

AUTHORITY MARKETING FILMS

This is THE Video I have ALL of my clients create before we begin shooting batches of marketing videos.

Let's start with the structure:

1. **Who am I?** *Your name and website or business name*
2. **What topics can I talk about from a level of PERSONAL expertise?** *What are you qualified to speak about from professional experience?*
3. **What is my magic?** *How are you helping people today? I help [specific people] get [result they desire]*
4. **What is their next logical step?** *The next step in logical progression from where they are now to eventually working with you at your highest value.*

Example:

1. **Who I AM:** Hi! My name is Todd Gaster, of ToddGaster.com.
2. **The topics I can talk about from a level of expertise:** On this channel we discuss the topics parents ask us about the most, such as bullying in school, dealing with drugs... and how you can face these and other challenges and make the best of the situation.
3. **My magic:** We center everything around raising your child's inner esteem, helping them reach their highest and best potentials, become completely bully proof, access their inner genius, do well in school, attract friends to them, and healthily keep off or shed unwanted pounds, and live a truly passion filled, incredible life.
4. **Next logical step:** I've created a special free online training that assists parents in raising children who make great decisions, are well-rounded, confident, balanced people, who are emotionally strong and ready to take on any challenge life may bring. So just click on the link below, or go to ToddGaster.com to register.

Let's workshop this...

The VIDEO will allow you to create content under the defined terms you set forth today.

You can tweak this to fit your business. Just know if you do not have clarity or answers about any one of these aspects, it will be much more difficult to create content.

5. Who am I?

Hi! My name is _____ of _____.

6. What topics can I talk about from a level of PERSONAL expertise?

On this channel I/we discuss topics _____ ask us about most, such as _____.

7. What is my magic?

Over the last _____ years, I've helped _____ do _____.

We center everything around helping _____ become more _____.

8. What is their next logical step?

I've created a special/exclusive free online training/tool/audio/webinar/ that helps _____ get more _____. So just click on the link below this video or visit _____ to get instant access/register/download right now.

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[Click here](#) to connect with Matthew and move your business out of marketing confusion and into organization, clarity and your highest value to attract PREMIUM prospects.

Those that you want to attract in the top 10% are looking for leaders who are solid in who they are and are professional in their communication. <https://www.facebook.com/the completeself>