



# Virginia's Five Easy Video Strategies CHECKLIST

Directions: Check off all that apply to you. Tally which Video Style has the most checks. Click on "I'm Ready" to schedule a SHINE Strategy Session at <http://ShineTips.com/consult> to learn how to implement your strategy.

Video Reviews	Quick Tip	Expert Interview	Short Video Ad	Video Webinar
 <p>To Watch Video, Right click image above and open link in new tab</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Turn your testimonials into 5-star review videos for increased search engine visibility &amp; views</li> <li><input type="checkbox"/> Encourage more people to call your business with a Call to Action at the end of the review</li> <li><input type="checkbox"/> Get your review video to rank high in search and be seen across all social platforms</li> </ul>	 <p>To Watch Video, Right click image above and open link in new tab</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create a series of short videos to highlight your expertise &amp; grow a loyal list of followers</li> <li><input type="checkbox"/> Make your videos an educational resource that generates more leads and customers</li> <li><input type="checkbox"/> Place these videos on your website, on video &amp; TV channels and across the internet</li> </ul>	 <p>To Watch Video, Right click image above and open link in new tab</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Create an interview video that can be repurposed into multi-media assets to brand, and market your business</li> <li><input type="checkbox"/> Reach a larger audience while establishing trust and confidence in your services</li> <li><input type="checkbox"/> Increase your visibility as a sought-after expert across the internet, on WebTV &amp; podcasts</li> </ul>	 <p>To Watch Video, Right click image above and open link in new tab</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Offer short, compelling previews or video ads for upcoming events or special offers</li> <li><input type="checkbox"/> Generate viewer interest with video ads so they act on your offers because they easily see the value</li> <li><input type="checkbox"/> Offer eye-catching videos to advertise and promote your special offers, programs and services</li> </ul>	 <p>To Watch Video, Right click image above and open link in new tab</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Provide content rich trainings that generate leads and customers for your services and products</li> <li><input type="checkbox"/> Create deeper connections with your audience, so they get to know YOU as an expert</li> <li><input type="checkbox"/> Interact with your audience while offering solutions to their challenges</li> </ul>
<p><input type="checkbox"/> <u><i>I'm Ready to...</i></u></p> <p><i>Generate more customers, and referrals while I build my reputation as the "Go-to-Expert" in my niche</i></p>	<p><input type="checkbox"/> <u><i>I'm Ready to...</i></u></p> <p><i>Build a global audience with my quick tip videos that are easily consumed and shared with others as valuable info</i></p>	<p><input type="checkbox"/> <u><i>I'm Ready to...</i></u></p> <p><i>Increase my visibility and be seen as an expert who is experienced, knowledgeable and passionate about my topic</i></p>	<p><input type="checkbox"/> <u><i>I'm Ready to...</i></u></p> <p><i>Generate more leads and customers by getting my offers, events and specials seen across the internet</i></p>	<p><input type="checkbox"/> <u><i>I'm Ready to...</i></u></p> <p><i>Provide in depth training (which can become evergreen) and to offer my services as the next logical step for my ideal clients.</i></p>