



Future Coach

Social Media Video Content

What is Social Media Video Content?

- Engaging content: Effective social media video content is content that gets viewers to engage by commenting, replying, or following us. The more engagement the content gets the more rapport and trust that is built with the viewer.
- Storytelling and brand messaging: Social media videos serve as a powerful tool for us as coaches to share our expertise and connect with our audience. It can be used to communicate our unique value proposition, highlight success stories, provide tips or advice, and establish a personal connection with our viewers. We want to incorporate storytelling techniques to create an emotional impact and resonate with the target audience. We want the viewer to feel like we understand what they're going through.
- Call-to-Action and Engagement: A crucial aspect of social media videos is their ability to prompt viewers to take action. Whether it's visiting a website, subscribing to a newsletter, signing up for a coaching program, or simply engaging with the video through likes, comments, or shares, a well-crafted video will include a clear call-to-action that guides viewers towards the desired outcome.

Why does social media video content matter?

- Increased reach and visibility: Social media platforms have billions of active users, making them an ideal space to reach and engage with a new, cold audience. Video content tends to perform exceptionally well on social media versus written content, as it is more likely to grab users' attention and evoke emotions. With video we significantly expand our reach, attract new clients, and raise awareness of our coaching services.
- Authentic connection and trust building: As coaches, building strong rapport and trust with our audience is crucial. Think of it as potato chip marketing, in order to get a squirrel to eat out of our hands we first create a trail of potato chips. Each chip (video) creates trust with the squirrel until eventually they've eaten enough potato chips that they end up eating a chip out of our hand. Each video acts as a potato chip and builds trust so that eventually a viewer can become a client.

Why does social media video content matter?

- Higher engagement and shareability: Social media platforms prioritize video content in their algorithms, resulting in higher engagement rates compared to other types of content. Videos tend to generate more likes, comments, and shares, which can significantly increase the visibility and reach of our coaching services. Additionally, engaging and shareable video content has the potential to go viral, allowing us to possibly gain widespread exposure and attract attention from a broader audience.
- Personal branding and differentiation: In a crowded coaching industry, standing out and establishing a unique personal brand is essential. Social media videos offer an opportunity to showcase our personality, expertise, and distinctive approach. By consistently sharing daily valuable video content, we can position ourselves as thought leaders, build a recognizable brand, and differentiate ourselves from competitors. This can ultimately lead to increased recognition, trust, and ultimately, more clients for our coaching practice.

What does knowing this do?

- Acts as a powerful lead generation tool. By having clear calls-to-action in our videos (ie: directing viewers to our website/inviting them to sign up for a free call), we can capture leads and convert them into paying clients. Video content also allows potential clients to get a glimpse of our coaching style and approach.
- Videos can also be repurposed and shared across multiple platforms, expanding your reach and maximizing our content's lifespan. (ie: we can repurpose longer videos into shorter clips or create teaser trailers to generate anticipation for upcoming content).
- Compelling social media videos can capture the attention of other industry professionals, influencers and can lead to opportunities such as partnerships or collaborations with other leaders. This can open doors to new clients and help us gain exposure to a broader network of potential clients.

How long should our video be?

Rules of thumb:

- Best Instagram video length: 59 seconds
- Best Instagram Story length: max 15 seconds per slide
- Best Instagram Reel video length: 15 - 59 seconds
- Best Facebook video length: 59 seconds
- Best Facebook Story video length: 15-26 seconds
- Best TikTok video length: 7 - 15 seconds & 2.5 - 3 minutes
- Best Twitter video length: 44 seconds
- Best YouTube video length: 2 minutes & 10 minutes or longer
- Best YouTube Short video length: 15 seconds
- Best LinkedIn video length: max 30 seconds
- Best Snapchat video length: 7 seconds
- Best Pinterest video length: 6 - 15 seconds

Source: [Hootsuite.com](https://hootsuite.com)

How do you make a video that converts?

- Hook: If we want someone to stop scrolling and watch our videos the first thing they need to see and hear has to be related to what matters to the viewer.
- Talk about what matters to the client: Don't start with, "Hey there, my name is..." They don't know us and they don't care about who a stranger on the Internet is.
 - They're probably not even looking for coaching. They're simply on their phone entertaining themselves, but if we talk about what is most motivating to them we can interrupt the pattern of them scrolling and get them to pay attention.
- Be an edutainer: If they are there to be entertained then we want to give them what they want while also offering them something of value. Throw in an interesting story, a joke, or a metaphor that makes them laugh or think. Educate and entertain them.
- End with a Call to Action (CTA): Each and every piece of content should not only deliver massive value, but advance the viewer further down the buyer's journey towards purchasing from us. Give them a clear and concise next step such as "Click learn more to find out more about..." or "Follow me if you found this helpful" or "Reply to this email/post and tell me how it went".

How do you make a video script?

- Here is the basic outline for a short form video to post on social media:
 - Hook – 1-2 sentences
 - Something funny or poignant – 1-2 sentences
 - Give an example – 1-2 sentences
 - Then explain in detail – 2-3 paragraphs
- This will usually end up being around 45 seconds when spoken aloud which is the sweet spot for most social media posts.
- Try experimenting with shorter and longer form videos to see what gets you the most engagement.

What is the Video about? Topic?

- Focus on a topics that align with our coaching niche and expertise.
- Think about the needs, challenges, and interests of our client. (Questions they frequently ask? Problems they seek solutions for? Information they are searching for? etc). Our video topics should directly address these needs and provide valuable insights, tips, or guidance.
- What can we teach or share that will help our viewers gain new knowledge, skills, or perspectives? The more valuable and actionable our content is, the more likely it is to resonate with our audience and keep them coming back for more.
- Consider how we can differentiate ourselves from other coaches. What is our unique coaching approach, methodologies, or insights that set us apart?
- TEARN - Teach what you want to learn. Our passion and authenticity will shine through in our videos, making them more engaging. When we genuinely enjoy the topic, we'll be more motivated to create high-quality content that resonates with our audience.

What is the 'call to action' that they should do at the the end?

- Clarity and Specificity: Clearly communicate what action you want your viewers to take. Be specific what do you want them to do next? (Visiting your website? Signing up for a newsletter? Scheduling a consultation? Following you on social media?). The CTA should leave no room for confusion or ambiguity.
- Alignment with Video Content: Ensure that your CTA aligns with the content of your video and the message you conveyed throughout. The CTA should feel like a natural continuation of the video and reinforce the value or solution you provided.
- Value Proposition: Highlight the benefits or value that viewers will gain by taking the desired action. Explain why they should follow through with your CTA and what they can expect to gain or achieve by doing so. This helps incentivize them to take the next step.
- Visibility and Accessibility: Ensure that your CTA stands out and is easily noticeable within the video. Consider adding your CTA in the video description or comments section, making it accessible to clients who want to take action after watching the video.

List a few of your key achievements and successes

Here we are creating credibility and authority in your sharing. Some things to consider:

- Personal Experience and transformation. Share your journey and what you have had to overcome.
- Success stories, client results, testimonials. What results have you generated/caused with others?
- Professional training, recognitions awards. What have you achieved or completed to give you deeper insights and prove your abilities?
- Partnerships/collaborations? Who have you worked with or partnered with that lends itself to more credibility?

Describe the tone, style or voice you want for your video

- You can create this from scratch if you wish by including details about your beliefs, values, personality, methods and approach. You can even use prompts such as “in the tone and writing style of Eben Pagan”.
- You can use words such as educational, persuasive, fun, conversational, and sarcastic. The options are nearly endless.
- This is where you get to instruct ChatGPT on how you want your content to sound and feel using descriptive adjectives.



Let's Use The Tool!