

FYS Episode 199: How Video Can Increase Course Leads And Sales By Anita Morin

Do you have a course that has performed below your expectations? It is so frustrating to pour your heart and soul into something that you know can serve the world and only make a couple of sales, but it's not a failure my friend you don't need to throw all that work away and start again. The first two times I sold my signature program. I didn't make more than five sales either time, but I found the formula. And I want to share with you how you can master the online course process if you're a teacher or an expert with a course or online training or a coaching program, you're invited to the course mastery live event coming up in just a few days where I'm going to be presenting our proprietary formula for successful online programs.

This is three days of live training work time, interactive networking, and of course, those PDF downloads to refer back to later. I'll be giving you the strategies you need to up-level your program, your marketing, and the experience you deliver to your students so that your program sells and your students end up being raving fans and volunteer promoters of your programs. You'll walk away with all you need to build a business from your so you can earn more, do more and impact more people in the kingdom with your unique gifts.

Get all the details and register today over at coursemasterylive.com.

Hi, it's Tap Hornor thanks for tuning into the For Your Success Podcast an inspirational program about creating the lifestyle and legacy impact you want to have. Your host today is a Christian author, speaker, business coach, and program development expert who will help you design grow, and delight in doing business as worship, because that is true success.

And now here's my lovely wife, Katie Hornor.

Hey, my friends welcome back to the For Your Success Podcast I'm Katie Hornor your host, and today we have a very special guest who's going to be talking about the magic of adding video to your course marketing campaign and strategies. And so join with me to welcome Anita Morin to the For Your Success Podcast I am so excited to have you with us today.

Anita: Oh, thank you so much for having me I'm truly so excited to share.

Katie: So Anita you are a video marketing strategist. So for those of us who are kind of still kind of afraid to put our face out there on video tell us what that means in layman's terms?

Anita: Sure. So I really shine in helping business owners really understand how to strategically use video in their business in a way that they feel comfortable with you to see in 2022 videos are not optional, but we can make it easier. And there are a lot of ways that we can do this super effectively and in a short amount of time. So your time in front of the camera could be as short as 7 seconds.

Katie: Wow! Seven seconds like how do you get anything out in 7 seconds?

Anita: That's a question I hear often. So no matter what type of video content you're creating what you want to think about is why people watch the video and your audience is more likely to absorb what it is you're sharing on video than on any other platform they absorb about 95% of what you say on video versus about 5 to 10% in the text. So you don't have to spend all of the time that you do in texts, kind of pre-framing all of your thoughts so that they can absorb the main point. But rather what they're looking for is the true value that you can share and video allows them to simultaneously not only absorb your value, but also learn to trust you because the like, know, and trust factor that's built on video faster than anywhere else.

It's the closest that they can get to be with you without sitting with you for a couple of coffee.

Katie: Yeah. And if you can't have coffee, you got to have the second-best thing right so.

Anita: Absolutely.

Katie: That's awesome. So what are you seeing in terms of the data like from people who may be used to posting like posts on social media to advertise their course launches, or if they're just used to doing email campaigns, what are you seeing when people add-in video? What effect is that having on what you're seeing in terms of results for the course launches?

Anita: Sure. So for business owners who maybe were first only posting on social media started posting on Instagram what we're seeing is reels are taking over and Instagram has said that they are a video platform. And so my clients who are simply implementing short-form video in the form of reels are 6 to 10

optimizing their reach for new accounts to their Instagram and, that's an incredible amount of growth in a very short amount of time. For those who are using video on other platforms like Facebook, we're seeing a higher reach there as well for people who are putting videos in their emails, we're seeing a higher engagement rate between 10 and 20% higher engagement rate for people who are doing that.

And for those who are incorporating video into their marketing for the courses when they're ready to sell and they've already made it. And they're just trying to get more views on it I've had a lot of people who have tried to sell a course and been unsuccessful with traditional methods of simply posting static posts and then having a sales page or having a launch. I've also taken people from the perspective of they were trying to sell a course and maybe they did a webinar that nobody attended. Okay, but now we're adding video to the sales page, and that is blowing up people's results.

And, I have a couple of clients that have done this very well I have one client that I worked with last year. She had been trying to sell her program for quite some time and done several launches she worked with some of the best-known people name-wise in the industry, and she was afraid to get on video. And what I helped her do was simply craft a 1-minute video that we put on her sales page that led to her enrolling 12 people into her course which had a group program attached to it. That was her being fully booked and she ended up with a waiting list.

The only difference for her was adding the video to the sales page, and here's what we've learned people are not willing to scroll your very long sales page anymore. They just want to know, is this going to help me? What transformation is it going to provide? And you can tell them that in a 1-minute video.

Katie: I love that right short and painless. And if you have to do multiple takes and cut it and clip it and put it together like one minute is all it takes. None of us have time for those long pages anymore we don't have time for long videos either we need to get in, get what we need to make a decision, and get out. And I love that that's having that impact.

Anita: Yeah, it's honestly incredible. My own business I started a YouTube channel to gain awareness for people to know that I could serve them. And since I was able to do that people have been able to find me and not only work with me in one-on-one as a client but also they have enrolled in my program

because they've learned that I can help them by having consistent video content that already helps them on YouTube for free.

Katie: Yeah. And so you mentioned something I want to go back to about putting video in your email are we talking about embedding video in the email because as somebody who uses email a lot. I'm already thinking about deliverability statistics, right? Or are you saying people are putting links to a video in the email so people will click through and watch?

Anita: Most of the time I'm using links to have them click through, to watch, but I'd let that be the only link in that video so you can really track your click rate number one and, number two you want the text with that when you are doing it to be super simple. Now, one of the mistakes I see people make when they do this is please do not title your email hey, I made a video for you as if that video was only made for that person because you probably recorded it for everybody. Instead, what I would encourage you to say is I have one quick thing I want to share with you or something like that as the title and in your texts, say, this is a quick video I wanted to get out to all of you.

So they know you're being transparent this isn't a sales tactic this is you just trying to send a quick video when you do videos and email you want them to be really clear with why you were excited to send a video. So please do not send a video that just says, Hey, just checking in, but really get to the point, share something valuable with them and then give them a call to action.

Where can they go to find more of whatever you said resonated with them? Give one clear call to action.

Katie: I love that, I love that. And in the promotion especially when we're walking up to course launches. You know, obviously, we want to give them value, but we also want to give them a call to action. And that's very hard to do in a 15-second video. I know like the video shorts on YouTube, they're saying to do it for 60 seconds or less. I think that's kind of, you know, Tik Tok seems to be favoring the shorter ones than that right now.

And so do you have any tips or any pointers that you've learned to be able to give value, but also give that call to action for when we do have something to sell? I mean, we, we hear people all the time say follow me for more. Right. But what about when there's something we want them to click through to?

Anita: So for most of my clients, what we're seeing works very, very well is giving some sort of text to comment on or an emoji to comment so that people

can get more info if they want it. And a lot of times you'll talk about sharing value and relatable content. And we want to throw these around us buzzwords here in the online space, and so people think well, let me just create something relatable I'll talk about business, I'll talk about marketing. Those are related and, the example I like to give is if you were somebody who was selling ice cream sure sprinkles are related, but the people who watch you and want to work with you are the people who know that you understand that the ice cream salesperson at night they have concerns that they're worried about.

And, can you speak to those concerns and the trouble with their business that's the type of valuable content you need to create. That's why, when we see certain videos in the online space that start with something very, very small, but it's something that we all do so to give a very simple example, you know, as a mom with two little kids, I often feel pulled between the two of them. And, there was a video I watched earlier today that said, did you know that there was a study done that children or toddlers interrupt you about 3 times per minute? That was so relatable I was like, yes, yes, that's me she had me, whatever she was going to say, because I'm like, absolutely no wonder I feel the way I do.

So that's the kind of relatableness we need rather than talking at people talk to them and, that's going to really help, but then two, how do we craft that into a call to action, right? You got to hook them in for them to hear the call to action. So once you have them listening to your call to action, you want to invite them to drop some kind of text to. So if you know, you can get a certain result, like you tell the story about how you were able to double the number of sales of one of your clients' courses.

You're going to say drop two acts in the comments if you are somebody who you were sharing a win where somebody was able to buy their dream house because of your program drop the house emoji down below if you want more info. And what that's doing is allowing them to submit in the mind the win that you just shared, and that's effective online.

Katie: I love that tip that's awesome. So asking them to respond in some way, not to go to the sale, not to click a link and go whatever, but just to create an opportunity for conversation or to be able to ask for info, makes it a lot less pressured would you say?

Anita: And then you as the poster of the business owner, you have to make sure that you engage with those people that do comment, start a conversation, and I recommend you take it to the direct message so that you can share, you know, hear about them, what they need and uniquely share with them.

Katie: Yeah I love it, I love it. Thank you so much once more question as we kind of wrap this up today this needs to be a full-time strategy and, I know we've implemented quite a proactive video strategy since the beginning of this year. And we're starting to see results this is a long-term strategy, right? So this is not something where we recommend like, oh, it's launch week I need to do 25 videos if I haven't been already consistently putting video content out there because it does take time to get that traction and to get people regularly engaging would you agree with that?

Anita: Absolutely. And the best way to kind of start is if you're listening to this and you're thinking, okay, well maybe I have a launch next week and I didn't have time to do the video that ahead of time. What I would encourage everyone to do to get started think of the platform that you're already on. They're all prioritizing video and simply start documenting the journey of what you're doing so people can hear from you, even if your video only says hey, today's the first video I heard that I should be using video on my marketing. Tell me, do you like getting on video? Ask questions invite them to engage, and you can only get better from there and you will see as you continue to create video content that people are interested in it.

They want to see behind the scenes, they have questions, they have curiosity. And they're going to really start to trust you the more consistently you show up.

Katie: Yeah. And we've been showing up we're on Tick- Tok YouTube, Instagram, Facebook we're starting, to venture into sharing those also to Pinterest and LinkedIn. So if you're listening to this, if you're watching it and you're on any of those platforms, please come follow us. Come follow Anita at FDS creative on all of those platforms as well. She's sharing great information and video tips, daily hers obviously about video marketing, ours about course creation and course marketing. And we would love to have you follow us and engage over there. Anita also has a video visibility power pack for you, so if you will go to her website [@fdscreatives.com/visibility](https://www.fdscreatives.com/visibility) you can grab that free download information there to help you get started with a great video strategy for your business.

One that will help you in launch time and one that you can implement regularly to grow overall. So Anita thank you for that gift we'll put that link in the show notes for folks as well. And, thanks for spending time with us today.

Anita: Oh, it's been such a pleasure. Thank you so much for having me.

Katie: You guys remember your message matters courses will get it out there videos will help you get the courses out there we'll see you soon.

So I'm Katie Hornor of handprintlegacy.com obsessed with helping faith-based entrepreneurs, design grow and delight in the business that affords you the lifestyle and legacy impact you want to have.

It's been my honor today to host you on the For Your Success Podcast and I do hope you'll scroll down wherever you're hearing this and leave me a comment or review.

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