



VIDEO GETS MORE CLICKS AND SALES!

We've got some tips for you! Print these and keep them handy as you're creating video content to promote your business.

1

Be Authentic

Video marketing is a great way to connect with your audience on a personal level, but that doesn't mean you have to be fake or try to be someone you're not. Be yourself and just be genuine—it'll come across in your videos!

2

Short, Sweet, and to the Point

The won't sit through an hour-long video about how great your product is. Keep it focused on the value to them and make it short and sweet, so they watch without getting bored or annoyed.

3

Stories not Sales!

Share the story behind your product or service being offered instead of just showing off the features or benefits. Let your personality shine through so people get to know you better!

Get more free training and tools to build your own marketing machine that generates leads and converts prospects into customers at <https://localwerx.com>

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