



Goals Sheet

Persuasive Power of Online Video

Full article:

<http://www.marketingforowners.com/show-dont-tell-persuasive-power-online-video/>

1

Build Credibility

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

2

Humanize Your Brand

- Videos are **one the best, easiest ways to humanize your brand**.
- 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.

3

Attract Buyers

- **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.
- **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.