



How to create a Video Ad

Location / Environment:

- **Keep it Real** [no filters, hats, loud background music]
- **Natural Environment** [Office, Car, Park]
- **Personal** [show your true self - joke - laugh - personal talk]
- **Fun** [have fun]

1. Calling the Avatar

Call is by Name:

- 1) Hi Entrepreneurs
- 2) Hi Dads
- 3) Hi Business Owners

Call it by Pain/Pleasure:

- 1) If you are looking to build a winning Funnel
- 2) If you are looking to lose weight



2. Shock

- a. Focusing on wrong areas
- b. New studies come out
- c. Unaware
- d. Your Hero Story

3. Educate

- a. New Prospective
- b. Diagnose
- c. Make the problem easy to solve

4. Introduction

- a. Your credentials
- b. Your experience
- c. Testimonials

5. Offer

- a. Free Training [Need a landing page]
- b. Free Consultation [Do not need a Landing page]

Example 1: <https://www.facebook.com/Fitness.Chargerr/videos/320985042654696>



Home Work

Example 1:

Avatar	-
Shock / Pain Point	-
Eduate / Solution	-
Intro / Your Authority	-
CTA	-



Example 2:

Avatar	-
Shock / Pain Point	-
Edutate / Solution	-
Intro / Your Authority	-
CTA	-



Example 3:

Avatar	-
Shock / Pain Point	-
Educate / Solution	-
Intro / Your Authority	-
CTA	-