

# IF YOU WANT TO MAKE SOCIAL MEDIA CONTENT IN 2023 THAT ACTUALLY WORKS, DO THIS. REALLY.

## The Problem

Most social media kinda sucks – especially video. The internet is full of videos that don't connect, tell the right story, or get results. And most people (maybe you) are so busy already that you just don't have the time to take the time to learn the one skill in 2023 that can make your business so, so, so much better. We've solved that problem for you. This is The Video Seminar.

## The Solution

The Video Seminar course is a fast-track 12-hour training that will teach you from beginning to end how to make great video for your social media marketing and messaging. From how to write the story, to how to present yourself, to how to shoot it. There's nothing else like The Video Seminar for anyone in business who wants to make video that's great.

## How it Works

In Module 1 we'll teach you the core skills you need to make professional level video with your smartphone. Building a rig, lighting, audio, presentation skills, backdrops, equipment options, and more.

In Module 2, you'll make a 20 Questions video. This is probably the strongest, most engaging, and easiest template you can use to make video that actually gets noticed, liked, shared, and converted.

In Module 3, you'll make an Evergreen Selfie video. This is a take home skill that you can do on your own over and over to create content that viewers will actually care about, watch, and share.

When you're done with the course, our editing team will provide you with (4) professional edits of your videos. These are worth \$125 each - all included with your tuition.

## Instructor / Joe Still

Joe has been a videographer, editor, and script writer since 2010. He's trained over 50,000 business professionals and won 2 Instructor of the Year awards.

# THE VIDEO SEMINAR

APRIL 25 + 27, 2023

\$449 Early / \$549 @ the Door  
Fairway Independent Mortgage  
TACOMA, WA. Food Included.

## INCLUDES

Pre-Course videos, 12 hours of live training, complete course materials, follow up Zoom calls, 4 professional video edits, lifetime access to the Alumni Center.

## TOPICS

- \* Why videos video suck or not.
- \* How to write a script + storyboard.
- \* How to present your "real" self.
- \* Basic smart phone tools.
- \* Shot composition tips.
- \* Shooting testimonials.
- \* How to get great audio.
- \* Simple and effective lighting.
- \* The 20 Questions Workshop.
- \* The Evergreen Selfie Workshop.

Sponsor by Karen Orr, Fairway Independent Mortgage. MLS #40351.



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