



## The Coach Video Structure

Creating this video will give you the experience of showing what you believe and committing to demonstrate it. It's an excellent video to attract new subscribers and turn them into believers. And because it demonstrates your approach, it also repels those who wouldn't be helped by it.

It will also give you a golden opportunity to put some of your self-coaching exercises into practice!

The video has a very simple structure. The exercise as illustrated here shows it all happening inside one minute. If yours takes a few more, just add to your time proportionately. Don't be put off by the simplicity. We aren't adding the bells and whistles of production yet. This is all about you and what you bring to the table.

And speaking of tables...

### **The Draw:** 0:5 - 0:10

Commentary: I have found that the best hooks relate to the problem, though you can use a metaphor, a question, a startling statement, or some combination.

Example: "Do too many cooks really spoil the broth?"

### **Problem:** to 0:25

Example:

"In the story 'Stone Soup' a family is hungry and has only a stone to make soup from."

### **Why it's a problem:** to 0:35

Example:

"There's been a terrible drought for weeks and now there's practically nothing left."

### **Solution:** to 0:50

Commentary: It should be a simple but non-obvious solution

Example: "All the villagers chipped in what little they had and everyone looked forward to a wonderful meal. But when it was done, one villager who had contributed nothing put himself at the front of the line. He was told that if you don't add anything, you don't eat. Karma sometimes happens quickly."

### **Call to Action:** to 1:00

It may not take an entire village to keep your business going, but when you become a member of The Financial Roundtable, you'll find a wealth of information to help keep your lights on!"

After you've made this video, post it to the Coach Video thread in the Greenroom. There I'll give you some feedback and guidance if needed.



Selling Without Persuasion™