

**Team Members:** self, film person, editor, (other)?

**Today's Date:**

**Date Video(s) will be made:**

**Date video(s) will be edited:**

**Date Video(s) will be launched:**

**(Title) Blessed Based Business Plan's Video Script for Teaching about Video Scripts**

**Overall Business Goal/Mission/Vision Statement:**  
Our clients will be able to create their own at-home, service based business in 10 steps or less.

<b>Goal/ Essential Outcome(s) Step 7-3</b> What skill do you want your client to be able to have once the video/lesson is over? <b>(make it specific)</b>	After watching this video my/our clients will be able <b>go from</b> having little or no knowledge about how <b>to</b> develop a plan for their script by (1) reviewing the calendar of due dates and (2) knowing who their audience is (3) and where and how they like to get their information.  <b>Keep is short and sweet no more than 3-5 steps.</b>
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<b>Materials Needed for the Video</b>	<b>Who Will Be Responsible for Obtaining/Creating Them?</b>	<b>Date it Needs to be Completed by:</b>
<ul style="list-style-type: none"> <li>● Lap top               <ul style="list-style-type: none"> <li>○ Access to Google docs and draw.</li> <li>○ Imovie software</li> <li>○ Access to internet</li> </ul> </li> <li>● Iphone or other film equipment (microphone, lighting, tripods)</li> <li>● Script</li> </ul>	Me/ Jennifer	<ul style="list-style-type: none"> <li>● Create materials and film screen shots by 11-18-2017.</li> <li>● Shoot intro and conclusion 11-19-2017</li> <li>● Edit video, upload to Youtube, and add to website and post on social media sites 11-19-2017</li> </ul>

## Objectives/Steps/Skills/Pacing

**Essential Outcome/Goal** After watching this video my/our clients will be able **go from** having little or no knowledge about how **to** develop a plan for their script by (1) reviewing the calendar of due dates and (2) knowing who their audience is (3) and where and how they like to get their information.

Who?	Will Teach What? What Topic will be covered?	How/Steps/Lessons: (you want a beginning, a middle, and an end: Intro, what they will learn by the end of the lesson, steps on how to obtain the skill, conclusion/wrap up)
Me/Jennifer	<b>Intro</b> (11-19-17)	<ol style="list-style-type: none"> <li>1. Introduce yourself</li> <li>2. Give yourself a title in order to establish your authority.</li> <li>3. Tell the title of your business.</li> <li>4. Remind your customers of your businesses main mission statement.</li> </ol> <p><b>Example:</b> Hello! Jennifer Engel here, CEO and founder from Blessed Based Business here to teach you how to start your own at-home, service-based business in 10 step or less.</p>
Who?	Middle/ Steps/ Dates:	Specific Steps/Skills Your Customer Must Know In Order to Obtain the Skill Being Taught
Me/Jennifer	<b>Step 1</b> (11-18-17)	Pull up and review the calendar of dates with my clients and show them how they can obtain the information.
	<b>Step 2</b> (11-18-17))	Remind my clients how they can figure out who their audience is - remind them to go back and look at the business plan, or if they haven't filled out the business plan yet, where they can find access to that information.
	<b>Step 3</b> (11-18-17)	<ul style="list-style-type: none"> <li>● Remind my clients of how to setup and use social media, which will provide information for them as to how to know what platform (Facebook, LinkedIn, Instagram, Snapchat, or Webinars) to post their video on.</li> <li>● Consider using all platforms for different audiences and purposes. (Facebook 30 + crowd, LinkedIn -</li> </ul>

		professional crowd, Instagram - 20 some, visual crowd, promotion of products/ideas, Snapchat - under 20 crowd/social crowd, Webinars - people who like to learn virtually, in-person (at-home business, seminars, speaking gigs, etc.)
Me/Jennifer	<b>Step 4</b> (11-18-17)	<ul style="list-style-type: none"> <li>● Once you know your audience and platform, it's time to make your script.</li> <li>● Considerations of what to make your script about (PDF) - pull up PDF and review: email list and surveys, using Youtube and webinars to generate an e-mail list (go over more next week) - in this case you would already have steps in mind (pull up PDF from last week), just offer the free videos. Purpose: to establish credibility as an expert in your field, and to keep reminding your customers you are there - e-mail list or not, try to post something daily (blog or pic) and a video weekly. Because even though I am giving a lot away for free, <ul style="list-style-type: none"> <li>○ when I do go to sell a book/product, my customers buy it because I've already built up my credibility as someone who is knowledgeable.</li> <li>○ It's like throwing seeds on a field - the more you throw out the more likely someone is to find it.</li> <li>○ The 1-10% rule (for every 'follower you have' only 1-10% will respond) - show on own social media site.</li> <li>○ Know when to keep content separate and when to share on your own personal page. (create personal vs. business profile - yet people want to know the person/family/hobbies) - Uber, AirBnB are so successful - tired of large, cold, corporations, and they are beginning to trust and go back to people they know.</li> </ul> </li> </ul>
<b>Who</b>	<b>Conclusion</b>	<b>Remind your customers what you taught them and assign them homework, if necessary. ;)</b> Also remind them what you will be covering next and if/when you will touch base with them.
Me/Jennifer	11-18-17	Now you should be able to develop a plan for your script by (1) reviewing the calendar of due dates you've already established for yourself, and if you haven't, go back and do that. (2) Know who your audience is by reviewing your social media numbers on various social media platforms (3) and know how to plan your script by simply filling out this free template.

<b>Next Meeting Date/Time</b>	<b>Next Agenda Item/Script to Plan</b>
11-25-2017 Thanksgiving weekend	How to actually make the video (iMovie, Youtube, Facebook Live, Webinar - zoho, google hangouts. )

