



# VIDEOS THAT CONVERT

Learn practical strategies for influencing  
your audience and inspiring action through video



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# AND GUESS WHAT?

## WE LOVE QUESTIONS. |

Our video team is available as a totally free resource to you. So please - if you want to bounce an idea off of us, have questions about video gear, or anything else that comes up during this course, it would make our day if you emailed us at [teachme@tellstudios.com](mailto:teachme@tellstudios.com).

LETS  
DIVE  
IN



## LESSON 1

# UNLOCK THE EMOTION INSIDE OF YOUR BRAND

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Below are some questions to get your wheels turning in an emotional direction. Write down your responses to each and use your responses to consider what a video would look like if you centered it around these emotions, as opposed to centering it around the benefits of your product/service?

1. In what ways does your product/service solve a key problem for your target market?
2. What are the emotions surrounding that problem?
3. How do your potential customers feel currently without a solution to that problem?



## LESSON 1

# NOTES ANSWERS

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4. How will those emotions change once your customers buy into your product/service?
5. What moments in life are lived out in connection to your product/service? In other words, what do people DO with it - or because of it - that is emotional? (e.g., the paper company referenced in the video. People use paper for all kinds of life moments: a child making paper airplanes, a college graduate printing her resume for her first job, etc.)



## LESSON 2

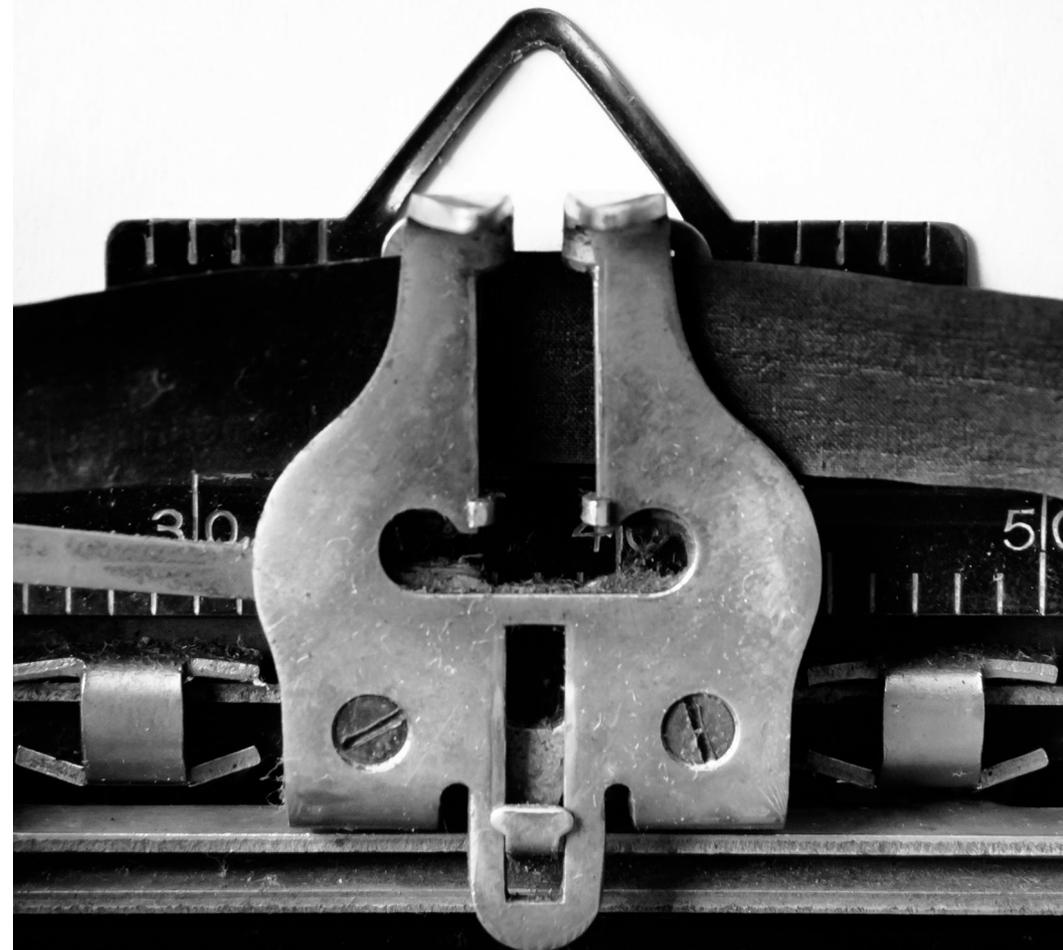
# CASE STUDY: MERCY CORPS

(22X REVENUE INCREASE USING STORY)

Consider the following questions and write down your responses:

1. What are some examples of videos you've created that fall into the traditional approach?
2. What are some ways you could shift that approach with future videos toward telling a story vs. telling information?

What is your Story?



## LESSON 2

# NOTES ANSWERS

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3. Knowing that information IS important to give your audience after you've engaged their emotions, what are ways you can incorporate necessary information somewhere in the buyer's journey in a way that doesn't water down the emotional impact?
4. Where can you look inside or outside your organization for compelling stories that illustrate your brand's value in the world?
5. What system(s) can you put in place for employees, customers, and followers to submit compelling stories?



## LESSON 3

# 4 SECRETS TO STRENGTHEN YOUR VIDEO'S EFFECTIVENESS

Consider the following questions and use your responses to guide your next video:

1. Looking back at past videos, is there a pattern of inserting a single, clear call to action outside of just putting your logo or URL at the end?
2. If you could snap your fingers and have a particular video completed and ready to launch, what would that be and why that one?
3. Keeping that same video in mind, what would that video look like if none of the following were allowed to make an appearance?
  - a. Any of your C-suite executives
  - b. Your logo
  - c. A dramatic song. **Like this for example.**



