



## The Big Why Video (Pt. 2) Structure and Examples/Transcript

It can be challenging to get your story out in such a short period of time, but it's completely worth it. If you look at YouTube's own statistics on watch time, you'll find that most videos are watched approximately 50% of the way through. 70-80% is considered a very well-constructed video. And still, the call to action will be missed if it's placed at the end of the video in almost every case.

Now imagine everyone who starts watching your video actually finishes it. So if they don't click on your call to action, you can start to figure out why.

It actually isn't that difficult to make a video that most people will watch all the way through. In fact, it's incredibly simple. It just isn't easy for most people. But I think it's worth the trouble, because once you figure it out, you'll never go hungry again.

There are two basic structures we use to keep people's attention. Both are applied to a one-minute video. First of all, if someone doesn't watch all of a one-minute video, that video has big problems, because even in this age of ultra-distractibility, anyone will watch one minute if it's well-constructed.

This one has five C's...

**Context** - 5 seconds worth of setting the scene

**Conflict** - You figuratively chase the protagonist up a tree.

**Climax** - The conflict comes to a head and there is a happy ending. We are now at :40

**Conclusion** - You relate a belief you developed as a result of experiencing what happened in that story. Now we are at :50

**Call to Action** - You introduce yourself, what you do, who you do it for, and what they should do next to get that. Now we are at 1:00 and the video is over.

This structure works because it grabs the viewers attention with a story and holds their interest with suspense. And it's all done authentically, which builds trust. No weird psychological manipulative tactics are necessary or desired.

Let's look at 3 examples of the craft.



## **Example 1. A BUSINESS CONSULTANT**

### **CONTEXT**

A few years ago I sold one of my businesses and moved to Cuenca, Ecuador, which sits 8000 ft up in the Andes mountains.

### **CONFLICT**

Getting there isn't for the faint-hearted.

You drive 4 hours up a curvy road wrapped around a mountain. It takes you up above the clouds...at some points in near-zero visibility..at other points, you encounter crazy drivers...all while dodging occasional falling rocks and hail storms...

### **CLIMAX**

But once you get past that and start descending you enjoy breathtaking views of the valley below.

### **CONCLUSION**

This is not unlike the journey we take as entrepreneurs with its many ups and downs...at some points, looking as if you might not make it.

### **CALL TO ACTION**

My name is David Darling. My gift is helping business owners glide over the potholes and land mines that stand in the way of their dreams. Start fulfilling that dream now. Grab your free copy of *Scaling the Heights of Business* today.

## **Example 2: A SALES EXPERT**

### **CONTEXT**

In 8th grade, I relocated from Kansas City to a small town in North Carolina.

### **CONFLICT**

The social order was completely foreign. With no orchestra, I signed up for choir - only to discover I was the only boy. And they kept saying to me "You talk funny."

Clearly an outsider, this was no way to start 8th grade.

But I wanted to fit in. So I talked Metallica with the metal heads, sports with the athletes, and academics with the academically engaged. I came to enjoy what that culture had to offer.



## **CLIMAX**

At the end of the year, they accepted me, too. In fact, they elected me Class Vice President.

## **CONCLUSION**

I learned that developing a common language helps us work together to solve the really big problems.

## **CALL TO ACTION**

My Name is Joe Jameson and I connect with people to solve challenges in unexpected ways. If you would like to discuss how these skills can help you find solutions faster, let's connect.

## **Example 3 - A MARKETING SPECIALIST**

### **CONTEXT**

When I was in high school, my friends convinced me to run for student class Treasurer. I was reluctant because I did not want to speak in front of the entire school.

### **CONFLICT**

But I wrote my speech and I practiced it.

The day comes and I nervously walk out in front of my classmates. My heart is pounding. I stumble over my words. I freeze and begin to sweat. My voice is trembling. Finally I jump to the end of the speech and walk off embarrassed. But I learned something that day. Later I took a job as a trainer to practice public speaking.

### **CLIMAX**

In two years, I trained 10,000 people and became the company's most valuable trainer.

### **CONCLUSION**

This taught me that if you want to achieve big goals, there can be value in getting comfortable with being uncomfortable.

### **CALL TO ACTION**

My name is George Goodspeed. I create strategies that deliver transformational products, build campaigns that position them for success and evangelize them to internal and external customers. If you've got products that could succeed with a powerful public strategy, I'd be happy to discuss it with you.

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Now it's your turn. Write, shoot and post your Big Why video to YouTube, make it unlisted, then post that link to the Greenroom.



Selling Without Persuasion™

If you have any problems with either shooting or uploading, give us a shout at [clientcare@visibleauthority.com](mailto:clientcare@visibleauthority.com) and we'll get you back on track pronto.

See you in the Greenroom!

