



# VIDEO CONFIDENCE ROAD MAP

• plan it out •

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**DISCLAIMER: IT TAKES SHOWING UP CONSISTENTLY.  
YOU GET BETTER when YOU PRACTICE.**

- 1. POST-IT-NOTE TRICK:** tape a post-it note to your phone screen . The top just below camera, high on the sides (keep natural eye level of the camera)  
-write out the "VIDEO ROAD-MAP SCRIPT OUTLINE"  
-glance to your post it note to deliver content accurately & efficiently to avoid going off topic. remember the first 2-3 seconds of a video are the most important to HOOK the viewer.
- 2. USE A FILTER:** find one that represents the "character" YOU need to be, to show up for your IDEAL CLIENT. We all suffer from Imposter syndrome at one point or another at all different stages of our careers. It's a mindset. The more we show up as the confident entrepreneur, the faster we realize we already are HER
- 3. VIDEO ROAD-MAP SCRIPT:**
  - 1. HOOK** -question you're asking to solve the problem
  - 2. RESULT**-if you want \_(this result)\_\_\_ ...keep watching
  - 3. EDIFY** -who you are, your credentials/expertise, why listen to you?
  - 4. RELATE** -relating to your audience creates trust
  - 5. EDUCATE** -educate what the solution is to their problem
  - 6. IF YOU...** -if you want more of/ready for \_\_ (this) \_\_ solution...
  - 7. CTA** -((call To Action)) click here, swipe up, tag/share with a friend who needs this..

#### Example Script:

**hook:** Do you struggle getting your brows looking symmetrical?

**result:** If you want effortless symmetrical brows 24/7, keep watching!

**edify:** im Aimee French, lic esthetician and cosmetic tattoo artist. Ive helped over 3500 clients solve their asymmetrical brow issues while saving them time and money on the daily.

**name the feeling:** It's so embarrassing to walk around all day with your brows looking like distant cousins instead of "twins"

**educate:** My Natural Realistic Microblading is the answer to your brow problems! It looks so natural and best of all, doesn't wipe off. I use a hand held pen-like blade to tattoo thin lines in your brows that imitate the natural brow hairs. Microblading lasts between 6 months-4 years depending on your bodies own healing process.

**want more:** If you're ready to have your brows be one less thing to think about...

**CTA:** click the link in my bio now!