

# Shadows to Shining

## 5 Day Challenge Workbook

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In only 1 hour per day to get your videos making an impact, having influence, and ready for more income, when blocks show up, we get the spiritual feather duster out and clear away the ancestral hiding, so that true your authenticity & value SHINE!



💖 HAVE YOU JOINED THE GROUP? CHECK YOUR EMAILS 💖

### YOUR SCHEDULE... at a **GLANCE**

#### **Day 4 - Easy Video Creation**

That Connects You to Your Audience

#### **Day 5 - Confidently Share Your Message (Without the drain)**

Why age is our super power when over 45 with Videos+ AI

*“A woman with vision is unstoppable, a woman who is always increasing her skills multiplies. Along with passion this woman is undeniable.”*

**Janna Cachola**

## Day 4 Workbook: Easy Video Creation

### Connecting You to An Audience with Content They Want

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#### Why Video Matters Today

Your audience connects most deeply when they see *you*—your energy, story, and authenticity. Today, we'll focus on creating simple, impactful videos that resonate. No fancy equipment needed—just your phone, your light, and your voice.

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#### Step-by-Step Guide for Day 4

##### 1 Set Your Intention

- What is the one message you want your audience to walk away with?
- Write it down in one sentence to keep your video focused.

##### 2 Craft Your Hook

- Start your video with an engaging question, statement, or callout.
- Example: "Do you feel unseen in your business? Let's change that today!"

##### 3 Keep It Simple

- Use natural lighting and position your camera at eye level.
- Smile, speak slowly, and be yourself—your audience wants to connect with the real you.

##### 4 Focus on Value

- Share 1-2 key points that solve a problem or inspire action.
- Example: Tips, insights, or a personal story that aligns with your audience's needs.

##### 5 End with a Call-to-Action (CTA)

- **Invite your audience to take the next step:**

- “Follow me for more tips!”
- “Download this free resource!”
- “Join my community

## Your Video Challenge for Today

### Create a 1-2 Minute Video

- Use today’s steps to record a video for your audience.
- Post it on your chosen platform and in the group and include a clear CTA.

 **HOT TIP :** Use your google search + AI to refine your script or add captions to your video for accessibility and engagement.

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### Reflection Questions on challenge so far

- What was the easiest part of the video creation process this week?
  - What lights you up now about content marketing using videos?
  - How did it feel to see yourself showing up authentically?
  - What help do you want next?
  - Are you really going to do what it takes to make your message a business?
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### ANOTHER HOT TIP

***Your audience isn’t looking for perfection—they’re looking for connection. Be yourself, and the right people will find you.***

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### ***What’s coming up...***

**Day 5** Confidently Share Your Message (Without the drain) -get a content plan for a whole month in less than an hour with Ai.