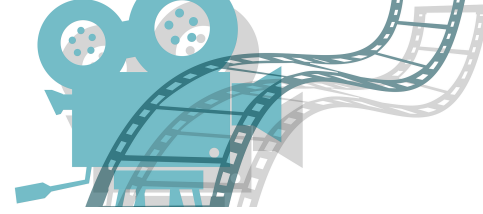


WELCOME VIDEO TOOL

Outlining The Script



Use this tool to write your welcome video speech for your course or mastermind. Fill in the blanks and then follow the storyboard outline on the last page. I will also include Done for You (DFY) Slides that you can include in your welcome video. Remember, you can just drag and drop them in over your talking video and place them where you want them. You can also use them in keynote or powerpoint presentations for live courses/masterminds or keynote speeches.

Welcome Statement: What is the Name of Your Course? Welcome the to the Course.

Enrolling Questions: What are 2 Enrolling Questions for Your Course? They should start with “How many of you would like to _____” or “How many of you want to _____?”

1. _____

2. _____

“If you answered yes to both questions, then congratulations, you are in the right place because that is what [I][we] teach [here] [in this [course][mastermind]].”

Thank you Statement:

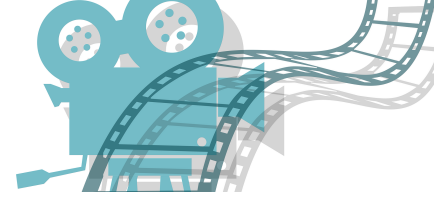
“Thank you for you being here. I know how valuable your time is and I will do my best to make sure your time here is well-spent.” Optional: Add your own spin to this:

Participation: Encourage them to play full out with experientials and tools to get the most out of your course. Optional: Personalize the participation statement below:



STORYBOARD WELCOME VIDEO TOOL

Get Organized, Confident Clear and Concise



SEQUENCE AND STRUCTURE OF WELCOME VIDEO

Court Title
+ **Welcome Statement**
+ **Logo or Welcome Stamp**

2 Enrolling Questions

They Should Relate Directly to What You Will Learn in Your Course

Thank You Statement

“Thank you for your time. I will make sure your time here is well spent.”

Participation Statement

Let Them Know This is Experiential and Encourage Them to Play Full Out.

Accelerated Learning + 80 20 Rule

Use DFY Slides Read or Insert Slide with Voice Over

Goals for Course

List Them Read or Use a Slide This Should Address What's in it for Them

Course Declarations To Anchor in Energy

Include Slide and/or Handout for Live Sessions so They Can Follow Along.

Your Experience/ Expertise

“If it's okay, I'd like to tell you a little about myself so you know why I can teach this course.” List credentials.

Positive Reinforcement

Statement Encouraging Them They Can Do Exactly What the Course/Mastermind is Designed to Teach The To Do

Course Content

List Course Steps, Secrets or Process, + Anything Else You'll Cover (i.e. Can Include Bonuses. Take From Your Marketing Video)

Course Instructions

If They Need to Join a Private Group, Where to Send Q&A or Emails

Final Reinforcement

Positive Statement They Can Do This + Let's Get Started + Your Logo and Copyright Statement

