

the EXTENSION summit

A N O N L I N E E X P E R I E N C E

FEATURING 50 EXTENSION EXPERTS IN 90 MINUTES

90 SECOND VIDEO SUBMISSION DEADLINE: 8/29/2024

The Extension Summit 90 Second Video Recording Instructions

Thank you so much for expressing interest in becoming a **90 Second Expert** for **The Extension Summit**. We are on the edge of our seats waiting to hear your industry insights and our audience is *super excited* to learn from you! The main idea of the summit speaker's presentation is for our attendees to feel like they just watched THE MOST INCREDIBLE 90 minutes of Tiktok/Reels of their lives.

The goal of this document is to make the video creation and submission process as easy as possible.

If you haven't already done so, **please submit your headshot** by emailing info@justahairdresser.com

****PLEASE SUBMIT YOUR REGISTRATION FORM ASAP!****

Below you will find clear instructions alongside a few talking points for your video.

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VIDEO/RECORDING GUIDELINES

Ideal Size: 1920 x 1280

Video must be recorded in landscape format

✓ Horizontal/Side-to-Side/Youtube Format ✓
✗ **NOT** Vertical/Up and Down/Tiktok/Reel Format ✗

1. NO CAPTIONS OR MUSIC in your video, please (our system will do this automatically)
2. Please record a short 60 to 90 second video showcasing your expertise. Remember, the more you give, the more trust you will build with the audience.
3. Your introduction should be over within 15 seconds... remember, the more FREE advice you give, the more trust you will build and the more likely they'll be to follow and connect with you. Example: "Hey, I'm Angie Mamone. I'm a salon owner, industry educator, and extension specialist from Martins Ferry, OH and today I want to share with you..."
4. Your video does NOT have to be professionally filmed (*your iPhone is a-okay!*), but please record in landscape (**shoot horizontally, not vertically**). Simply turn your phone sideways with rotation off to film in landscape. **No sales pitches or offers within your video 90 Second Video.** Remember, *this is purely about education*, and we'll use your guest spotlight section to connect our attendees directly with you by including information like your social media handles, podcasts, freebies, websites, and more. No videos should give the vibe that they have to buy something to understand your point but feel free to create a supporting PDF or eBook that goes more in-depth. Your support material may contain links, logos, etc.
5. If you have been a previous Guest Speaker at the summit, we request a new subject or topic to keep each event unique (can always be the same area of interest, but the training/point must be fresh).

TALKING POINTS

In your video, please share the following:

1. Your name and title (*Ex. I'm Angie Mamone, CEO and founder of Behind the Extensions™*)
2. Your area of expertise (*Ex. I specialize in hand-tied hair extensions, specifically those with fine hair.*)
3. Your most valuable pieces of advice, frameworks, etc. based on your expertise. **This advice should be powerful and actionable so that attendees can implement them in their businesses.**

VIDEO CATEGORY

In order for us to create cohesion throughout the event, please choose from one of the four following categories:

1. Extension Business + Marketing
2. Hair Extension Installation Tip/Demonstration
3. Extension Hair (About the actual hair)
4. Other (Subject to approval, but we're open to your kick-ass ideas)

TOPIC IDEAS

Need a little inspiration on what to share? Here's a list of ideas that will help get you started. Please note, these are all simply examples and you do not have to stay in these specific idea frameworks

- Extension Business and Marketing
 - Gaining more extension clients
 - Using Social Media to grow your extension business
 - Should you go method-exclusive?
 - How to get testimonials from your clients
 - How to go extension exclusive
- Hair Extension Install Tip/Demonstration – *ALL METHODS/INSTALLATION TYPES WELCOME!*
 - How to prevent a bead from slipping
 - 3 Tips to prevent matting between visits
 - The best way to get seamless tape-ins
 - How to get your corners to lay flat
 - How to keep your sectioning clean
 - The easiest way to roll a K-Tip
- Extension Hair
 - Why you should match the extension texture to the natural hair
 - How to check the quality of hair
 - How to match textures
 - How to match colors
 - How to organize or build your hair stock

SAMPLE VIDEO FRAMEWORKS

You are welcome to use these frameworks or create your own using these as inspiration.

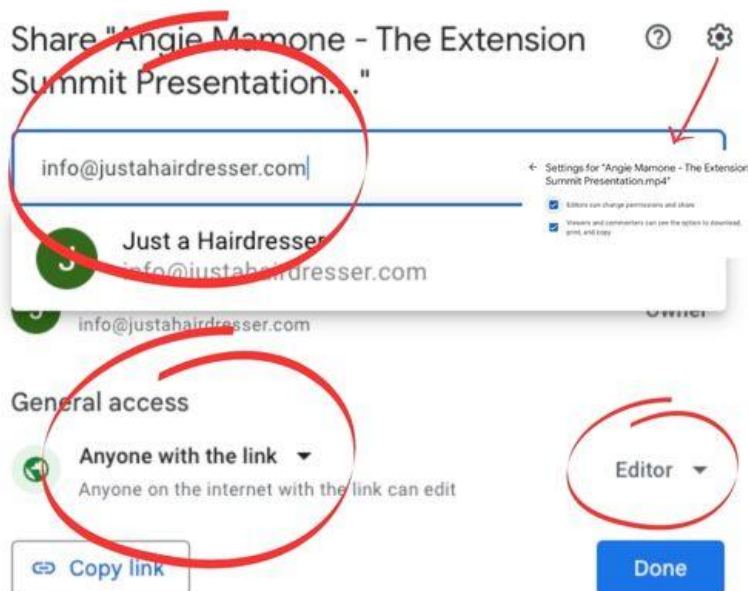
- 5-Part Checklist for _____
- 3 Types of _____ for _____
- How to Get _____ With _____ To Generate More _____
- The _____ to _____ Strategy For _____
- The _____ From _____ Framework for _____
- The Simple _____ Blueprint for Getting Incredible Results in a Fraction of the Time
- Increase your _____ by _____% Using These 3 _____
- 5 Tips for _____

SUBMISSION INSTRUCTIONS

You may use Google Drive, Dropbox, WeTransfer, or any platform you choose. Just please ensure our team is able to **download the file** (please don't send files via Instagram... the quality is distorted).

Google Drive Instructions

1. Upload Your Video to Google Drive
2. Right-click on the file and select Share
3. Change Share Options to:
 - a. Settings:
 - i. Check: Editors can change permissions and share
 - ii. Check: Viewers and commenters can see the option to download, print, and copy
 - b. Add people or groups:
 - i. Add info@justahairdresser.com
 - ii. Hit enter
 - c. General access:
 - i. Anyone with the Link
 - ii. Change to Editor
4. Email the File Link
 - a. If the Share Window is open, select "Copy Link" (pictured below on the bottom left) to info@justahairdresser.com with your Name + Presentation Title in the Subject
 - b. Alternatively, you can right-click on the file and select "Get Link"



EXAMPLE VIDEOS



[Click Here](#) to view Angie Roberts with DIY Custom Coloring Board



[Click Here](#) to view Jessie Trippi with Removing Sunscreen Discoloration from Extensions



[Click Here](#) to view Jacob Burger with Mending a Genius Weft

Fall 2023 Summit Final Video (Examples)

[Click Here](#) to view how it all comes together