

How to get to over 250 videos easily

If you have the need to shoot video the ability for you to create ideas will help you out. The are best practices when it comes to creating content and they will be listed out for you in an easy to follow manner.

Some of these ideas are quick and easy and can get you wins in the short term. Some of these strategies are built for you to compete in the long term.

Most people quit with content creation because they run out of ideas. The whole goal for you is to have a game plan of something to do so you can take consistent action. There is some work you will need to put in as there isn't anything automatic.

This workbook was built to help you gain momentum and not feel stuck.

If you look for an excuse to not build content or take an action you will find it every time.

When you do build your content think of it as an adventure. Things will go right and things will go wrong. You learn from the wins as well as the losses but you keep moving.

One last note: Nobody expects your first outing to be perfect. If you set that bar for your content you will have to create like that for the rest of your life. In this series done is better than perfect. Do a great job and get something going.

The triad base of information you need

This is your foundation. This is the relevant information your client, buyer or subscriber. These are most of the pieces of content they will need from you. This is what they crave so that they don't look dumb or silly. Most peoples greatest fear is that someone will call them out for making a mistake. The fear of being a "Noob" stop so many people from buying, taking action or moving in a new direction.

If you create this as video you can rip the audio and then have the content transcribed. You know have assets that you can deploy anywhere.

You have:

- Video
- Audio
- Written word

You can make the videos short or you can do a full 10 – 15 minutes on them and go deep. If you go the 2-3 minute route sell the full version as a bonus. Talk it up so someone can go to your website and download your report.

One of the coolest elements of video is when people see you and hear you they have met you before they have met you. If they consume a bunch of your content it may be easier to build rapport of you are planning on meeting them in the future.

The fastest win for you is going to be content you already know about. You will have an easier time than with an abstract idea you may not have thought of previously.

This next section for content will be the starting point. Instead of moving forward and skipping to the next section you will want to take some action.

Remember: You want to get yourself as much momentum right off the bat as possible.

Start here:

1. You need 10 frequently asked questions (FAQs)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

2. You need 10 should asked questions (SAQs)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

3. You need 10 common mistakes made (CMM)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

The take a note method

Every question you hear in a meeting, get from a client, see online or even see explained well from others should go into a document. This allows you to create content around the idea. You may be able to come up with 3, 5, 7 or 10 videos around the ideas.

The best way to do this is to keep a running list of content to create or that you have created. This allows for you to go back and know what content you have or to build an outline for new content.

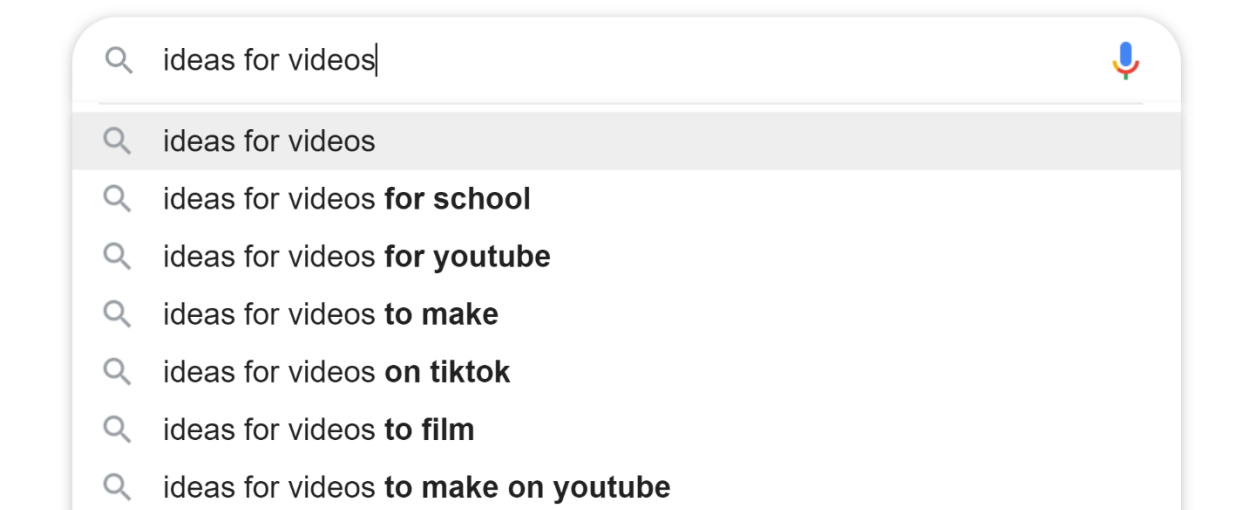
If the idea comes up in your niche frequently you look like the hero. If the idea comes up as “long tail” you look like you can read the mind of the target consumer.

How to use search engines to your advantage

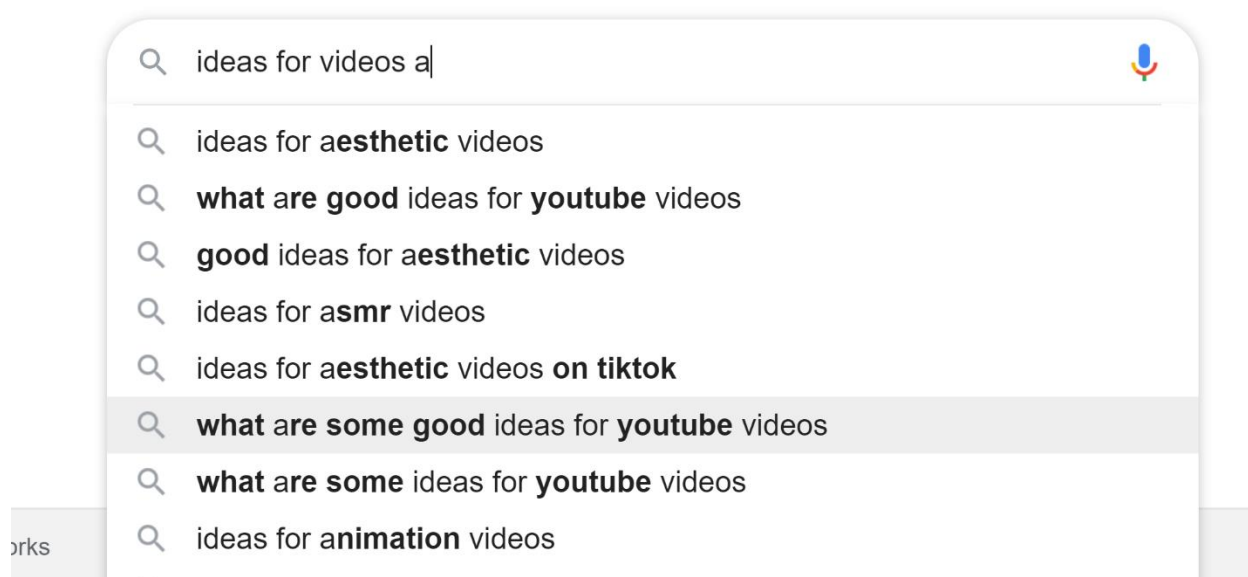
You will want to use Google or YouTube as a guide for the naming of the videos you create. The list will help you with content but you do need to use key word searches to help get your videos found.

There are a few ways to do this:

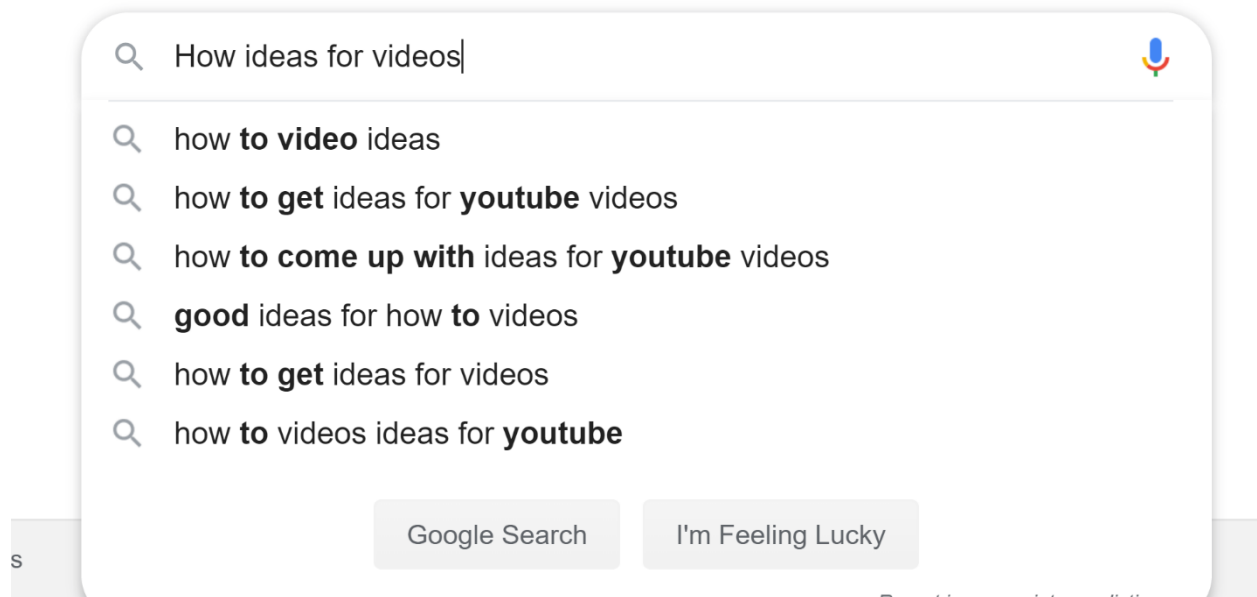
1. You can go to google or YouTube and type in ideas for videos and let the bar auto populate. You will want to replace “ideas for videos” with your terminology. Sometimes the results are different what you hit the space bar after the search term. So you would search Ideas for videos with and without a space at the end. This may get you a few extra results.



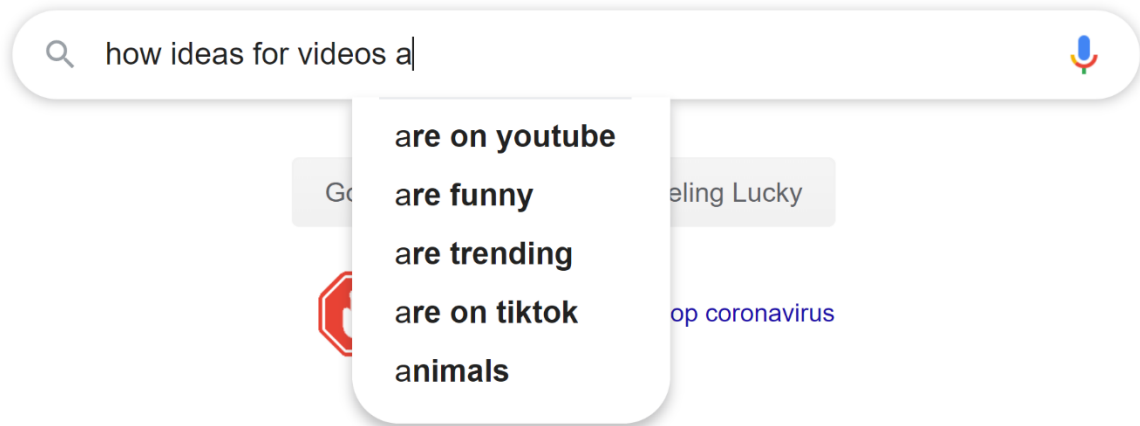
2. You can go to google and type in ideas for videos a and let the bar auto populate. You will want to replace “ideas for videos a” with your terminology, your word or phrase. You can go through the list and look for relevant ways for you to make content. You can run the entire alphabet from A – Z. There are times where you can also use numbers 1-10. One last way to run this search may even be to include a # to see what others have done for research.



3. You can go to google and type in “how ideas for videos” and let the bar auto populate. You will want to replace “ideas for videos a” with your terminology. You can go through the list and look for relevant ways for you to make content. You can add all of the question elements who, what, when, where, why, how, should, could and is. *as a pro tip questions tend to rank better than statements.



4. You can go to google and type in “how ideas for videos a” and let the bar auto populate. You will want to replace “how ideas for videos a” with your terminology. You can go through the list and look for relevant ways for you to make content. You can add all of the question elements who, what, when, where, why, how, should, could and is.



5

When you use this strategy it is easier for search engines and people to find you. The more difficult you make the video to find the less views you get.

5. You can use the FAQs and SAQs for your search term and find more than your original set from the beginning of this workbook.

Google

faqs ideas for videos|

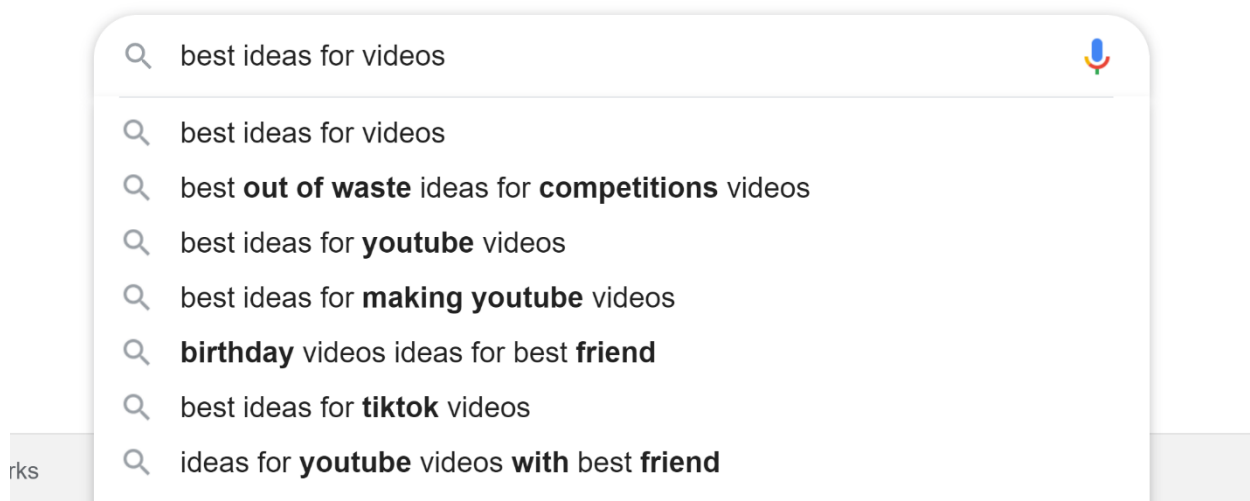


videos **on youtube**
videos **projects**
videos **to film**
videos **to make**
videos **on tik tok**
videos **with friends**
videos **on instagram**

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avirus

6. “The best” or even “best is one search you can do to find tons of content. You can go through and use the alphabet like mentioned in section 2. You can even ask questions like who, what, when, where, why, how, should I, could I and even “the worst”.



Let the search engines do the heavy lifting

By now you should see how you can leverage search engines to get content ideas that are SEO friendly. If you find something that auto populates in the search engine you know others are looking for that information.

The personal interaction method

When you are talking with clients, possible buyers and friends you have to perfect opportunity to write down questions they have and create content around it. If your potential client, viewer of reader say “I am scared to ask this because I don’t want to look silly” you can be certain other people are thinking the same thing.

If you are in training sessions you will want to write down any question asked and create content around it as well. You can go to online forums about your product or niche and create content. You will want to use the search engine technique to make sure what you product can be found.

When you create content you will want to set up when possible and produce in batches. You will get momentum easier while creating.

You can use paid services like TubeBuddy. I have this service on all of my channels.

<https://www.Tubebuddy.com/scottsyvanbell>

You can use reviews for ideas as well

You can use sites with reviews as another place to gather intel and create content. You will want to open a document so you can take notes. Find the location for reviews. Google, Amazon, Yelp or anything similar. Locate the top 20 reviews for your niche, your subject or your company . Cut and paste these reviews into the document. Once you have the relevant information you will need to go to a site that does word clouds.

You can use

- Tagcrowd.com
- Wordle.net
- ABCYA.com
- Worditout.com

There are many more – find the one you like.

With the word cloud you can look for common words or phrases to use in your video, your description as well as ideas for search.

Open another document and look for the 20 negative reviews for you and your competition. If you do this with 20 companies you will have 200 different entries that can be used in one cloud.

As a side note this give you the time to see where you are better then the competition. You can use all of your content in one word cloud and compare it against another company or all of the companies in your document. You can do this for not just the good reviews but the not so good ones as well.

Important items for video:

If you are creating content noise matters because people have to listen, your viewer may put up with bad lighting but bad noise is no – no.

If you are filming outside confirm you are on private property or you have permission to film – check your local laws

You can film from 10 minutes before sunrise to roughly an hour and a half after. You can film from one and a half hours before sunset to about 20 minutes after.

If you are filming outside the sun should be in your face. If you film with your back to the sun the image does not work out. If the wind is over 12 miles per hour it will be heard in the video.

As you look for places to use as a location pre scout the areas. You are better having 2 -3 locations in case you need to relocate.

If people bother you let them know “I am working on a project with a deadline, I can chat in 30 minutes or so” they will usually leave you alone.

Creating the content

There are multiple ways to use a structure for your content. This is a generic version that works out well. You have a very short time to get attention and share content. People may give you 30 seconds and that is it. You have to start strong to keep them watching. The name of the game is to get people to watch as long as they can.

The outline:

1. The Big Idea – what is the 30 second reason why I should watch
2. The Introduction – 1 minute or less as to what to expect
3. The Meat or the Content – Give the goods
4. The Twist – Help out with more content, pro tips and hidden information
5. The Call To Action – Let them know what to do. Be careful about asking for too much.

You can start the video off like this:

Scott's example

Hi my name is Scott and today I and going to talk to you about the single biggest reason why salespeople fail today. The reason why this is important because deals lost can hardly ever be found again. One of the reasons I created this video is because I ride with salespeople daily and see the mistakes they make. By the way you should really subscribe if you want more top tips like these. Stick around and I will share a whopper of an idea at the end.

Your personal outline

Hi my name is _____ and today I and going to talk to you about _____. The reason why this is important because _____. One of the reasons I created this video is because _____ (tell why you are the expert or working on being the expert). By the way you should really subscribe if you want more top tips like these. Stick around and I will share a whopper of an idea at the end.

Most videos don't get to the point for 45 – 60 seconds as people wander. Your video only needs to be about 3 – 4 minutes.

When you upload take some time to write a good title, description and create a thumbnail named something similar to the title. Use your SEO tools or a similar searched term.

The problem with pitching

As you shoot your video you are giving content. Pitching through the whole video will cause problems. If you do offer a solution offer it at the end of the video instead of through the whole video. You can send people to a link a phone call or a location. Use cards as a way to take this action.

250 Video Content Cheat Sheet

You can get over 250 videos easily from this list. The key is to find one topic and fill it out.

1. 10 FAQs (frequently asked questions)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

2. 10 SAQs (should asked questions)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

3. 10 Common mistakes made (CMM)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

4. 10 How to DIY (Do it yourself)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

5. 10 Best tips about your product or service

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

6. 10 Industry secrets

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

7. 10 Wish you would have known / mistakes you made

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

8. 10 Biggest myths about your product or service

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

9. 10 Of the most common key words or phrases used

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

10. 10 Best book reviews for the industry

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

11. 10 Interviews with experts

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

12. 10 Fun videos – Be yourself and be goofy

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

13. 10 Reviews of products and services

- K. _____
- L. _____
- M. _____
- N. _____
- O. _____
- P. _____
- Q. _____
- R. _____
- S. _____
- T. _____

14. 10 Do not do's when it comes to your niche or product

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

15. 10 Client testimonials – Use these to overcome objections

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

16. 10 Behind the scenes videos – Keep your videos that don't work out for blooper reels

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

17. 10 Unique ideas from you – You can be controversial

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

18. 10 Ideas that are predictions for the year

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

19. 10 Ideas about the year or quarter

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

20. 10 Product demonstrations – explainer videos

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

21. 10 Retro videos about how things used to be

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

22. 10 Employees or vendors to be interviewed

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

23. Pros VS Joes videos – explain how a rookie would do it

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

24. What are 10 big frustrations about your product, service or idea

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

25. 10 About you videos – things people would want to know about you or your company

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

***Bonus content for you**

26. A day in the life videos – what you go through daily (VLOG topics)

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

27. A virtual buyers guide

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____
- G. _____
- H. _____
- I. _____
- J. _____

What you will want to do is open a document and keep your list. This will help with management over time. No matter how crazy the idea is you will want to make list to work it out later. When you have a good thing, a frustration or even a new idea you will want to add it to the list.

You now have the capability of creating over 250 pieces of content. You just have to put in the work.

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