

THIS IS JOELS FORMAT - if you don't do this your application WILL be deleted

We've had to standardize all intro videos going forward

Because apparently "winging it" with a hoodie and a bathroom echo isn't cutting it anymore 😊

🧑 This is high-ticket sales — not a TikTok audition 🧑

💥 And I can't believe I have to say this... but your intro video is MORE important than the actual interview

If you don't nail the video, there is NO interview. Period.

🎯 This is your shot to stand out — treat it like the \$15K/month opportunity it is

👤 INTRO VIDEO RULES

✅ Record on Loom only

🕒 Keep it between 60–90 seconds

👁️ You've got 10–15 seconds to make a strong first impression

📊 If you don't hook them fast, they're clicking off

🔥 STEP 1 – LOOK LIKE A PROFESSIONAL

🚫 No phone recordings

🚫 No hoodies

🚫 No caps

🚫 No messy hair

🚫 No dark bedrooms or laundry piles

💡 Use a laptop

💡 Fix your lighting

🎤 Make sure your audio is clear

🎯 Look clean, sharp, and like you're ready to close \$20K/month deals

📋 STEP 2 – FOLLOW THIS STRUCTURE EXACTLY

① Who you are — name, location, and a 10-second background

② Your experience — how long you've sold, industries, training

③ What you've sold — coaching, SaaS, masterminds, real estate, etc

④ Total sales generated — lifetime volume (\$500K+, \$1M+, etc)

⑤ Your sales style — tonal, challenger, emotional, etc and why

⑥ Why you're a good fit — tie it directly to the offer you're applying for

⑦ A fun fact (optional)

🧠 Final Truth

If your video looks lazy, low-energy, or half-baked — we're not sharing it

👛 Business owners are hiring pros

Not someone who "might be good" but looks like they recorded from a garage

⚡ Look the part. Sound the part. Be the part