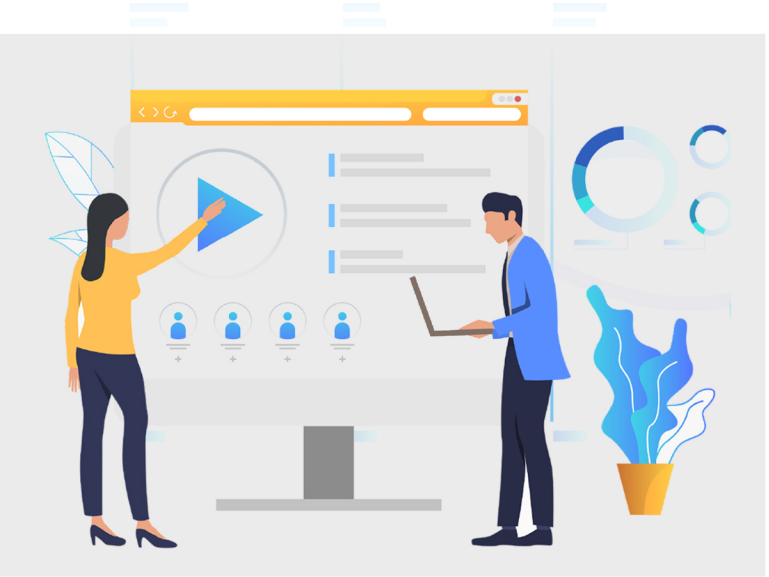
VIRTUAL SUMMITS SOFTWARE
Hosting a Summit is Now Easier Than Ever Before

VIRTUAL SUMMIT
HOME VIDEO GUIDE

WHAT IS A SUMMIT HOME VIDEO?



- Possibly the most important thing on your summit page
- It is one of the first 3 things your audience should see
- It creates a relationship with you the host, (know like and trust) introduces the topic and motivates the audience to sign up for your summit.

WHY IS IT IMPORTANT?

- Three types of converters
  - *Excited - Already Know – Immediate – don't even need video*
  - *Curious - Need more info – Video works here*
  - *Skeptical – don't believe you – video works here*
  - *Not Gonna Convert*
- Appeal to multiple learning types – Audio & Visual
- Better than just putting a bunch of text
- Can create EMOTION
- Best way to build a relationship with audience
- It's the most important part of your summit registration page

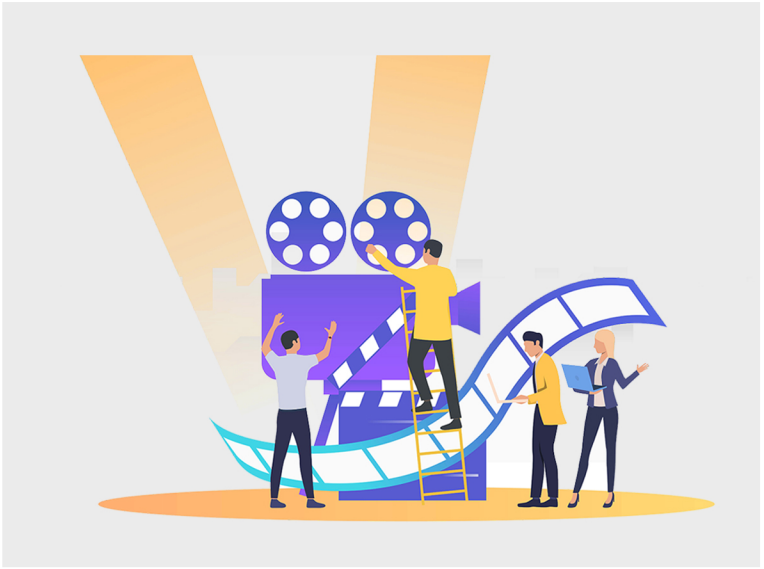


HOW TO PREPARE TO CREATE ONE

- Need to know your audience
- Identify the TOP Problem
  - needs to be clear
- Create A MISSION
- Determine your Story/Storyline
- Know your call to action
  - only have one – be compelling
- Map it out. (outline it)

MAP IT OUT

- Write it out – rough draft
- Leave it alone for a day
- Re-Read & Edit
- Share with someone you trust
- Edit & Update
- Begin to think visuals & background
- What would look good in the video
- What supports what you are saying
- What do you want it to say/show behind you.





HOW DO YOU MAKE ONE?

- Pre – Production
- Plan it out
- Set up environment
- Test it
- Record it (plan for multiple takes) – second take is always better
- Post – Production
- Edit out mistakes
- Add effects – text/pics/b-roll

SET UP

- Recording Environment
  - (green screen or not?)
  - sound proof
  - background (no green screen)
- Equipment
  - Teleprompter
    - Equipment:
    - Apps:
  - Audio – Microphone
  - Video – Professional Camera
  - Look - Lighting

HOW SHOULD IT LOOK AND FEEL?

- Entertaining
- Educational
- Take Action

COMPONENTS:

- Hook
- Problem
- Call To Action
- Credibility
- Story
- Who Am I?
- Benefits
- Call To Action
- Guarantee
- My Promise To You
- Social Proof
- Urgency
- Next Steps
- I'll Leave You With This

WHAT NOT TO DO

(WHAT ARE WE DOING WRONG)

- Just be A Talking head
- Long Boring
- All about you
- Big chunks of text
- No plan or direction
- Multiple different action you are recommending
- Over 7 minutes long

TIPS – TAKE AWAYS

- Think about it from the eyes of your audience (need to know your audience)
- Needs to change – 3 – 7 seconds change something.
- Need energy
- Visuals are important
- Use voice overs
  - Can hire someone or just use yourself
  - Small text being shared
- Thumbnail – First Image VERY important
- Quality is important (Video & audio)
- Get help – hire a video editor
- Plan to use it as a promotional video as well
- Use parts of it in creating clips for your speakers.



EXAMPLE OF A SUMMIT HOME VIDEO

- Dr. Krista – American Posture Institute
- Digital Dementia Summit
- player.vimeo.com/video/325728654

PROMOTION: SUMMIT STORY PROGRAM

www.summitstoryarc.com/summitstory

Q&A

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VIRTUAL SUMMIT
HOME VIDEO TEMPLATE

HOOK	One Strong Attention grabbing Statement!
PROBLEM	State the problem the summit will be focused around
CALL TO ACTION	One specific call to action to register for the summit.
CREDIBILITY	Stats, facts, or information on the importance of the topic.
STORY	Tell a compelling story (can be a real person, or hypothetical).
WHO AM I	Briefly introduce yourself as the host.
BENEFITS	What benefits will they receive from registering for this summit
CALL TO ACTION	Another strong call to action to join the summit.
GUARANTEE MY PROMISE TO YOU	How is this different, better, or worth them spending the time
SOCIAL PROOF	Give proof of importance of this summit. Top speakers, sponsors, etc.
NEXT STEPS	What to expect, what happens next.
URGENCY	Create urgency & a final call to action
I'LL LEAVE YOU WITH THIS...	A compelling & inspiring statement to motivate & create connection