

Short Tip Video/Interaction Snippet Format:

- 1) Intro:** Your name, title (credentials), brief description of what you do (see marketing message worksheet). Need not come first.

- 2) Challenge/Importance:** 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.

- 3) Tip:** Provide a quick, simple tip that solves their challenge (the more powerful, the better – wow them!). Also ideal: The 3 Biggest Mistakes... 5 Quick Ways to... etc.

- 4) Call to Action:** Always have a call to action – it gets your audience in a habit of taking a step with you (making buying easier), and in office interactions, it sets up clear next steps leading toward your goals. The CTA could be to leave a comment, opt-in to something, do a *simple* (very simple so they complete it and feel capable) piece of homework, setting a specific follow-up date and method, etc. The call to action will vary depending on where you want to lead them. In a video, repeat what you want them to do twice.
