



## Get Visible with Video Workshop

### Week 1 – Mapping out YOUR Framework, Formats & Devices, Basic Setup

On Day 1 we are going to cover the following:

## Mapping out your Framework Formats & Devices Basic Set up – what's in your screen

Firstly though...

### Intro

As part of the Challenge a LIVE was done each day in Facebook. This was to get out of my comfort zone as I prefer small live workshops which I then edit or create as a video from the outset.

What makes YOU feel uncomfortable or what are YOUR obstacles with video?

For this 5 DAY challenge I will be giving YOU a small task each day to start creating 30 sec or 1 min videos to help you attract your ideal clients.

This will get you comfortable with creating video and content that can be repurposed for promotion of YOUR biz, products and services.

The outcome is that YOU will be able to have a clear focus to map out your IP or course content, you will be able to take ACTION and start creating a topic or sub topic that you can use as a base or guide to rinse and repeat and test out to your ideal clients. This will also remove the overwhelm as you are creating small snippets not trying to create all your content at once. You will be given ideas that will make things easier for you and that will save you time.

My goal is to get at least 10 new enrolments for my workshop of which proceeds are going directly towards my Fundraising Project Nokor Tep Women's Hospital. This will pay for 4 patient monitors.

### Framework

Identify problem

Steps

Before and After State

Outcome

Do you have a complete sales funnel or a way to nurture your prospects (leads) first before trying to sell to them? If you want to build up the know, like and trust factor to help YOU attract your ideal clients VIDEO is an ideal format which can be repurposed in so many ways.

The 5 DAY Get Visible with Video Challenge is part of my funnel, building up new leads initially which is what each of us need to do first. What many mentors advise, is to start with the end in mind.

What is the outcome that you want for your ideal clients and work backwards from that?



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This will then lead into the 6 week Get Visible with Video Workshop. Included will be an email nurturing sequence and some automated messages using Messenger.

Big picture (our customer journey and the fact that they may not be ready for us right now, but if we nurture them they could be in the future or we will be front of mind when they are ready).

Smaller picture was to look at ONE problem, ONE topic, ONE solution and break it down into sub topics or steps that we can then guide our ideal client through the framework, so they get an outcome.

## Formats & Devices

Videos can be done in many ways, there are so many options, so many apps, tools etc that can overwhelm YOU and be confusing - this is where I can and will help you.

You can record using your phone, mobile device, computer, do livestream, upload to YouTube, use Zoom or other platforms, you can do a slideshow or presentation. You can create free graphics and presentations using Canva whatever you FEEL comfortable with doing. I am just trying to show that there are different ways and to think THIS is WHAT I WANT to do and not worry about the HOW.

You may not want to be on camera, or you may feel more comfortable with using a teleprompter if you are on camera or having your notes nearby, so you can refer to them easily. You may want to record audio only and add to a presentation or just use text and images. Other formats include cartoon or animation, story book telling and there are heaps more. Think outside the box and get creative.

Let's have a Zoom chat together. Zoom is a free webinar platform for up to 40 mins and up to 50 people that enables you to record in different ways - you, others, share screens, have the camera off or on, video and audio.

Whatever option you choose or want to explore let's tackle together or as a group. Instead of signing up for anything for now, let's just see what we can come up with. I am more than happy to create a snippet video for you, using some of my programs.

What type of FORMAT are you going to use - face on camera, presentation with audio, images, text and music? How are we going to create our videos? Are we going to be using our PC, laptop, Apple Mac, tablet, mobile, camera?

## Basic Setup

What's in your screen - light, sound, position, camera angle, distance etc especially for face on camera which is immediately what we may think we need to do to get our message across.

Lighting

Noise/interruptions

Surroundings/background

Settings

Camera angles and distance

Equipment



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## TASK

To get the video created and either send through to me or upload directly to the Get Visible with Video Facebook Group.

What FORMAT are you going to use. If you are not comfortable with being on camera, then create a video with TEXT and IMAGES. Add some music also if you want to.

If you make any mistakes or bloopers you can upload them as at least it shows that YOUR attempts. Even from these you can learn from them and have fun with them. If you come across any bloopers of old videos you may have created, then also upload them.

Here is the link of Day 1 [Training Video](#) for you.

Most of you should already be in the Get Visible with Video Facebook Group. If you know of any other people especially coaches and small business owners that could benefit, please share this link so they can join this [facebook group](#). This is a closed group that was created last year so you can check out the other posts and tips that has been done, also samples of what others have posted. Keep this link handy so you don't miss out on other tips that I share.

If you are interested in mapping out your marketing strategy, getting extra support with my “Done With You” 5 Session Bundle package, or booking a video chat use my [calendar link](#) to schedule a precall. Then choose the first selection which is the Clarity Call/Planning Strategy session, so we can discuss first and schedule a further time if it is for the video chat.

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Social Media Networks

[Get Visible with Video Facebook Group](#)

[Online Coach Support Facebook Group](#)

[Online Coach Support Instagram](#)

[Online Coach Support YouTube](#)

If you are a [VIP member of Online Coach Support](#) or signed up to the [Get Visible with Video Workshop](#) I will provide you with extra support. All proceeds from memberships and at least 50% of proceeds from working with me will go directly towards my fundraising projects. Currently I am fundraising for Nokor Tep Women's Hospital, Phnom Penh Cambodia.

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