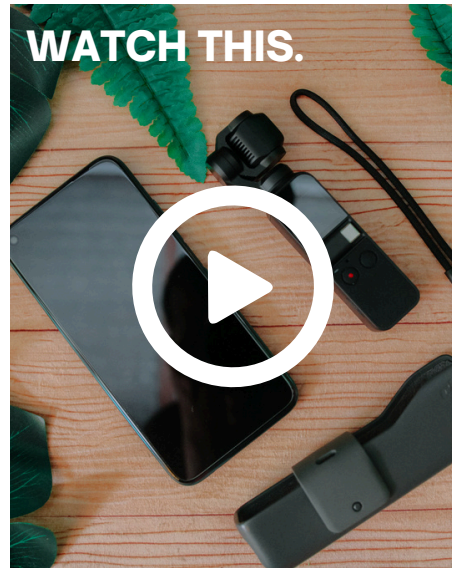
So why don't more people use video ads? Because it's SCARY and they don't have a course and mentors like us to show you how do this the right way!

BIG BRANDS

In the age of social media we tend to write off video ads as if brands such as mcdonald's, Ford, or any other brands you can think of haven't been creating video ads for more than 80 years since television was invented.

If Video Ads did not produce profit (aka: commercials), big advertiser would have stoped decades ago making commercials.

You want to know the only thing that changed? With the power of social media ads, big brands, and you, can target your audience better which means lower costs to get customers, you are living in the Golden Age of video marketing.



GETTING STARTED



HOW TO START (WE WILL TEACH YOU ALL OF THIS IN THIS COURSE!)

This is going to be a piece of cake! I am going to summarize all the steps needed to scale your business with videos below:

- *Build your F.R.E.D (Ideal Customer Avatar) so you know how to mesmerize and move your local customers*
- *Write a unique and funny ad script for your ideal customer in 5 minutes!*
- *Film and Edit the ad within 10 minutes.*
- *Program ads correctly with this video on social media to start getting customers...FAST!*

Then rinse and repeat every month. It's that simple!

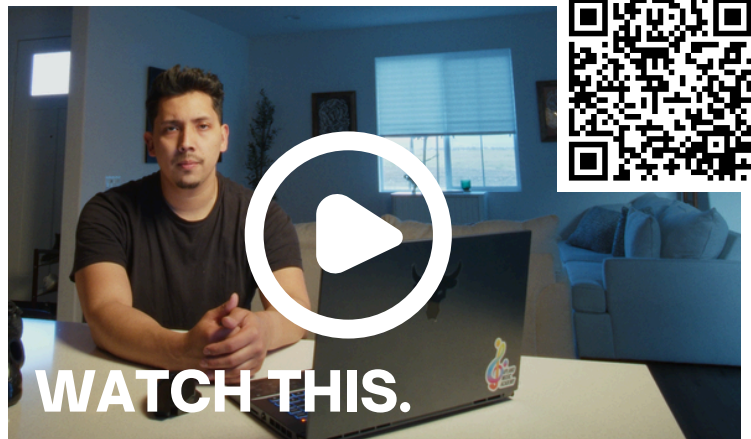


ALL YOU NEED

A Phone with a camera OR a Camera and a Laptop or computer

I'm pretty sure you already have all of these items and if not...what are you living under a rock?!

CREATE YOUR FRED (ideal customer avatar)



why is this important and how will you use this in your marketing?

1) When you identify your perfect customer, you will learn how to attract these people instead of just attracting everyone, including people who won't buy and will only waste your time. Your job is to use your marketing money in the most effective manner, which means writing and creating videos that speak to the people most likely to give you their money. Without building your Fred, you will never know who this person is and not only that as your company grows and you add more marketing you'll need to have this established.

2. How will we use this information? Use this information to write your video ad scripts and to write the text and headline copy that will help move your customer to the next step, aka visiting your store or contacting you to book an appointment, etc.

This step will take an estimated five to thirty minutes max. The only way it will take longer is if you don't know anything about your customers, which I'm sure is not the case.

CREATE YOUR FRED



Fred is your target customer. F.R.E.D is an acronym for your customers Fear, Results, Expectations, Desires. It's important to identify your Customer's F.R.E.D because if you don't, then you will have a hard time writing commercials that speak to and inspire your ideal customers to buy from you. You also do not want to attract BAD customers....Unless you are weird!!!

P.S F.R.E.D Acronym was created by Jim Edwards and we HIGHLY encourage grabbing a copy of his book Copywriting Secrets which dives DEEP into how to write good Sales Copy!

Why is creating your F.R.E.D Avatar important for creating video ads that SELL!?

People buy what they want, not what they need. If you write your video ads based off of this, you will practically PRINT MONEY!!

People may need to lose weight and eat healthily, but they want to eat McDonald's. So their videos talk about how quick, affordable, convenient, and delicious McDonald's is!

When you really understand your customers mind, you will be able to write videos FAST that will inspire them to buy from you....FAST! Why? Because you understand them, duh ;)

CREATE YOUR FRED...with Ai...

If you are not happy with the answers AI gives you initially, tell it to give you more answers...literally. you can also add to the answers in the boxes below

WRITE YOUR FRED'S TOP 6 PROBLEMS AND PAIN POINTS MY CUSTOMERS EXPERIENCE

Write the following prompt into chat GPT:

"I have a ___ business and my ideal customers are _____. Based on that information, what is THE TOP 6 PROBLEMS AND PAIN POINTS THEY FACE. Copy and paste answer here."

WRITE YOUR FRED'S TOP 2 QUESTIONS

Write the following prompt into chat GPT:

"Based on the above answer, what would be their top 2 questions when they ask to solve their problems. Copy and past answer here."

WRITE YOUR FRED'S TOP 2 ROADBLOCKS

Write the following prompt into chat GPT:

"Based on the above answer, what are their top two road blocks? Copy and past answer here."

YOUR FRED'S TOP 2 DESIRED RESULTS

Write the following prompt into chat GPT:

"Based on the above answer, what are their top two desired results when solving their problems? Copy and past answer here."

Once this sheet is filled out, keep it handy as the answers will give help you quickly write funny and unique ads in the next step!

CREATE YOUR FRED

EXAMPLE : MUSIC SCHOOL

WRITE YOUR FRED'S TOP 6 PROBLEMS

Busy Schedules and Time Management, Having fun in the classes so they don't waste their money, having a productive activity to work on, Finding Qualified and Trustworthy Instructors, getting kids off of their phones,

WRITE YOUR FRED'S TOP 2 QUESTIONS

How do you keep students engaged, is there a long term contract, are you instructors experienced in working with kids? How do they handle students that are frustrated or lose focus.

WRITE YOUR FRED'S TOP 2 ROADBLOCKS

Balancing Multiple Extracurricular Activities, Uncertainty About Long-Term Commitment. How easy or hard is it to get started?

YOUR FRED'S TOP 2 DESIRED RESULTS

Get their kids off of their phone, give them a fun productive activity, A Convenient, Stress-Free Process

YOUR FRED

WRITE YOUR FRED'S TOP 6 PROBLEMS

WRITE YOUR FRED'S TOP 2 QUESTIONS

WRITE YOUR FRED'S TOP 2 ROADBLOCKS

YOUR FRED'S TOP 2 DESIRED RESULTS

Pre Filming Checklist

YOU WILL LEARN THIS IN THE UPCOMING SECTION

- **SCRIPT WRITING** As you get more in tune with your customers and products, you will be able to write commercials without AI, for now use AI as a training tool!
- **STORYBOARDING** This is a list of the “shots” you need to film so when you edit your video, you have all the footage you need.
- **CASTING** Who will star in your Videos? (This is MUCH easier than you think...)
- **CALL SHEET** Optional: if you “hire” people to be in the videos, this is a 1 sheet that will give them the details of the shoot date, call time, and how long they will be on SET!



WRITE COMMERCIALS IN 30 SECONDS

RESOURCES:

CHAT GPT

GOOGLE DRIVE

in this section, you will use your Fred's Problems and or pain points to exaggerate their current situation in a funny way and you will get them to their Desired outcome by using your service or buying from you! this will make them get off of their couch and RUN to become your customer!

Remeber, the #1 goal of these commercials at this point in your marketing is NOT to create Brand awareness, it is to get them to do 1 of 2 things:

- 1) visit your store and buy from you and start building a relationship*
- 2) get them to request information or book an appointment/reservation with you*

All commercials will be written with this intent!

WRITE COMMERCIALS IN 30 SECONDS

**RESOURCES:
CHAT GPT
GOOGLE DRIVE**



WRITE COMMERCIALS IN 30 SECONDS with AI

CHAT GPT PROMPT

PROMPT #1 Can you write a Problem - Agitate - Solution style funny video ad at an elementary reading level for my (BUSINESS DESCRIPTION / NAME) where we do (SERVICES) and the goal of this ad is to get them to (CTA). The problem is (YOUR FREDS PROBLEMS/FEARS). Agitate it by creating a funny scenario or exaggerating the problem , and solve it by hiring our business services. At the end reiterate our call to action informing them of the following deal we have going on: (type out promotion details here)

PROMPT #2 Can you write a Before and After funny commercial at an elementary school reading level. We are a (BUSINESS DESCRIPTION / NAME) and our customers problems are kids (CUSTOMERS PROBLEMS / FEARS) Our services will help them bridge the gap solve their worries/problems and the goal of this ad is to get them to (CTA).. At the end reiterate our call to action informing them of the following deal we have going on: (type out promotion details here)

PROMPT #3 Can you write a benefit, benefit, benefit funny commercial for (BUSINESS DESCRIPTION/NAME). the benefits are (LIST BENEFITS) the goal of this ad is to get them to (CTA).. At the end reiterate our call to action informing them of the following deal we have going on: (type out promotion details here)

WRITE COMMERCIALS IN 30 SECONDS with AI

CHAT GPT EXTRA PROMPTING

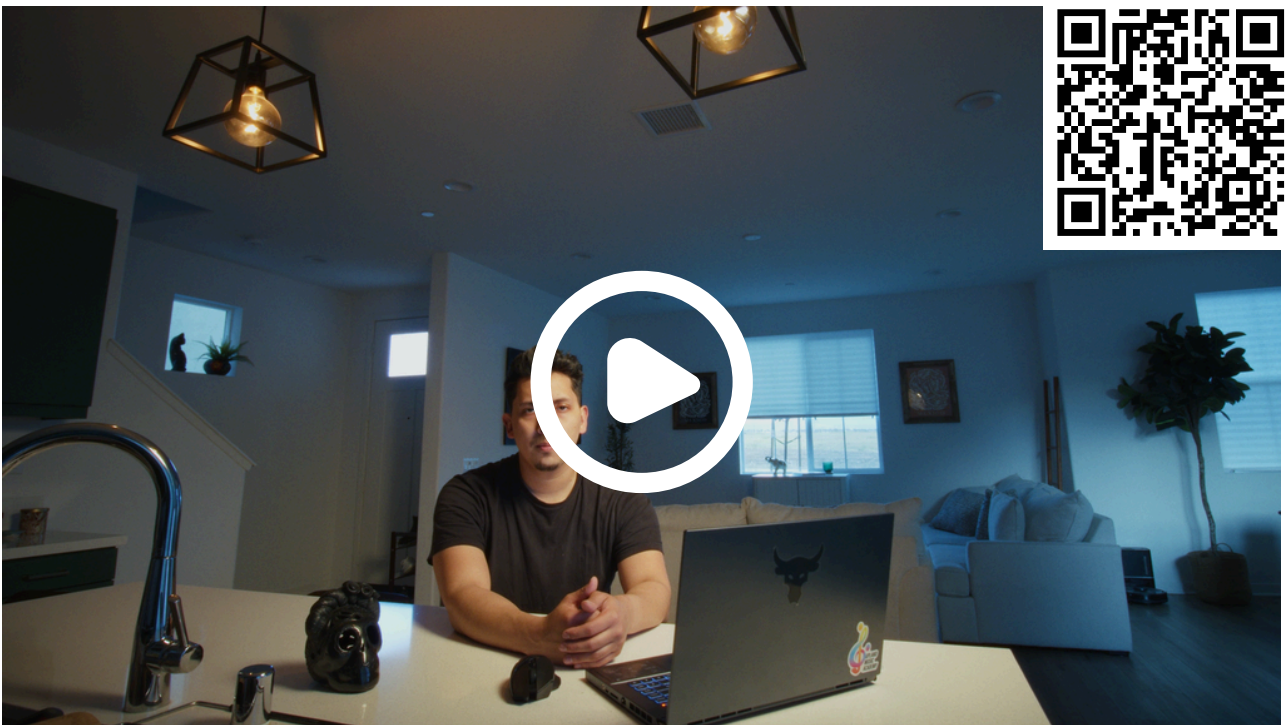
Extras to add to the end of your prompts to make the commercials even more unique:

- *During holidays: make this commercial __ themed. ex. Christmas*
- *When you want to be really funny: add a funny mascot or character into this commercial to make it funnier*
- *Add a random situation in this commercial that somehow ties in to the message we are getting across.*
- *Make this commercial ironic so it seems that the positive outcomes are actually negative.*
- *write this commercial in selfie style*
- *Write this in selfie style as if an expert is speaking to them*
- *Really exaggerate the problem/fear in the commercials to really make it comedic.*

Story Board

What is a Story Board and how do you create one?

A Story Board is literally the list of shots or angles you need to film throughout the commercial. If your commercial is easy enough, you may not need to do this. However, if your commercial is more intricate, please watch the video below!

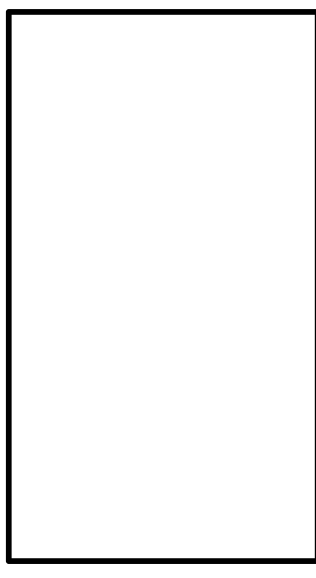
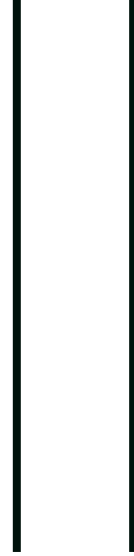
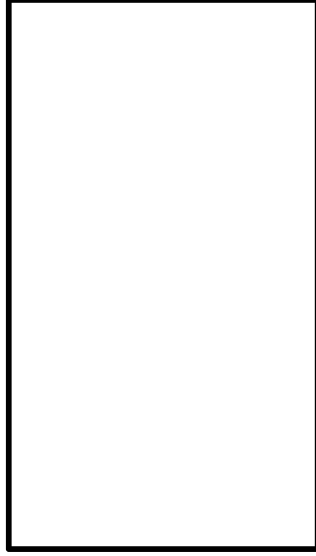
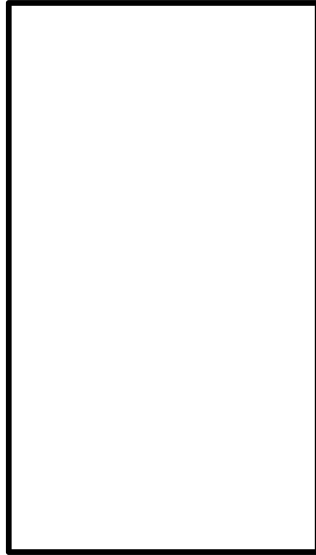
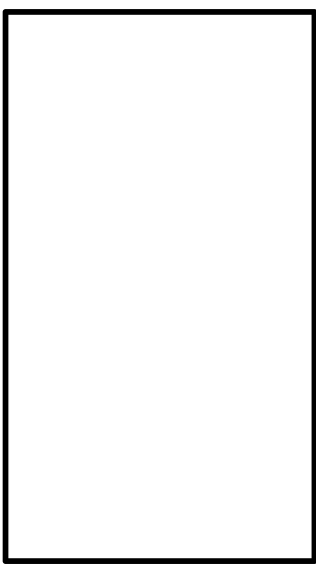
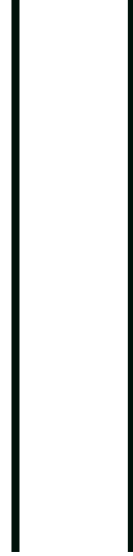
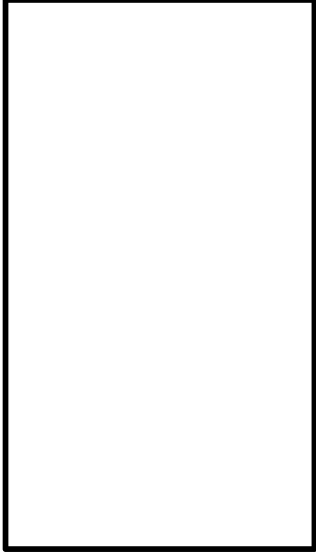
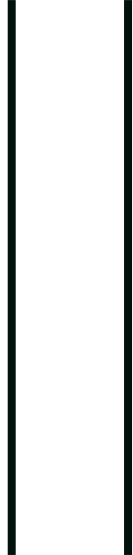
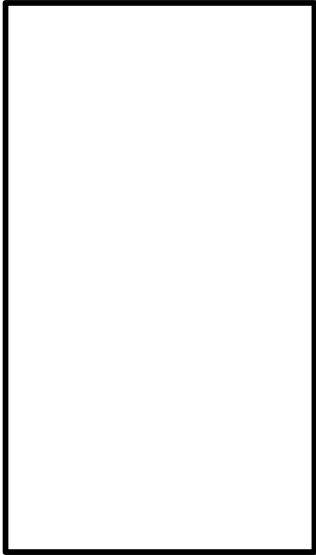


TEMPLATE WILL BE AVAILABLE ON NEXT PAGE



ROI VIDEO PRODUCTIONS

@roivideo productions



THE CASTING

BEFORE SHOOTING:

One of the biggest questions is who is gonna be the face, or the star of this video ad you are filming?!?

You have 3 options:

1. YOU can start in this video and play all the characters in the video.
 - a. This will help you fit build rapport with your local community so when people hire your service come or come into your store they have your face in their mind and are happy to buy from you because they have built trust.
2. You can ask friends, family, or post online that you're looking for an actor or actress to start in your video ad. This will make your video ad and company look very professional to your potential customers
 - a. The downside would be the fact that you may have to pay people unless they're willing to do it for free and now you're dealing with more people involved which means more organizing.
3. You mix and match the two above. One month you start in the commercial yourself to build rapport with your local community, And then the next month you get friends and families involved and have a good time filming the video.

THE CASTING



WHERE TO FIND TALENT TO STAR IN YOUR VIDEO ADS?

If you go with option 1:

It's you! Problem solved! Get ready to go "Hollywood"!!

If you go with option 2:

You will need to find somebody who is good in front of camera if not none of this will work

- 1) Post on your social media that you are looking to "Talent"*
- 2) Message Friends and Family*
- 3) post on Backstage (a website where professional actors submit themselves for work or projects)*

** If you decide to go to professional route, you're gonna have to hold a casting to make sure you choose the right people and you will probably have to end up paying them. We Recommend using backstage route once you're more familiar with filming. Start with the 1st two options to gain experience!*

*If you are interested in casting professional actors, ask us how to do it in our free Facebook group. Here is the link. [**FACEBOOK GROUP**](#)*

THE FUN PART. Filming !!

YOU WILL LEARN THIS IN THE UPCOMING SECTION

- **DIRECTING:** It will be your job to make sure everyone is acting how you imagined they would in your head!
- **CINEMATOGRAPHY:** A Fancy word for making sure you set up the camera in the correct angle so your shot looks like you imagined it! You will plan all of this in your storyboard.
- **AUDIO:** A good video is TRASH if the audio sucks. So make sure you either are close enough to the person you are filming, or get a phone lavalier mic (explained in gear list you may need)



THE PREP

BEFORE SHOOTING CHECKLIST:

- You will need your phone, a light (if you have one), and a microphone (if you need or have one)(more info in the Facebook group)
- Location Make sure you know where you are filming and that it wont be too distracting or noisy!
- Make sure you have your storyboard ready to go.
- make sure actors are ready for your shoot date



THE SHOOT

SHOOTING:

the fun part! this is the part where you start sharing your business' goals and how you will help improve your customers lives!

You have the script, you have the talent, you have your phone....JUST SHOOT THE DAMN THING AND HAVE FUN!!!

this is where your creative juices start flowing and this is the first step to flooding your store with customers make sure you enjoy it!

p.s Don't forget to have the script and the storyboard handy so you know exactly what shots you need and you can film efficiently.



EDITING



Now it's time to put your video together!

We recommend using the APP Cap Cut. It is Free and the paid version is CHEAP

That way, all the "clips" and footage is in your phone. All you have to do is put the clips in the correct order.

**Make sure you add sound effects or background music to parts that need it (capcut can do this for you)*

**Make sure you add captions to your ads as MANY people on social media watch ads without sound. An example would be someone who is at work scrolling through their phone, they don't want their coworkers or boss to see that they're on their phone it's sad but it's true*

EDITING



1. Importing Footage: Gather all your video clips, audio tracks, and images, and import them into your video editing software.

2. Organizing Assets: Sort and label your media files into folders or bins for easy access, grouping by scenes, types of shots, or audio tracks.

3. Creating a Rough Cut: Drag and drop your clips onto the timeline to create a rough draft of your video, trimming and arranging them to establish the flow of the story.

4. Adding Effects and Transitions: Enhance your video by incorporating visual effects, transitions between scenes, and adjusting color grading to achieve the desired look.

5. Finalizing and Exporting: Review the entire video for any final edits, add titles or credits, ensure audio levels are balanced, and then export your project in the desired format and resolution.

LET'S EDIT YOUR COMMERCIAL.

NEEDED:

ANY EDITING SOFTWARE. WE USE CAP CUT, OR DAVINCI RESOLVE 19, A FANTASTIC ALL-IN-ONE TOOL FOR EDITING VIDEOS, ENHANCING COLORS, AND MANAGING AUDIO.

COMPUTER



PHONE



WRITING YOUR AD TEXT

you have your video! It's all edited into a masterpiece. You are ready to deploy it online and start getting customers!!!

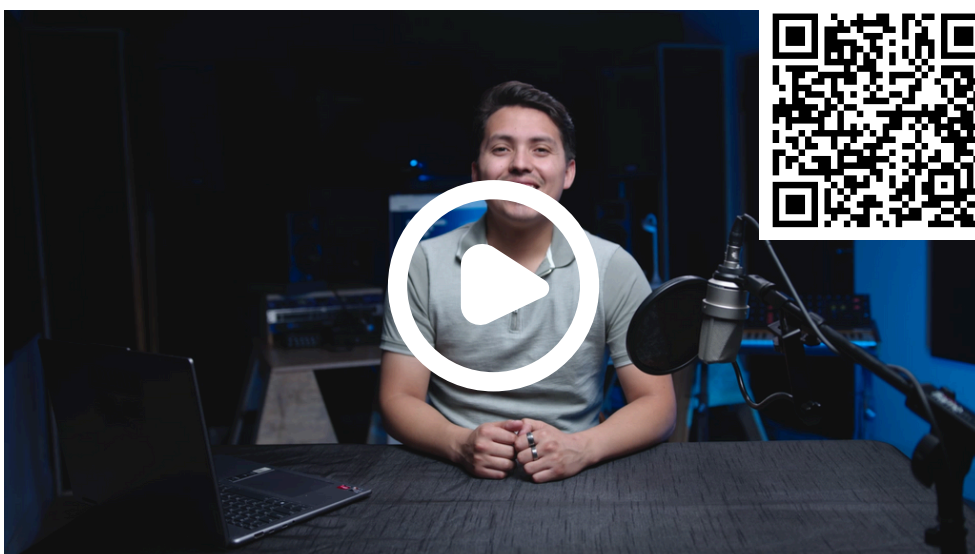
BUT WAIT! There is one last tiny but crucial step:

Writing the text and headline that will go on your ads! why is this important?

your video thumbnail (which we will show you how to select in the next step) and the 1st sentence in your ad text is what **STOPS** people in their tracks. then the rest of your ad text is what convinces them to take action, along with your **AMAZING** Video ad. Pretty important huh?

This is what copywriting is. Writing text that **SELLS** your customers and makes them run out of their house to **BUY FROM YOU!**

What are we talking about? Look at the picture below! That is the text and headline, which you need to create as well!



COPYWRITING 101

How will you quickly create this?

You're gonna go back to youy FRED and use your customers top two Questions and Roadblocks to create most of this add text!

OR

you can use the simple approach (view below)

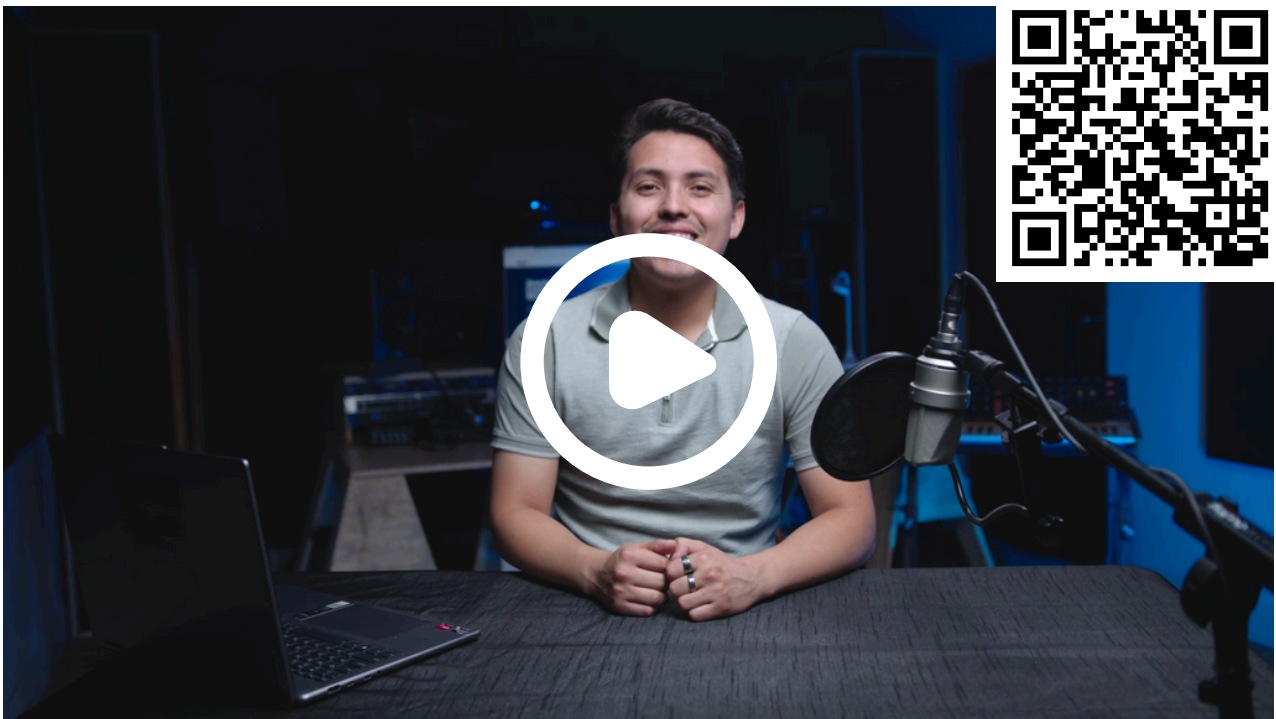
DISCLAIMER

The Goal is for your to be able write Headlines and Text without AI, however use AI as needed.

the more experience you get Writing Ads, the easier it will be to write good ad text headlines and text!

For now, let's use AI to help you get STRONGER!

WRITING YOUR AD HEADLINE



COPYWRITING 101 HEADLINE

First sentence in your ad text

CHAT GPT PROMPT

Can you write headlines ideas for my ad text based off of the following template?

Template 1: Are you still struggling with (FRED Problem / painpoint)

Template 3: You're still stuck at (FRED Problem / painpoint) and you don't know how to fix this?

Template 3: Are you tired of (FRED PAIN POINT)?

Template 4: Stop letting (FRED PAIN POINT) prevent you from (insert what they could be doing if the PAIN POINT was not there.

OR

Simple Version:

Template 1: Attention (ideal client): (insert CTA) and we will (insert desired results)

Template 2: (ideal client) we have a ___ deal going on for (insert deal details)

WRITING YOUR AD PRIMARY TEXT

Your goal here is once you have their attention with a great Headline and a great video, they will read the ad text with your Call to Action, Deal, and business information!

CHAT GPT PROMPT

Template one:

Rewrite the following script into ad text that we will use in our online social media ads. Make the call to action and current deal we have very important in the ad text to help us reach maximum conversion.

Extra: based off of what it give you instruct it to

1: make it shorter or longer

2) make it funny/dramatic/exaggerated/angry/etc

3) make it (season/Holiday) themed.



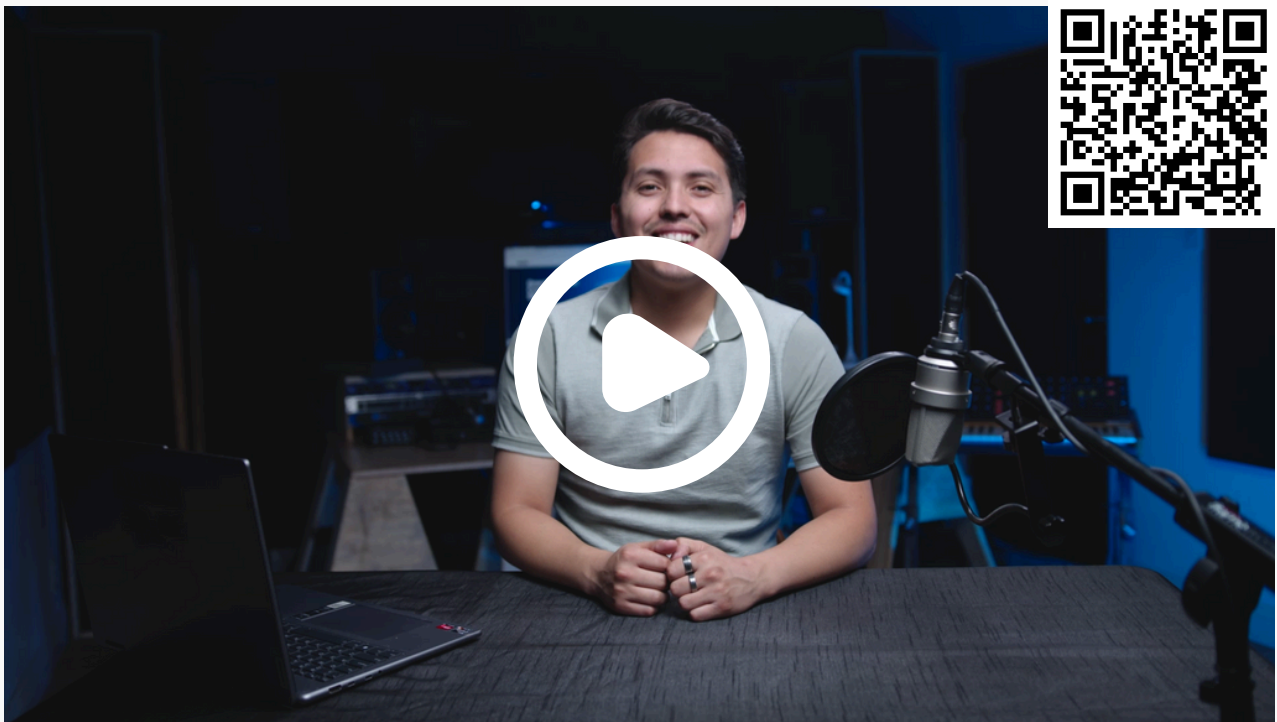
**Next step:
NOW WHAT?!**

*You now have an AWESOME Video.
You now have a Great headline for your text
You now have a great ad text.*

Now what?

It's time to take these three things and program your online ads with them and start getting results...LIKE TODAY!!!!

PROGRAMMING
**FACEBOOK/
INSTAGRAM
ADS**



FACEBOOK ADVERTISING STANDARDS



PROGRAMMING YOUTUBE ADS



PROGRAMMING TIK TOK ADS



***MONTHLY CONTENT
PACKAGE FOR L.A. LOCALS.***

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