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| **Present With Confidence:**  **Increase Your Income Through Speaking and Being Memorable** |

**Short Tip Video Format:**

1. **Intro:** Your name, title (credentials), brief description of what you do (see marketing message worksheet)

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1. **Challenge:** Identify a challenge you see people facing (that you are going to solve). This speaks to their urgent wants you identified in your marketing message worksheet.

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1. **Tip:** Provide a quick, simple tip that solves their challenge (the more powerful, the better – wow them!)

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1. **Call to Action:** Every video you make should have a call to action. It could be to leave a comment, opt-in to something, do a *simple* (very simple so they will do it and feel capable) piece of homework. The call to action will vary depending on where you want the video to lead them. Repeat what you want them to do twice.

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