

# The VIDEO 4X EFFECT

Handbook



Are you ready for video to be **hands-off for you**, yet, still look amazing and have a strategy so it becomes **4x more effective** inside your business?

**SOLD** WITH  
VIDEO

You're one step away from ...

...having a video process that gets people to say "HELL YES!" to your message and integrates with your marketing so you can hit your impact and revenue goals this year. All while you focus on your vision and business... or whatever you want.

**If I were to ask you to name 3 of the biggest entrepreneurs in the entrepreneurial space, chances are they have a massive sized, loyal audience/following that you would love to have and they did it by using a specific video structure and process in their business.**

And I am willing to bet that if you're reading this guide, you already knew that. And, you probably already understand why you need to be using video and that it needs to have a strategy, internal structure, and intention.

So, if you're looking for me to convince you that video is the future or tell you why you need to be using it then this guide is NOT for you. I don't want you to waste your time or my time.

The only type of person who will benefit from this guide is the person who is ready to start using video in their business so it's impactful, intentional, strategic and structured to be hands-off for the entrepreneur.

They are ready to STOP thinking that video is something that is just for YouTube, or gets posted randomly on various topics with no goal in mind, or that their videographer is responsible for their video marketing.

So, how do we break past all that and get video to 4x your impact and revenue without it being confusing or time-consuming?

Well, when we look at those 3 entrepreneurs you thought of earlier (who are leading the entrepreneurial space), you will realize that they didn't grow that big simply because they used video. Video is not the secret ingredient to growth. Let me repeat that. **Video is NOT the secret to growth.**

## **What is their secret?**

They focused on how they are specifically creating video, identifying how that video plays into their strategy, how to structure a video process within their business, and, most importantly, they craft the message/influence/persuasion/objective in every video they do. That's the hidden gem most people don't see or understand. I'm sure you're starting to realize, that what they created wasn't just luck, it was a planned process and you have the same.

And after working with thousands of students, clients and 7-figure entrepreneurs like James Wedmore and Carrie Green, we've uncovered the 4 pillars that are required to not only get video setup inside your business so it's hands off, but, to also create videos that get massive traction, shares, views, grows your audience and is focused on increasing your impact and revenue goals.

# These four pillars make up the “Video 4x Effect” and consist of:

1

## **Identifying Your Impact and Revenue Goals**

As a Business So You Have a Vision To Aim For With Everything You Do

2

## **Getting Clear On Your Business Message**

and Integrating It Throughout Your Content and Marketing With Magnetizing Persuasion and Influence

3

## **Laying Out Your Synergistic Strategy**

That Gets Your Entire Business, Energy and Content Working Together Throughout All Your Platforms Like a Well Oiled Machine Working Towards Your Impact and Revenue Goals

4

## **Making The Process Hands-Off**

For You The Entrepreneur By Building Out Your Internal Video Team and Process or Finding a Solution That Fits Your Business

If your video does not contain all four of these pillars, then it is probably not a piece of content you need to spend your time on... unless you like making videos for the sake of making videos.

But, when you have these four pillars dialed in you can expect to grow a massive YouTube channel within your niche, build loyal remarketing audiences on Facebook, create content that connects with people on a subconscious level, scale your email list, be in front of your audience with content they love no matter what platform they're on, create demand within your audience for your products and services and most importantly, have it done without you being the vital piece making it all work.

We will dive into the four pillars of the “Video 4x Effect” and by the end of this guide you'll have a clear picture of how to structure this in your business. You'll understand everything from how to set up a video team within your budget, setting up the processes for editing and posting, all the way to how to grow your audience and get them to connect with you on a deep subconscious level.



After being in the “video” industry for 8 years I started to realize there were some serious problems with using video as a marketing tool. And it had nothing to do with time, cost or getting good quality video.

There was a massive disconnect between who was making your video and the end result you wanted.

Videographers aren’t marketers. And most marketers aren’t “good” marketers. And most marketers aren’t creative directors. And the problem was that in order for video to have a REAL impact you need all three aspects working together and THAT’S where I spent most of my time over the last 5 years.

And after 6+ six-figure product launches, millions of views across

YouTube and Facebook, thousands of video shares, millions of dollars in sales, and partnering with some of the biggest entrepreneurs in my space I have been able to eliminate that “video” problem for hundreds of students and clients.

And now my team and I help entrepreneurs, like you, get video set up in their business in a way that most people can’t do. We can do this because we understand how to market and sell first, do it with videos that look amazing, with videos that build an audience off your values, with a system and process that leaves room for creativity, yet, operates efficiently and uses ethical influence and persuasion to get your message out there in a way that your audience’s brain processes information.

# Who Is Brandon?

And have been able to help entrepreneurs like Ron White, 2-Time Memory World Champion, who was able to scale his YouTube channel to past 160,000 subscribers and over 10 million views. He now has 12 videos raking in over 200k views each and some almost reaching 2 million. With rankings in Google and YouTube for some of the hardest keywords in his niche. And the best part is he only needed to spend 4 hours with us every 2-3 months in order to make this happen.

And Yuka Nomura, founder of Experience JAPAN with YUKA, who was able to gain over 38,000 subscribers and over 2,500,000 views while ranking for some of the hardest keywords in her niche as well. And now let's her YouTube channel collect views and

subscribers for her business every day.

And as we created the Video 4x Effect we've grown above focusing only on a single YouTube channel. We focus on entire video systems that scale your audience and ROI through Facebook, YouTube and Instagram for entrepreneurs like...

Carrie Green, founder of the Female Entrepreneur Association, who has been averaging nearly 1,000 email subscribers per every video she releases on YouTube, has gained over 27,000 subscribers, millions of views on YouTube, hundreds of thousands on Facebook and built some massive remarketing audiences inside of Facebook and Instagram that she uses to scale sales.

# How You're Going To Structure This In Your Business.

After working with thousands of students and clients I've noticed 4 recurring themes in the people who never got video working properly within their business. And yes, even if you're at the 7+ figure level these may apply to you.

Let's get those blocks removed so you can hit the ground running and see how you're going to structure video inside of your business and become the person you need to become in order to hit the audience and ROI you want.



# Success BLOCK #1

## *I'm Afraid of The Camera*

Let's talk about the **fear of being in front of the camera.**  
I'm just going to say it...  
**You're not afraid of the camera.**



Let me ask you. Have you done one of the following without being afraid?

Taken a selfie? Done a Skype call or zoom call? Have you filmed yourself with your phone? Had your picture taken?

If you answered yes to any of those then you are clearly not afraid of the camera. You're probably more worried about what people will think of you on video. But, how is that going to help you achieve your dreams?

The moment you realize everyone is just as afraid as you are, you unlock a world that allows you to operate from compassion and love instead of fear and anxiety. You realize that you're not the only person who is afraid... we all are.

The most important thing you can understand on a core level is that you will always be judged (both good and bad) because that is all humans do. We judge. Even when we like someone, we are judging them, but in a good way.

And as you continue to read this guide, you're going to realize that since you can't avoid being judged you might as well be judged for doing something that you love and something that will help you achieve your dreams.

So, if you agree with that, then let's move on!

# Success BLOCK #2

## *I Don't Have The Time For It*

This is a good concern and a valid point. Video can be time consuming and it is for most people. But as you read this guide, you're going to finally see how you can film 60 days worth of video content (or more) for YouTube, Facebook, and Instagram in as little as 4 hours.

Plus... at the end of the day, "a lack of time" is just a circumstance and I'm sure you already understand that if you live by your circumstances you end up repeating your circumstances. And when you repeat your circumstances you stay stuck. So, if you want to repeat that circumstance go ahead, but I don't want you to be in the same place a year from now... still trying to figure all this out. I want you to do it now.

So, how do you break out of that circumstance and get 4 hours of your time back so you can create video content?

Well, I'm willing to bet that if we track your time spent over 60 days, or even just a week, there are well over 4 hours spent on tasks that won't grow your business.... like browsing Facebook and Instagram, watching TV or movies, checking emails, etc. And trust me, I love watching movies and Netflix too but if I had to give up 4 hours of "movie time" every two months so I can 4x my impact, following and revenue, I would do it in a heartbeat and, being a successful entrepreneur like yourself, I already know you would do the same.

Now, if creating 60 days worth of video content in 4 hours seems "impossible" to you, it's likely because you don't have a process, strategy, system or team in place for video.

And no, a videographer does not count. More on that in a second.

Without a strategy you end up just creating random videos causing you to waste time recording things that didn't have to be created. Everything needs a very specific intention and when done right, you'll realize it's more about the content, message, and intention behind the video rather than the amount of content you're pushing out.

Without having a process and system in place you end up re-recording, doing videos one at time, waste hours wondering what to say, redoing take after take, and you'll feel a huge lack of direction on what to do next and what needs to be done.

Even hiring a videographer won't help much because their job is to work the camera and make sure the video looks good, not to be your creative director. And that's a huge problem because it forces you to take charge and be the director telling everyone what needs to happen. It wastes time and energy.

If you want to hit the next level, whether that is 7 or 8 or even 9 figures, then you need to do the things now that those people do today. And all the people growing like Gary Vaynerchuk, Grant Cardone, etc. aren't messing with all that stuff. **They rely on their team, process and structure, combined with creativity and intention.**

Lastly, without a team, you're going to be doing everything yourself. When that happens you're going to be limiting your growth and scalability which may actually keep you stuck instead of growing. Which makes video pointless. The beauty with the Video 4x Effect is that a video team is not expensive. You can build teams overseas, hire local talent, and find solutions within almost any budget. What it really comes down to is having a structure in place that makes the editing process smooth, there isn't any guessing on how to edit or what your style looks like and everything is dialed into a process that leaves room for creativity.

So, if you now agree that you can afford 4 hours every 60 days, then let's move on!

# Success BLOCK #3

## *I'm Not Technical Enough*

This might be one of the most common success blocks I hear from people but it's usually from people who are struggling in their business, not 7+-figure entrepreneurs.

Coincidence? No. Successful entrepreneurs DON'T want to do it themselves and if you're reading this PDF then you are likely one of the successful entrepreneurs who doesn't want to do it themselves.

So, I will just say this. If you think video is too technical and you're stuck in the mindset of trying to figure it out yourself to "save money", this guide is NOT for you. Your time would probably be spent watching YouTube tutorials or getting a mindset coach to reprogram your mind for success instead of keeping it programed for painful, slow and unlikely growth.



# Success BLOCK #4

## *I'm a Creative and Want To Edit My Own Videos*

Look, I get it. I love creating videos too and I am one of those weirdos who geeks out over amazing video. Videos move me in a way that no other type of content can and I love creating content that have that effect on other people.

In fact, I recently took a test to find out my deepest subconscious core values and out of 200+ values, creativity was in my top 10. But, you know what's more important to me?

My impact and my revenue. And the only reason why my revenue is important to me is because it allows me to make a bigger impact. It gives me the ability to hire a bigger team, take away tasks that cloud my thinking, gives me peace of mind and allows me to be able to focus more on helping others.

At the end of the day, we are doing this to grow our business. Without stepping into the business role you will always stay stuck at the level you're at and most creatives never break out of that stage. This is why you see thousands of people with massive YouTube channels but can barely pay their rent.

However, I know if you're reading this guide you're likely already in the business owner role and running a successful business (or on your way to be). You're just looking to scale up the right way.

With that said, the beauty of the "Video 4x Effect" is that we leave room for creativity because it is a required part on the video editing side and planning side. So fear not you creatives! There are areas within this process for you to release your creativity, but, remember treating this as a business is vital!

Ok, now that you're ready and your success blocks are gone let's do this!

# Video For 4x Effect:

## Pillar One:

### Identifying Your Impact and Revenue Goals

This might be the easiest pillar to dial in but it's also the most vital. This is the foundation of your entire content marketing and video plan. It's where we start and it's where we end up but we only end up there because it's where we started. Let me explain...

What most people do, and this may be exactly what you're doing, is they start creating content for the sake of creating content. They know they're supposed to create content and they know they should be using video.

So they survey or poll their audience, do videos on the topics they think their audience wants, they look up popular terms and keywords to create content around their niche, re-purpose random videos/talks/podcasts, or they just start doing live streams on any random topic.

Their sole purpose is to just get content out because they think that's what they're supposed to do. They fail to remember that when you put out content, it is considered content **MARKETING**.

You would never put out an ad on Facebook without knowing its purpose and goal. So why are you doing the same with your content?

And if you continue doing it, you're going to start experiencing some big problems. Your content may actually start moving you away from your goals, instead of towards them, because of wasted time and money. In fact, you may be already experiencing these problems right now:

- It feels like your content isn't creating much of an audience
- You're not getting or measuring a direct ROI from your videos
- Your videos are not really building your email list, traffic or remarketing audiences
- You're always looking at other people's content for ideas instead of them looking at yours
- You're lost on what content to do and how to structure it so it actually performs (views, shares, comments, opt-ins, leads, sales)
- You're not sure what content you should be producing so you're not producing any
- You don't even know if your videos are working
- You're wasting time with content that doesn't produce many views, shares or comments
- It feels like your content is randomly all over the place
- It's taking too much of your time and not producing the revenue you want

And all these problems occur because you haven't identified your impact and revenue goals. When you do this it brings, a massive amount of clarity and changes the direction of your content because every video is **ONLY** created based on how much closer it will bring you to your goals.

That's why it's where we start and where we end up. And we only end up there because it's where we started. If we create content knowing what we're aiming for, then every video will help us get one step closer until we hit our goals. But, that only happens if you identify those goals.

# "But, Brandon, Why Do We Need Impact Goals?"

This is easy. Video impacts people deeper than any other medium because it hits more human senses than all other mediums. Plus, your impact is what drives you... even on a subconscious level. Obviously, revenue should be the main focus of your business, if you want your business to stay healthy, but, if you're anything like me, then you're in business to also make some kind of change, improvement, or benefit to your audience and customers.

When your values, impact and beliefs come through in your content it causes people to latch on to you with a trust that most will never get. And, when you wake up in the morning knowing how many people you want to impact it's 10x easier to do everything you need to do because you're doing this for something more than yourself... you're doing it for your audience.

## How Do We Identify The Goals?

Since you're already a successful business owner, you probably already have this done. But, if you don't, all you need to do is write out the amount of revenue you want to hit this year. Then determine how you want to impact people with your business. This could literally be anything.

For me, it's helping improve society by working with businesses that I believe in and getting their message, product, or services out there in on a big scale. So I know I want to work with 130 businesses this year and my impact goal is to help people hit a combined total of 100,000,000 views by the end of the year. I know by working with 130 businesses and my students, I can help get messages out there that get seen by over 100,000,000 people in a year.

To do this, all you need to do is determine how you want to impact people and then determine a measurable way to determine if you are on pace to hit that goal. That's it.

## How Do We Know

# If Our Content Is Working Towards Those Goals?

This is a good question. How do you know what content will help you achieve your goals? We've broken it down to a few areas and every video you do should answer YES to a minimum of two (3 is ideal) of these. If you video does not do two of the following you should NOT do it. And every video you create, should NOT keep using the same areas over and over:

- a) Does it attract the person who will buy from you?
- b) Does it attract someone with your core values?
- c) Does it allow people to see what you believe in and stand for as a person and company?
- d) Is there a way for people to connect deeper with you or your business at the end of your video? This could a Facebook group, email list, messenger list, application, opt-in page, etc.
- e) Does it help reinforce your target audience's identity?
- f) Does it help solve a REAL problem (NOT something you THINK they struggle with) your target audience is facing?
- g) Does it get your audience to look at things differently within your niche? AKA - Not repeating the same stuff they hear from everyone else.
- h) Does it highlight the consequences they will face by not using the solution you will be selling them down the road?
- i) Does it help them with their pain or buy decision even if they don't go with you?

When we work with entrepreneurs, and their team, to get video set up in their business or bring on a client to handle it for them, we run them through a more detailed exercise, but, if you're looking to do this on your own then these guidelines will set you in the right direction.

# Video For 4x Effect:

## Pillar Two:

### Get Clear On Your Message

Again, this is an easy pillar and is something you've probably already done. But, this should be working for you on two levels, personal and business.

You're the leader and visionary of your company and your personal values, beliefs and mission should be coming through in the business message. And that message better be coming through in your content, even if you're doing "how-to" videos. If it's not, you may find it hard to feel aligned with your business and content. And how are you supposed to grow your company when you're not aligned with it?

Look at companies like Red Bull, VaynerMedia (Gary Vaynerchuk), and Apple. All are massive companies. All have video content. All have a separate message and all their content is completely different because of their message.

Red Bull is all about action sports and living your life to the fullest. Red Bull gives you wings, when you need them. All their content is focused around action sports and living life to the fullest. Even if they do "how-to" content it will be focused all around action spots. Because that's where their message lives.

When you look at Gary Vaynerchuk, his message is clear. Watch any of his content and you will likely see the same recurring messages throughout every video. His vlog, motivational, and talks are all aligned with the same message and they play into the identity of the entrepreneur (his target audience).

And when you look Apple, everything about them is different. Their branding, design, performance, content, etc. is all different than their competitors. What's their slogan? Think Different. When you look at Steve Jobs, he LITERALLY thought differently than most people. He was the visionary and the leader of Apple and that message carried throughout everything inside of Apple.

You need to do the same thing so that your content is aligned with your message, and your message is aligned with your values, beliefs, and business.



## How Do You Define Your Message For Video?

Ali Faulkner, from The Authentic Entrepreneur, talks about her methodology called The VIBES Method that takes your values and beliefs, then combines them with your service or product. Ultimately leaving you with an unshakable business message that you can build your content from.

We've adapted a similar approach that we run our clients and students through to help them identify their message before creating any content.

Without it, your videos will always get mediocre results because no one will connect with your content. You'll have bland content with bland results. And it's important to get your team trained and familiar with this message so they live it too.

## It is broken into three steps:

### 1 Identify Your Personal Core Values

These are extremely important because this is what drives you on a conscious and subconscious level. Most people's unhappiness usually stems from taking actions on a daily basis that are incongruent with their values and 99% of the time they don't even realize they're doing it.

For example, out of 200 values I chose my top ten and then ordered those from least important to most important. Family was my #1 value and success was #2. But, I realized I was operating my life with success as #1 and family #2. My actions were incongruent with my values and it caused me to feel unfulfilled with my work. It was an easy fix, but, I never would have realized this was happening unless I went through that exercise.

This exact scenario plays out in your business too. If your business mission and message aren't integrated with your core values then you may never get video working in your business.

But, on the flip side, if you get this dialed in then you'll stand behind your content so forcefully that nothing can stop you and your fears will go right out the window. It brings an entirely new energy to your content that people will latch onto. It makes you WANT to do video instead of video feeling like it's something you need to do.

We run our clients and students through this exercise but the easiest way for you to get started is to just find a list online of core values and choose the top 10 that apply to you and then order them based on which ones you could not live without in order to be happy.

### 2 Dial In Your Personal Beliefs

As you know, your content should not be pitching your products and services. It's about building rapport, trust and authority so that people want to buy from you down the road. Integrating your beliefs into your content give it meaning and make you different.

And let's be clear, I am not talking about your opinions. I am talking about beliefs. Beliefs go deeper than opinions.

For example, I have an opinion on what flavor ice cream is the best but I don't have a belief about ice cream that is so strong it creates passion inside me. However, the founders of Ben and Jerry might. This is 100% personal and specific for you, the entrepreneur.

Ask yourself:

- What fuels you?
- What are you passionate about?
- What change do you want to make?
- How do you want to change your industry?
- What do you not like about your industry... or even society?

Start writing those down and going through the answers. Do you see any recurring themes?

For me, I realized I have a belief that society is set up for people to feel trapped and unhappy due to "old ways of doing things". I want to change what society views as "normal" in a way that serves people and allows them to not feel controlled or trapped by these old "rules" or "ways of doing things".

So let's recap, I have my family as my #1 core value and success as my #2. I also have "changing society" as a belief I have. Now, it's time to integrate those into my service or product.

### 3 Integrate The Values and Beliefs Into Your Service or Product

The only question you need to ask yourself is how does my service or product help support my core values and integrate my beliefs.

This can be done a few different ways and on a few different levels. But, let's look at mine.

I teach, do and help businesses and entrepreneurs with video. That's my service/product. I want to change society, that's my belief. And my core values are #1 family, #2 success.

So my message is that I want it to create a society where it's normal for the new generation (my children) to make a living from their own passions or desires and not feel trapped by "old views of success". And I know I can make a bigger impact by helping other people get their impactful message, products, programs and services out there to the masses with the Video 4x Effect.

Since creating the Video 4x Effect, all my content has been around that message and my team and I are ONLY focusing our efforts on that single message.

Take some time and create your message so you can fine-tune your content.

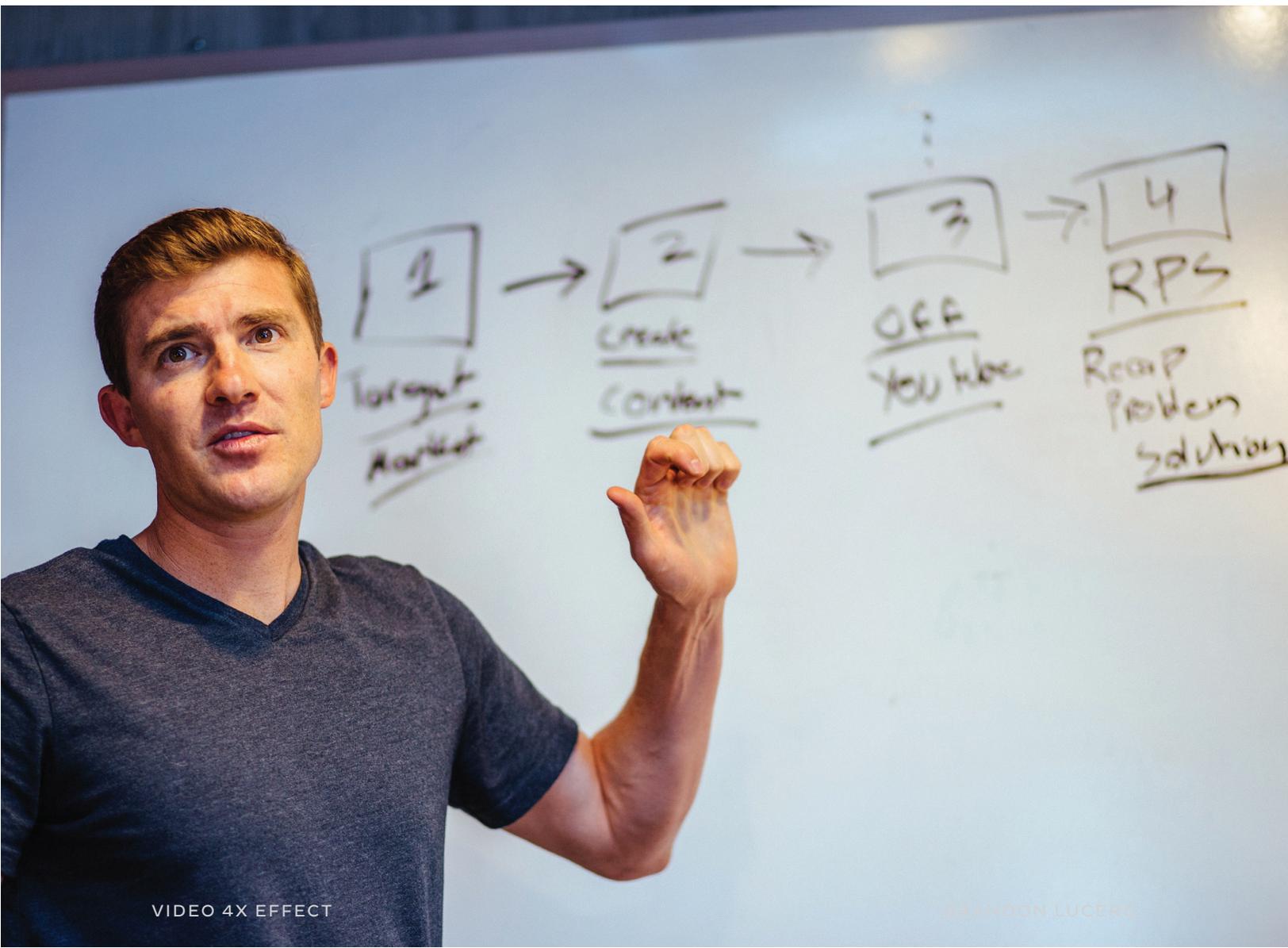
# Video For 4x Effect:

## Pillar Three:

### Laying Out Your Synergistic Strategy

The #1 reason entrepreneurs come to me for help, especially if they are already at the 7 or 8 figure level, is because their videos are all over the place, they aren't sure who or how to hire, they need some kind of strategy, their videos are only on YouTube and/or their video process (or lack thereof) is so broken that it's a massive drain of their time.

Is that you? If so, reading the next two sections in its entirety will be extremely powerful for you.



Like I mentioned earlier, there is a huge problem in the video industry. You typically have one of four scenarios happening when a business, especially at the 7 and 8 figure level, starts using video:

# 1

They hire a videographer without realizing that they will only be focused on frame rates and making a video look good. It's still your job direct them, figure out how the video plays into your strategy, how to script the video for a result, etc.

# 2

They only focus on YouTube. Look, there is no shortage of YouTube experts how they're telling you to find popular keywords, stay consistent, get good watch time, rank the video, etc. But, YouTube is only one piece and if you stick to only using YouTube you're missing a major opportunity only a few people know about. Which we will talk about in a little bit. YouTube is important but it is a piece of the strategy, it is NOT your strategy.

# 3

They focus on growing a following/audience, and YES, that is important, but you can't cash in your followers at the bank. This is content/video MARKETING yet most "video professionals" don't know anything about marketing.... even if they think they do. But, unless they have actually run big campaigns, done big launches, created successful marketing funnels, and done this in multiple niches or for multiple companies then the chances that they understand how to sell/market is very unlikely. This causes problems because your content is only designed for audience growth with NO consideration of how it's going to turn into sales and revenue.

# 4

There is a big lack on intention and strategy which causes your videos be scattered throughout social media with no clear direction or thought. It's not your fault, most people don't even know that you can structure video in a strategic way. But, now you do.

Imagine for a second that someone found you on YouTube, then opted in to your email list (which at least 10-20% of your viewers should) and they go to Facebook. When they land on Facebook they see your creative how-to content give them new perspectives they haven't heard from anyone else. Then they go to Instagram and see a video about your core values. Now you have them on a Facebook remarketing audience and your email list and they're now a super fan who connects with you on a deep core level. And that's only one example we run our clients through.

How valuable would that person be to? And imagine what happens when this process is always on. Always working. Always building. And multiple platforms are all working together. Starting to see why YouTube is not the strategy and how it is just one piece?

## What strategy

# Should we be using?

When we work with entrepreneurs and businesses each strategy is slightly different but they all stem from the same foundation. Our basic strategy starts with:

- 1) Uploading a video to YouTube at least once a week.
- 2) When the video gets uploaded you email your audience and send them directly to the YouTube video. This will help with ranking and if you're video is done correctly it will build your email list.
- 3) Split the YouTube video into smaller 60 second or less videos that go on Instagram and Facebook, which both redirect your audience back to YouTube on the same day it goes live on YouTube.
- 4) You promote those mini clips on Facebook and Instagram as a video view campaign, which drives more traffic to YouTube. This will help build remarketing audiences and help increase your YouTube ranking.
- 5) 9-10 days after the video goes live on YouTube, then publish it to Facebook and run it as a video view campaign.

This strategy gets your current following, YouTube, Facebook, and Instagram all working together synergistically with a current message throughout all platforms.

KEEP IN MIND, that is just the basic synergistic strategy just to give you an idea of how things can work together. The type of product/service, sales process and business you have will change the strategy and type of content you will be deploying under this pillar.

However, even if you dial in the 5 steps above you will be doing more than 99% of entrepreneurs out there. Which is great for now, but, with any great strategy you will see more and more people starting to use it, making it the new norm.

And that's what I love the most about dialing in the Video 4x Effect for entrepreneurs. When you take it a step beyond the basic strategy above, and it's in full effect, you can't really see what's going on or what a business is doing to make you fall in love with them. Even if they try, they will only be seeing one of four pillars and likely working their ass off to try and keep up.

That's what makes the final pillar very exciting! Over the last 7 years we have been dialing in the internal structure and process that makes this hands-off for the entrepreneur, saving you time and energy.

# Video For 4x Effect:

## Pillar Four:

### Making The Process Hands-Off For The Entrepreneur

Yes, video should be HANDS-OFF for you, the entrepreneur. If you're doing any one of these things then your video process is broken, even if it seems to be working: coming up with video ideas, filming it yourself, editing it yourself, posting it yourself, figuring out the strategy, or the scripts, managing your videographer, etc.

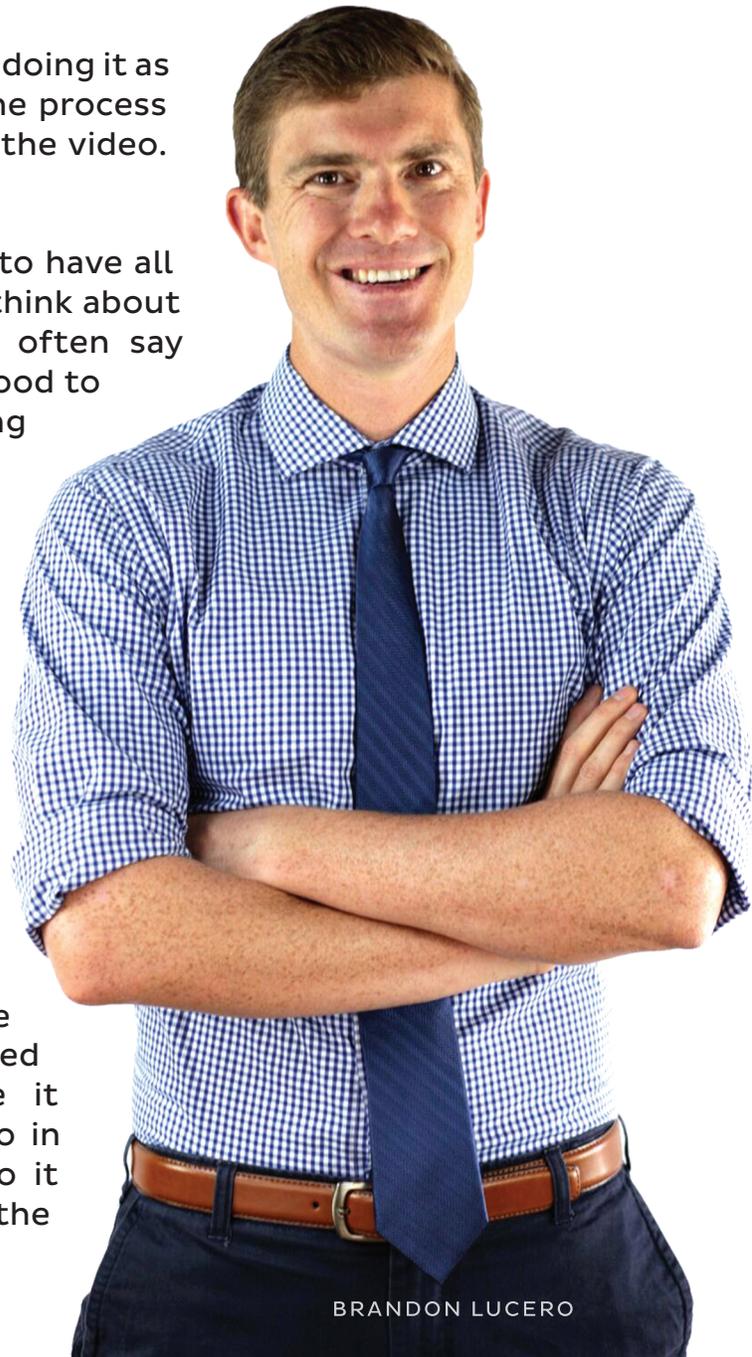
You are the visionary and the leader, right? That is your role and... honestly, you should have more important things to do than be worrying about video.

Unless you like making videos and you're doing it as a hobby, you shouldn't be involved in the process other than helping with the content of the video. And you probably already know that.

And I get it, it may seem like a "dream" to have all your video done without you having to think about it. Before people work with me they often say "Brandon this sounds nice but it's too good to be true". If you're thinking the same thing then let me ask you, do you think people like Gary Vaynerchuk or Grant Cardone hand their fingers on the video process in their business? Are they editing their videos? Are they posting their video? Are they planning their video schedule?

Or do you think their team is so dialed in that they handle everything for them? Sure, they may help with content topics or what goes in the videos. But, everything is hands-off for them.

And after years of working with entrepreneurs, just like you, we have been able to take the video process used in 9-figure companies and integrate it into companies doing at least \$40k/mo in revenue. And we have been able to do it while leaving room for creativity in the editing and filming process.



# It all comes down to:

- Identifying the types of videos that will work in your business. Then creating a video editing style guide for those types of videos. It identifies every little detail of how each type of video should be edited. This creates an environment where there is ZERO confusion on what the video should look like and keeps consistent video branding through all the platforms.
- Creating your posting plan, schedule, and strategy with processes that any VA or social media manager can follow.
- Structuring the video team that's within your budget but can also handle the workload you need. This could be an overseas team, a local team or both.
- Setting up editing workflows with a structured amount of time for each video.
- Quality control process. By setting up standards, style guides and a communication process you can have all your entire team work together to give you a 100% perfect video the first time you see it.
- Central system where all footage and files are synced. We use Dropbox for this. Anytime someone on my team makes a change it will auto sync with everyone else's computer.
- And most importantly, turning your social media manager or "video person" into your creative director so they can tell you what they need from you to make this video effective... instead of you directing them.

And, I know I risked overwhelming you by listing all this boring/process/tech stuff but when it's working it makes video hands off for you, the entrepreneur. And if I am being 100% honest with you, it's not really that technically or confusing.

It just takes time, as does anything worth doing. But, you already know that since you're an entrepreneur.

It is something to build up to, if you decide to do it yourself.

# What To Do Next?

1

## **Identify Your Revenue and Impact Goals**

Without doing this your content will feel like “it’s just there” and not getting you closer to the entire reason why you’re doing it in the first place... to scale your impact and revenue.

2

## **Get Clear On Your Message**

There is a reason why you’re in business. There’s a reason why you do what you do. You have an identity and so does your audience. Show who you are and what your business does and identify with your audience. Do it with your content by getting clear on that message on a personal and business level. Most people never do this and their content is purely boring how-to content everyone else is doing.

3

## **Create Your Synergistic Strategy**

This isn’t about choosing between YouTube, Facebook or Instagram. It’s about using all the platforms to work together to give you faster results and build different business assets, like your email list and remarketing audiences. Even though, it may seem like building a YouTube channel is the “hot” thing right now it is only one piece of your video strategy, not the entire strategy.

4

## **Make It Hands Off For You, The Entrepreneur**

When you look at the biggest people growing with video right now, none of them are doing it themselves. And the ones with 9 figure businesses have an entire process and system dialed in for it.

So, if they’re doing it that way... why are you doing the opposite? And it doesn’t have to take a while to set it up, because you have some options that most people don’t. More on that below.

5

## **Hire a Video Editor Or Team**

Depending on where your business is at you can start by hiring your first editor or just start working with a team like mine. Either one is fine because you now know what you need to do.

It was fine before you read this guide because you didn’t know any better... but you knew something was off on some level. That’s why you downloaded and read this guide. You knew you were missing something.

Maybe it was a strategy. Maybe it was a process or system. Maybe it was who to hire and structure a video team. Maybe it was a lack of results you were seeing. Maybe it was because you have stuff all over the place. Maybe it was because you aren’t even sure how to get started. Or maybe it was all of it.

But, now that you know. What are you going to do? Are you going to ignore this guide and go back to doing what you were doing?

If you like any of the successful entrepreneurs I’ve helped generate millions of views, hundreds of thousands of leads, and make the Video 4x Effect hands-off for then you’re going to start doing things differently. And you have some options.

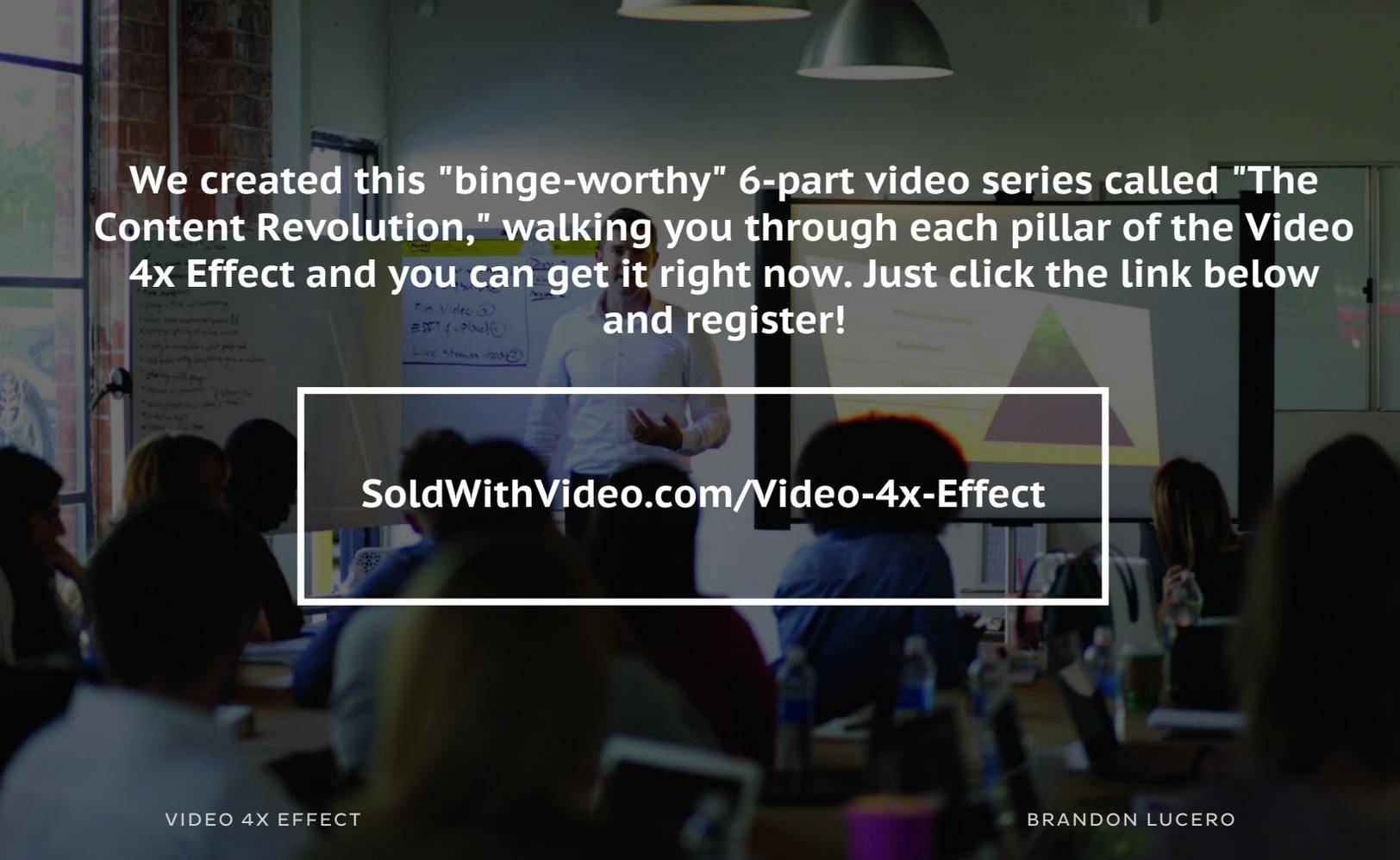
# How Do You Start Doing This Now?

I am well aware that this may seem a tad “overwhelming,” which is why I love working with entrepreneurs like you to guide you along the way. Most people think growing an audience “takes time” but the problem usually is that they just blend in. But, the Video 4x Effect fixes that, and this is what we call “The Content Revolution,” where you stand out for standing for something.

Over the years we have created a series of checklists, onboarding guides, style guides, processes, training libraries and more to execute the Video 4x Effect for entrepreneurs but it all starts with understanding your messaging, knowing how to position yourself so it PULLS people in, and setting up the right processes for you to make it streamlined.

When this works, you get to experience The Content Revolution and are able to have 7-figure messaging and content on any budget you have available. It's about getting the right message to the right person at the right time.

**Which is why...**



**We created this “binge-worthy” 6-part video series called “The Content Revolution,” walking you through each pillar of the Video 4x Effect and you can get it right now. Just click the link below and register!**

**[SoldWithVideo.com/Video-4x-Effect](https://SoldWithVideo.com/Video-4x-Effect)**

