

**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)</b> <b>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 no business or access to advertising for attracting new clients to being able to attract new fans or clients in 4 weeks or less.  <b>Keep is short and sweet no more than 3-5 steps.</b>
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Materials Needed for the Video	Who Will Be Responsible for Obtaining/Creating Them?	Date it Needs to be Completed by:

## Objectives/Steps/Skills/Pacing

**Essential Goal or Outcome:** After watching this video my/our clients will be able **go from** having no business or access to advertising for attracting new clients to being able to attract new fans or clients in 4 weeks or less.

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)
	<b>Hook:</b>	<ol style="list-style-type: none"> <li>1. What if I told you that you (who) could (do what - what do they want?) in (time) or less?</li> <li>2. Introduce yourself</li> <li>3. Give yourself a title in order to establish your authority.</li> <li>4. Tell the title of your business.</li> <li>5. Remind your customers of your business's objective statement of the day.</li> </ol>
Who?	Middle/ Steps/ Dates:	Specific Steps/Skills Your Customer Must Know In Order to Obtain the Skill Being Taught
	<b>Step 1</b> (date)	<p><b>The setting:</b> You're sitting in your at-home office, your kitchen table, or wherever you do your best thinking getting ready to start your own at-home business.</p> <p><b>Who:</b> (you - your clients)</p> <p><b>Had What problem:</b> The problem is no one knows who you are, that your service exists or why they should even want it.</p>
	<b>Step 2</b> (date)	<b>How did they feel?</b> Frustrated, you give up before you even try, or you send out emails and social media posts stating what you do and what services you have to offer.
	<b>Step 3</b> (date)	<b>How did they try to solve it unsuccessfully?</b> And you may get a few family members or friends to respond, but that well dries up fast or is too far or few in between.

	<b>Step 4 (date)</b>	<b>What can you offer them that will help solve it successfully?</b> Over the next four weeks, I am going to give you scripts you can use in your social media posts that will attract, and build up interest from potential clients so that by the end of the four weeks you have a strong fan base and/or actual new clients.
<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.
		<p><b>Examples:</b></p> <p>Mine: What if I told you that you could start gathering a fan base now and attract new clients in four weeks or less? Hello! My name is Jennifer Engel, CEO and founder of Blesses based business where we teach clients how to start their own at-home, service-based business in 10 steps or less. In today's video I am going to show you step one of how to attract new fans, today, and new clients in four weeks or less, so, let's get started! (give them a script for free)</p> <p>Animal Trainer: (show a scene of where a dog has chewed up something valuable) - HOW many times has this happened to you. You've tried every trick you know to get them to stop, but your favorite items around your house keep getting destroyed? What if I told you, that over the next four weeks, I can teach you how to get it to stop for good? Hello! I'm (you name) founder of (business name) where we teach clients how to (insert your mission statement) Then give them the answer to why dogs chew for free.</p> <p>Car repair: HOW many times have you had to take your car to the repair shop for a simple fix, only to find yourself waiting for hours? And what if I told that over the next four weeks I can teach you four simple car repairs you can do at home that will save you not only time but money? Hello, I'm (your name) and I've been doing car repairs for (say number of years). Then give them the first quick lesson for free.</p>

Music Lessons: Have you ever thought to yourself how cool it would be to start a band? And perhaps you have tried, you gathered your musicians, you've practiced in your garage, but you are still having time booking gigs. What if I told you that over the next four weeks, I am going to give you tips and tricks you and your musician pals can use to be strategic during your practice sessions so that in four weeks time, or less, you'll be performing in front of a live audience? Hello, my name is (you name) founder of (business name) where I have been teaching clients for (how many years) how to (state your mission). Then give them a free PDF of what steps/videos you will cover when for free.

Writers and artists: Did you know what one in seven people will experience a depressive state in one year's time, or that women are 70% more likely to experience depression than men and that 50% of those who experience depression will never seek help, and for those that do, they end up on a long waiting list or end up spending hundreds of dollars out of their own pocket to cover the cost of treatment? What if I told you that studies have shown that simply starting a journal (or some time of art therapy) can reduce your depression? Over the next four weeks I am going to show you specific and strategic art/writing topics that will get you out of sadness and into serenity. Hello, my name is (your name) and I've been using art / Writing to help myself heal since (how long). Now I am ready to teach clients how to do the same. Then give them the first prompt/project for free.

Chefs: I want you to do something really quickly. Either in your head, or by actually sitting down at a table, calculate how much money you have spent on dining out this month. The average american spends 3,000 per year on dining out. That's 250.00 dollars per month or 62.00 per week. That is money that could be used to pay off debt, used for lease on a new car, or saved over time to go on that much needed vacation. Now, I can already hear you, "but I don't have time to cook!" What if I told you that over the next four weeks, I will be sharing meal prep plans that will actually save you even more time, and be much better for your overall health, than if you went out for lunch every day. Would you be interested? Hello, my name is (your name) and I got into eating and cooking healthy when (tell your story). It's my passion and goal to help people not only save time and money, but also to help them feel their best. Then give them a free PDF of what meal plans you will be covering when for free.

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Next Meeting Date/Time	Next Agenda Item/Script to Plan
	Script 2 - specifically how much money will they save?