

PROMOTE YOURSELF



WITH VIDEO

What distinguishes you from everyone else? (It's YOU!) Are you marketing or promoting on the Internet? Would you like to? What if you could express the message that only YOU can deliver - directly, personally, to thousands of people, even while you are asleep? That is the power of promotional video on the Internet. In this hands-on 28 day game, you will target your message, practice video-making skills, create and upload a 3 minute promotional video. With the help of coaching, team support, and the Lifeville game structure, you will PLAY and WIN!



Promote Yourself With Video and Hit Your Target Market

This is a hands-on 28 day game where you will learn to create a video promotion for the Internet

Why is this important?

Video communication on the Internet will explode in the next few years. This represents a big opportunity for you to effectively promote your business to many people at a very low cost. Because our brains are wired for visual communication, you will connect with your Internet audience in a way not possible with print or static images.

What will I learn?

- ☒ How to create a focused Message that will maximize the results for the video you will create.
- ☒ Basic videography techniques, lighting and sound - appropriate to video promotion.
- ☒ How to overcome your fears about being on screen, and about dealing with technology.
- ☒ How to edit and upload your short video.
- ☒ You will gain skills and confidence that enable you to create powerful videos for marketing, and for just plain fun.
- ☒ Even if you choose to hire a videographer, this game will improve your end product, as well as save you time and money.

Why a game?

Games have the power to motivate, and compel us to play BIG! Our team orientation gets you support and immediate feedback to supercharge your learning. Our coaching format ensures that you "get it" on your own terms.

What is the format?

We will have FIVE one hour group coaching sessions by phone, one every week, using Maestro Conference for dynamic group interaction. "Laser coaching" sessions will be available during the game.

You will play individually and in a small team. Each player will have an online Game Card, the Play Book, and how-to's in PDF and video format.

This game is limited to 15 players. Register early!

What supplies are needed?

This is a hands-on game. You will need access to a modern video camera (or smartphone with good video like iPhone or Droid) and a lapel microphone. There will be a range of options for how to do lighting. I will provide recommendations. You will also need a computer with Internet access and basic video editing software. These are usually included in recent Mac and PC computers.

Get ready to HAVE FUN and
PLAY BIG!

Your game creator and coach,
Rob Klengler

Games are
Engaging

