

# CUSTOM VIDEO CREATION

CREATE A GREAT FIRST IMPRESSION, BUILD RAPPORT, AND BOOST SEO THROUGH CUSTOM VIDEOS!

65% of people are visual learners. What better way to introduce someone to your firm or explain a complex topic than through video?

We've found that advisors who use video in their marketing receive twice as many clicks as those who don't. Adding a video to your site is a great way to stand out from the competition, increase your rankings, and win over more clients you love.

**Pricing: \$200 per 3-minute video; \$100 per additional minute**

## Includes:

- Identifying a winning topic that'll speak to your target audience
- Creating a written video prompt for you to follow when you record
- Editing your raw footage to make you look great
- Deploying the finished video on your website
- Promoting it across social media

## FREQUENTLY ASKED QUESTIONS

### ***Will you create a word-for-word script for my video?***

No. We don't create word-for-word scripts because they generally come off as stiff and hard to listen to. Instead, we create a video prompt that includes bulleted talking points to help guide your conversation.

We've thoroughly tested this video prompt method, and it always results in a more upbeat, fun, and natural-sounding video.

### ***I'm pretty busy. How much time will it take me to create these videos?***

The only thing you'll need to do is record the video and send us your raw footage. We take care of everything else — helping you choose a topic, creating a written prompt for you to follow, editing your raw footage to make you look great, adding it to your website, promoting it on social media, and more!

The videos are usually 3-5 minutes long, so it shouldn't take you more than 30 minutes or an hour to rehearse, record, and send us your footage.

### ***What if I want to create an in-depth video that's longer than three to five minutes?***

If you want to create a video that's at least 15 to 30 minutes long, a webinar may be a better fit for your needs. It runs on your website 24/7 and comes with lead generation tools and a promotional strategy to help you convert more prospects into lifelong clients. Learn more about our Custom Webinar Creation package [here](#). (Spoiler alert: We do all the heavy lifting for you!)

**CUSTOM VIDEOS HIGHLIGHT YOUR FIRM'S PASSION AND EXPERTISE AND BOOSTS YOUR CLICK-THROUGH RATE.**