

## WHAT MAKES A GOOD VIDEO?

This is a quick cheat sheet showing the key things that makes a good video.

### STEP ONE: A GOOD SCRIPTING STRUCTURE

The first part of any good video is to ensure you have a powerful scripting structure to work around. Follow the exact system highlighted in the Video Induction System & you're already half way there.

### STEP TWO: A VIDEO THAT STANDS OUT FROM THE NORM

The second step is to stand out from the norm. Let's be honest – how many times have you watched a sales video and said "wow, I want to watch that all over again!"...

There is nothing special enough about an ordinary sales video that makes you want to watch it again or share it with somebody. A video needs to encapsulate its viewers and **entertain** them in order for it to be share worthy and even watch worthy.

The biggest element that most marketing videos lack is entertainment value. VIS Platinum will show you how to add more entertainment value to your videos. You'll no longer be creating those boring videos anymore – it's time to stand out and set yourself apart!

The key elements that make a video good are a strong script & engaging visuals. In VIS Platinum you'll be learning about the following visual elements of video creation:

**PROPER PLANNING**

**MULTIPLE ANGLES**

**MOVEMENT IN SHOTS**

**GOOD USE OF B-ROLL**

**CLEAN AUDIO**

**MUSIC**

**SIMPLE EDITING**

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## VIDEO INDUCTION

### WHAT THIS TYPE OF VIDEO WILL DO FOR YOU

**GAIN HIGHER CONVERSION RATES THAN  
ORDINARY SALES VIDEOS**

**SET YOU APART FROM YOUR COMPETITION BY  
LEAPS & BOUNDS**

**GET YOUR VIEWERS TO ENJOY YOUR CONTENT  
EVEN IF YOU'RE SELLING TO THEM**

**POSITION YOURSELF AS AN AUTHORITY IN YOUR  
NICHE**

**GIVE YOU EXPERT STATUS**

**IMPROVE YOUR BRANDING AND GIVE YOUR  
BUSINESS A REAL PERSONALITY & FACE**