Goals Sheet

Persuasive Power of Online Video

Full article:
http://www.marketingforowners.com/show-dont-tell-persuasive-power-online-video/

Build Credibility

1. **Differentiate yourself** from your competition and elevate yourself as not just a seller of goods, but an **expert in your field**.
2. **Leverage your expertise** and show it off as much as you can in your videos.
3. **Include footage of you helping** one of your customers and them looking to you for help.

Humanize Your Brand

2. Videos are **one the best, easiest ways to humanize your brand**.
3. By seeing your (ideally smiling) face, your prospects can literally ‘put a face to the name.’ Your customers are more likely to connect and warm to your brand.

Attract Buyers

3. **Attract Buyers**
   - Include a mention or two (at least) of your brand and/or logo.
   - Be clear where potential buyers can find you, should they want to buy from you.
4. **But Don’t ‘Hard Sell’ Buyers**
   - Your focus should not be to sell to buyers when you are creating online video.
   - Don’t try too hard to pitch, to sell, nor to overtly promote yourself. This will only put them off and your video production time and money will be wasted.