



## OUR 8 STEP ON-SCREEN WINNING FORMULA

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This is the formula we have discovered that captures and keeps people's attention so that your show gets watched. After all, you have no major stars, no explosions, nobody dying and no scenes of intimacy. Therefore, you need a proven template that works when all of that on-screen action is missing.

### Marketing Video Template

1. Fade up from black, bring in logo and a carefully chosen musical score.
  - People respond to movement in a logo so have it do something
  - Your music must set the tone and be royalty free, not copyrighted
2. Now reveal the title of show.
  - Very important that this grabs their attention
  - It should be clever, based on reality, and never more than one line
3. Reveal the problem in a painful way that your client will relate to.
  - Be dramatic, harsh, specific and ruthless
  - In a world of marketing noise this must get their attention
  - Your audience should actually experience the angst
  - Clearly communicate the pain they wish to avoid
4. Announce that your company can solve this problem.
  - Be rational, specific and confident
  - Validate your claim with visual support
  - Show them the problem disappearing
5. Now prove your claim with irrefutable evidence.
  - You will need from 3 to 5 points to support your premise
  - Use unexpected implications in your core proof
  - Utilize a client testimonial for each if possible
  - If that's not possible, use case studies
  - Simplify things by finding a universal language
  - Statistics are great to use here, but not exclusively
  - Distinguish yourself creatively while demonstrating competency
6. Now quickly recap your 3 to 5 claims above.
  - Tell them again in a sentence or two
  - Connect the dots for your audience
  - Close your argument with an irrefutable summary

7. Provide a call to action with a sense of urgency.
  - People are hungry for direction and simplification
  - Tell them what their next step is
  - Make it very easy for them to find out more
  
8. Have important contact information on screen.
  - Company logo, phone, web address and email
  - Music builds up as narration subsides
  - Music fades as screen goes black