

Action Guide - Module 9:

CREATE THE PERFECT DEMO VIDEO



The SpeakerCareer.com Kick-Start Guide

Overview:

Let's cover the components of a demo video that will convert viewers into clients and how to produce a great demo video!

Make a Compelling Speech Trailer So that Prospective Clients Hire You!

Background:

You've now got several speeches under your belt. You have raw footage of those talks, you've been selling your product, collecting referrals and testimonials, and making an impact.

Now we're going to put these components together into a 'teaser' that we can put on display for prospective clients to see!

The purpose of your demo video is to prove to your target buyers that your book is relevant to the niche and that your speech will solve their problems.

That's the entire purpose of your demo video.

You will talk yourself up with the purpose of generating credibility as a provider of solutions. This is not the place for self-aggrandizement.

You can do this in a 2-3 minute video. Think of it like a 'movie trailer.'

Components of a Great Demo Video

All of these components should be story-boarded or scripted... to the second!



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1. Start with a rockin' introduction.

Start with your best 'hard point' in the first 5-10 seconds. Just as an intro is one of the most important part of the speech, so is the intro to your video.

2. Credibility indicators

These can include large audience footage, video testimonials, professional voiceover. Splash these throughout the video.

3. Live speech clips

More angles is better as you can appear to be speaking everywhere! Using footage from 3 different angles from your 7 gigs will make it look like you've spoken at many more than 7 events! Include your hard points... in other words, your 'tweet-ables' Make them quick, powerful snippets that display that you deliver value to your clients.

4. Promise of an End Result

What the meeting planner's audience will leave having learned as a result of your talk. State, very clearly, what happens as a result of you having come to speak for their group.

This leaves no room for question regarding your efficacy! When you give the meeting planner credit for this change during your speech, they will then re-hire you and give you great referrals!

5. Your Guarantee

What will you give the meeting planner if you don't deliver on your promise? What can you promise that makes it safe to book you?

6. Your Call-to-Action

Ask them to watch a full-length version of your speech, click on a button in your website, email for availability, call your 1-800 number, etc.

How to Edit Your Demo Video

Method #1: DIY Editing.

Use iMovie, Windows Movie Maker, Screenflow, or Final Cut.

Experience required! You'll look like a chump if you aren't a skilled editor!



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Method #2: Piggyback Your Film Crew

If you hired someone to film your events, they can generally edit for you as well! The same goes for the university and high school students who can film.

Consider starting a contest, wherein students collectively pool their source footage of your 7 speeches. Then, each student may individually enter their final project to compete for a prize you're offering.

Method #3: Find a Fresh Editor

Go to craigslist, ask students, go to [meetup.com](https://www.meetup.com). Use the same principles you would use to find a videographer.

How to Find Great Music

Get rights to the perfect song for \$10-\$40 dollars.

1. [PremiumBeat.com](https://www.premiumbeat.com)
2. [AudioJungle.net](https://www.audiojungle.net)

Send your editors the 'sample files' of your three favorite songs. Buy only the rights to your final choice.

Action steps:

(complete before moving on to the next lesson)

☐ **Create your demo video's storyboard.**

Plan each second of the video. Script the narration and choose what clips you want to go where.

☐ **Decide on a method for editing your demo video.**

Weigh your budget vs. your experience with editing footage. I highly recommend getting a professional editor unless you truly know what you're doing!

☐ **Read these two articles about how to create compelling demo videos and how to work on a budget:**

<https://screenlight.tv/blog/2014/07/11/how-to-create-compelling-demo-videos-7-key-principles/>

<http://blog.crew.co/how-to-make-a-demo-video-with-zero-budget/>

☐ **Watch this 'Erin Lashley' speech on creating unforgettable demo videos**

<https://www.youtube.com/watch?v=q-Nz82micYU>

☐ **Edit your first demo video or work with your editor until it's completed! AKA: Finish your demo video!**



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