

Transcript - Module 9:

CREATE THE PERFECT DEMO VIDEO



The SpeakerCareer.com Kick-Start Guide

Look at you go! You've got several speeches under your belt. You've brought immense value to people's lives! They've been filmed, so you have the raw footage. You're getting referrals. You have testimonials in video and written format. And you've tasted what it's like to sell products and you have cash in hand from those sales.

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

Congratulations. That's awesome! I am stoked for you. Because you've taken those steps and you have this stuff under your belt, it's my commitment to you to guide you to a place where you can make this your full-time (or part-time if you prefer) career. I want to get you to a place where you are being handsomely paid for the value that you're bringing.

With that said, what we need to do now is take the video clips that you've got and using them, create a demo video.

The purpose of your demo video is to prove to your target buyers (not your mom and dad, not your best friends, not your spouse) that your hook is relevant to your niche and will solve their problems.

That's the entire purpose of your demo video. In your demo video, we're not going to be self-aggrandizing. We will be talking about ourselves in a way that conveys to our niche that we will solve their problems.

So that's a great quote, but how do we actually do this? You want to think about your demo video as a movie trailer. That means it will be 2 to 3 minutes long and it's basically a teaser, showing them enough to give them an idea about what they are going to get in your full blown speech.

With that in mind, what are the actual components that we want to include in our demo video? You want to storyboard (script) your entire demo video, including each component. So you want to say, "the first eight seconds is this clip, labeled that. The second 12 seconds XYZ happens."

You want to script this whole thing out to the second, detailing very clearly what happens. That way, you can fit each element that I am going to tell you about.

Here are the elements to include:

First, you want a rocking introduction.

This is the best clip of you speaking. It's an engaging introduction. It's something that tugs at the heart that makes them say, "wow, this is relevant, this guy is cool, this girl has something going on for her." You want your best thing in the first five seconds. Just as in the speech, you want to grab their attention immediately.

Arrange your material as you see fit, but be sure to include all of these triggers.

The next thing to move into is to include some credibility indicators.

So, if you spoke in front of a few larger audiences, you could do some pans of the crowds. Credibility indicators could also be testimonials, video testimonials of audience members, or of meeting planners talking about how great of a job you did. This is like people paving the way for you and when you finally appear.

Another really cool way to do a credibility indicator is to have a quick narration done by someone on [fiverr.com](https://www.fiverr.com). If you go to Fiverr, they've got narrators for hire. You can have people with foreign accents (which is my personal favorite) to give a quick introduction for you, just like in the movies. When they have that guy with the deep voice that he's got. He's like, "from the people that brought you," you know like the deep voice movie guy. You can create the equivalent of him, building excitement for your talk. So if you did a tech or finance talk you would want an English man speaking in a very posh accent.

So find the right accent. Make their voice a good match for your talk and have them do a little quick 5 or 10 seconds introduction for you in your demo video. That's how you can do credibility indicators. You want to splash those throughout your entire demo video. So you want to start with a bang then go immediately to a credibility indicator, then later bring in another credibility indicator. In the third minute, bring in one or two more credibility indicators. Throughout your whole video, you want to splash in testimonials. You want to splash in video of larger audiences. That disbursement of your credibility indicators goes a long, long way.

The next and most obvious thing that you want to include in your demo video is live clips of your speech.

You need to actually "show the goods." As I mentioned in the "How to Get Great Footage" module, the more angles you can get, the better. The more scenes that you can show, the better. So, if you had a three camera shoot across seven different events, you have 21 different angles that you can cut to and choose from to make yourself appear to have been speaking everywhere. If you've done seven gigs by now, you've done a ton of work and you deserve to demonstrate that you have been doing such. Don't ever lie. Don't ever exaggerate. But creating all these different angles gives the appearance of more. Use that to your advantage by having all these different angles.

Fourth, you want to have powerful moments of your speech that essentially are your hard points.

In the 'Speech Construction' module, I talked about hard and soft points. You want to show those

powerful ‘hard point’ moments, those quotables, those tweetables. You want to put those into your demo videos. They exist in your speech, not only because they are great for the live speech, but also so that you can have this succinct moment in your demo videos that shows off and proves that you are unapologetically delivering massive value to your audience. You want to include your ‘hard points’ because you only have two or three minutes of attention in your demo video. So you want to be able to insert it and demonstrate, without reservation, “this is the value that I deliver.”

The final elements to include in your demo video are a “promise of an end result,” “a guarantee” and finally, “a call to action.”

Let me delineate what each of these are.

A promise of an end result is what you are telling the meeting planner their audience members will leave having learned. Or, how their audience will be changed as a result of your speech. By saying this upfront, there can be no question that you were successful in your talk. In advance, you are saying, “here is what I am going to deliver when I come in to speak at your audience.” Bam.

Then, at the speech itself, you of course deliver the value that you’ve promised... and you give them credit for it (follow the advice that I gave you in the speech construction module). They’ll be receiving credit for change that you promised to bring to their audience. Their whole group is better off. The meeting planner receives credit for it. Now they are going to refer you to other gigs. They can’t possibly feel like you didn’t do a great job at your event when you give them the credit for what they know is coming. So, with your ‘promise

of an end result,’ you are promising, up front, with total transparency, “this is what I will come in and do.” That’s why you want to say clearly, “here’s the end result that I will have.” Don’t assume that they are going to figure it out. State it.

The ‘promise of end result’ is different from your guarantee. A

guarantee is along the lines of, “if you’re not happy with me having achieved the end result that I promised, you don’t pay anything.” So, “if you’re not happy with my talk, you don’t pay a thing.” Something like that would be an example of a guarantee. Another guarantee would be, “if I don’t have your audience laughing and giving a standing ovation, then I’ll donate a book to every audience member.” You can play with your guarantee. These are just examples. I have used, “you don’t pay anything if you’re not satisfied” as my guarantee. That one works great and I have never had somebody actually come up to me and say they weren’t happy with it. I’ve heard of speakers having to make good on their guarantees and being quite upset, however. So be make sure that you’re comfortable with giving it. Don’t guarantee something you can’t back up.

The last element then that you want to include in your demo video is a ‘call to action.’ Classically, my call to action has been asking the viewer to watch a full-length version of my speech. I do this because if the demo video has done it’s job, they are going to look for it anyway. I want to be transparent

**Start and end
strong. Just like in
your speech.**



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and come across as having a settled sense of confidence. “I know, for a fact, that I’m going to come in and do an amazing job. All that’s left for you is for you to do your due diligence on me and to become confident in the same thing.” That’s the tone I want to set in my demo videos.

I’m not like, “call me instantly, email me now!” Those are examples of ‘calls to action,’ so if you want to do those, you can. The tone I used there was probably poor. It would work to say, “this is what I’ve got to deliver. Give me a call when you’re ready to book me.” That’s a perfect example of a ‘call to action’ that’s worked great for many speakers. “Click on the button right below this video (or the button that’s laid over this video) and fill out the form about your event and we’ll get started.” Another example, “to find out rates and availability, send me an email and I will respond within 24 hours.”

To be most compelling, your ‘promise of an end result,’ ‘guarantee,’ and ‘call to action’ must work together fluidly.

Those are examples of calls to action. Personally, I take a softer approach to my ‘call to action,’ inviting them to do further diligence. Some people do want to do that further diligence, like the Alaska client who put in 100 hours of watching speaker videos. Instead of saying, ‘go watch my hour-long video,’ all I’m saying is, ‘I’ve got many full-length videos that you can watch. After you’ve become confident that I’ll rock the stage at your event, feel free to get in touch.’ It’s that soft, but that’s the confidence and transparency I’m aiming to create. “I’m going to do an amazing job. Here are several full-length videos that you can watch showing me crushing it in front of these audiences. When you share my confidence, get in touch.” That’s my preferred style. You can choose whatever style you want and you can decide whether you want to be more aggressive in your approach, or you can take sort of a “hey, I’m here if you want to book me” sort of feeling. That will be entirely up to you but a call to action is the final important component of your demo video.

Let’s review the components of your 2 to 3 minute video.

You’re going to start with a massive ‘bang’ of an opening. Something that really grabs their attention. This could be you doing your hook, like, doing your ‘thing.’ If you’re a bobsledder, it could be you sliding down on the bobsled. That’s entirely up to you. How are you going to grab attention? Be creative. That’s number one.

Number two: include credibility indicators. We talked about several examples of what these can be.

Number three: clips of you actually speaking, doing your thing. Remember to include those hard points, those ‘bringing it home’ moments.

Number four: promise what value you will deliver to the audience.

Number five: your guarantee. To your audience planner, “if you bring me in, here’s the guarantee that I am going to give you.”

So again the ‘promise of your end result’ is different from your ‘guarantee.’ The guarantee is more of a business proposal to them. Like, if this doesn’t work out, it will be free, it’s on me. I’ll pay you back the amount that you were going to pay me.

Finally, the last component that you are going to include is your ‘call to action.’ What you want them to do now that they have watched this 2 to 3 minute video?

Those are all the components that can be arranged in an infinite number of creative ways in your demo video. I really hate to box you in, but these are essential components.

You have a lot of freedom with your arrangement, but these are the components of an effective demo video. If you include all of them and you talk to your video editors about them, you're going to just crush it.

Now let's talk about the actual editing process.

How do you get it done? There are two ways.

One is to do it yourself.

Computers nowadays come with incredible editing software. All you have to do is get your hands on any computer and use iMovie or Windows Media Editor whatever that thing is called on those horrible PC machines. But iMovie works great. My preference is to use Screenflow for Mac, it's a \$99 purchase. I just love that software and that's what I am editing and creating these videos on.

You can put little titles up like (on the videos) using Screenflow. It's got audio waveforms so I can clap like I told you about in the video editing module. It's just a great, great piece of software. You can also record your computer screen, which I am going to be doing in some future modules, so it's great for creating trainings.

If you don't have a natural skill set at video editing, this then what I recommend is to get someone else to do it.

The second route is to piggyback off of the people who filmed it.

So, if you hired people on Craigslist to film, it would be shocking if they didn't also know how to edit. So, you can get the same people you hired to film you to do a package deal. They're going to film all these events, then edit your demo video using the footage. Or university students. High school students as well... the students who film it, each of the seven students films an individual speech, then all of them take the collective footage and edit your demo video together a project.

You can incentivize a scholarship or prize money for those university or high school students. The way that this would work... and this is I mean, this is awesome.

This is a gold mine of an idea right here: let me back up to the start. You've got a classroom of 21 students. You have seven events coming up. So you have three students show up to film each event. So each team comes to one of your speeches. They then enter an editing contest. So, they collectively pool together their raw source footage. They then enter a contest, with you being the judge, to create the best 2 to 3 minute demo video for you. Now you have 21 different videos to choose from. Plus, if you like something that student 'A' did and something that student 'M' did, you can have them split the prize or give them both a scholarship depending on your budget.

Now you've paid \$300 to \$500 for the scholarship. You choose your favorite two videos and get the students to then collaborate. You've now got a killer demo video and it cost you next to nothing. You could probably arrange this for free. I just think that that would be taking advantage of some of these departments that are already hurting for money. Use that.

I can't contain my excitement for how cool of a demo video you'll end up having.

If you aren't naturally skilled at video editing, by all means, hire someone else to do it for you!

The final option is to find a fresh editor.

You can use the same techniques and post an ad to Craigslist or contact university or high school students, bringing the footage you've got to them. All you have them do is the editing. The same DIY principles apply to finding qualified, passionate individuals. They are going to make a phenomenal project for you and they're talented beyond reasonability. It's really cool what people are doing these days with video. You'll be shocked by what you come up with. You're going to look like a real pro.

Last thing, I want to give you a little heads up on how to get great music.

It is illegal to use radio songs in your demo video because you'd using them for profit. You're marketing yourself to get booked. If you use famous songs in your videos, you're going to have to pay large fees, making it unsustainable.

There are two websites that I want to tell you about.

The first is PremiumBeat.com. The second is AudioJungle. Both have royalty-free music that you can buy for a one-time, pretty low fee. It's usually between \$20 and \$40 depending on the song. You can use the songs in commercial productions.

What I recommend is that when you take these songs and send them to your editor, don't buy them up front. Send them the watermarked copy of the song. So the song is going to be like da-da-da song-song-song AudioJungle, da-da-da-da-da AudioJungle. It's like it's watermarked so you can't just steal the song from the website. Use these. Have your editor then say this one looks like this, this one looks like this. Get them to show you the whole 'feel' of their edit and their vision. If you like it, then go buy the single song that works best. So give them two or three options or even more. Say, here are five songs that I love. Just pick the one that you want to use then I'll go buy it. After they show you their edit with the AudioJungle da-da-da-da-da AudioJungle version, then go buy it, get the license for it. That will remove the watermarking on the song. You then send them that file and then they give you the final edited product.

That's how to get great music.

At this point you are either on your way to having completed your seven talks or you've already completed them. If you take these steps and you create a demo video, you're rocking it. That's by far the majority of the hard work.

Now we get to move into some of the fun stuff! We're going to create your website! Super easy process these days. We're also going to creating some of the content that goes into your website. And then guess what? You're going to be there! You are establishing yourself as a professional speaker. Congratulations.

See you in the next module.



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