The
QUICK GUIDE
to MARKETING

For Service Business Owners

ServiceAutopilot™

SA6
2019

Service**Autopilot**™

4.0   More Tools

Welcome! Here's How to Use This Guide...

Your new Marketing Guide Book is broken up into two categories: Beginner and Advanced.

At this point, you might be asking yourself, "Where do I start?"

This Marketing Guide Book is super simple to use because it's all laid out in the proper order for you.

Inside you'll find things like:

- Your "Perfect Offer" Email Series

- DIY Marketing Worksheets

- Tons of FREE Marketing Resources

- "The Best Days to Send Emails" Calendar

- Downloadable Guides for Various Marketing Channels

- And so much more!

All you have to do is go where the book takes you.

So good luck, and Happy Marketing!

When we think of the buying process, it often helps to imagine a funnel.

The top of the funnel is the awareness stage where your buyer is doing research to figure out how to solve their problem.

The middle of the funnel is the evaluation stage where your buyer is looking to establish trust and build a relationship with your brand.

The bottom of the funnel is the purchase stage where a decision is actually being made.

Infographics **TOFU** Social Media Blog Pictures	**Awareness**	Unaware
	↓	↓
		Problem Aware
Discounts **MOFU** Offers Surveys Events	**Evaluation**	Solution Aware
	↓	↓
		Product Aware
Testimonials **BOFU** Spec Sheet Events Comparison	**Conversion**	Most Aware
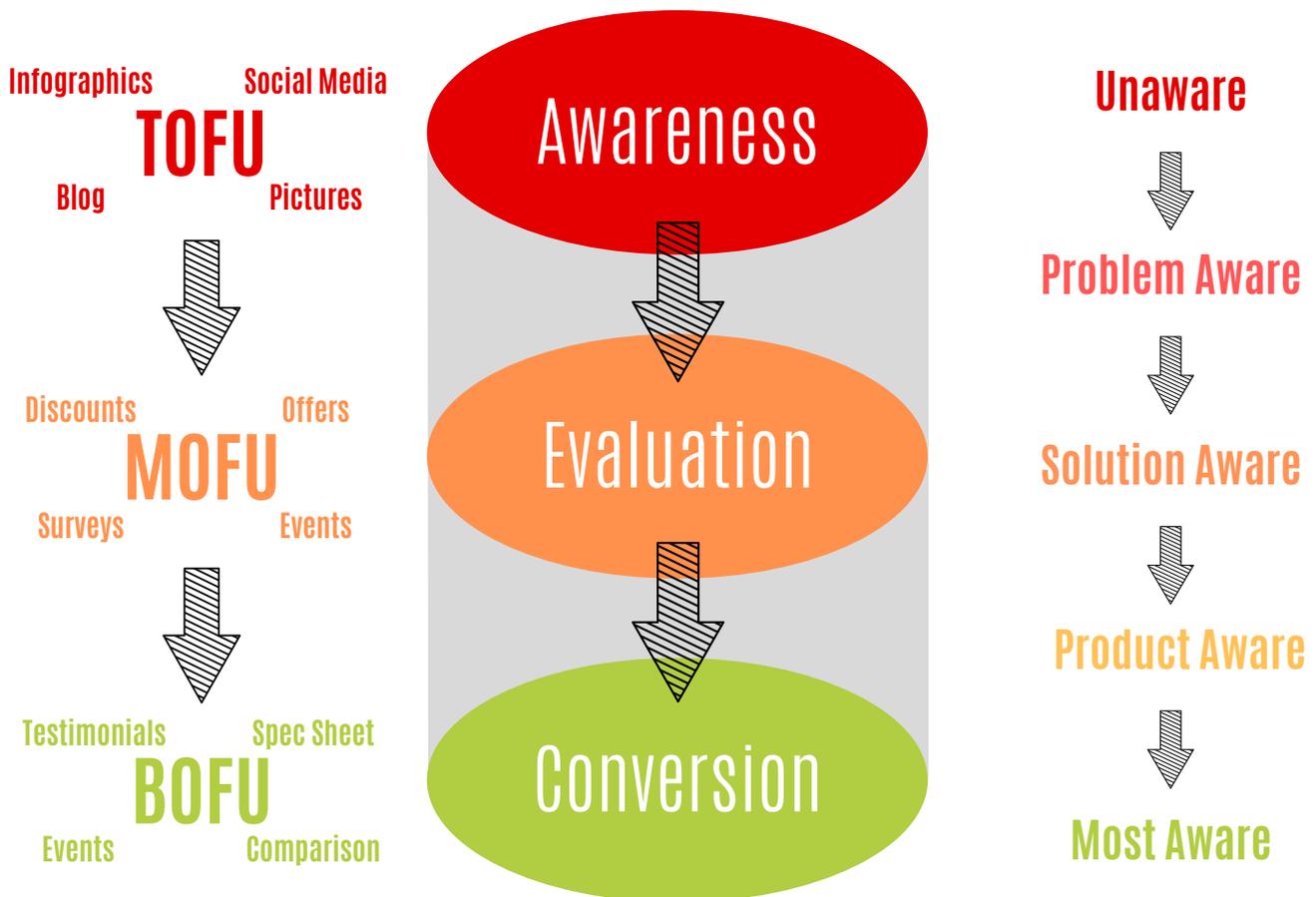
CLIENT PERSONA

Leslie
Home Owner

AGE
👤
42

INCOME
$
$132k

LOCATION
📍
Birmingham, AL

EDUCATION
🎓
Masters

CHILDREN
👥
2

MARITAL STATUS
💍
Married

PERSONAL MOTTO

"

My heart resides where my family is - where my true vocation is - no matter where I actually spend my time. I don't strive for perfection or expect to 'have it all,' but I will give all in everything I do.

Values:

Leslie wants to fit in with her neighbors and peers. She doesn't want to stand out in any negative sense. She strives to keep the stress off her husband as he needs to focus on his work that provides for her family. She holds honesty and respect in the highest regard, and expects people to keep their word. Leslie would do anything for her family and loves her church and community.

Challenges:

Between working full-time, a husband who travels 75% of the time, raising two teenagers and running the household, she has no time to worry about lawn care.

Pain Points:

Needs someone to help her keep up with the HOA standards - namely someone who knows about weed control and fertilization, as well as routine lawn care and landscape maintenance. No time, limited budget, no access to equipment, and lack of knowledge.

Where do they go for information:

Facebook, local grocery store, word of mouth, coworker feedback, local church, kids' schools.

Service content needs:

Informational guidance, straight-talk, timely discounts, easy access and no hassles.

CLIENT PERSONA

AGE

INCOME

LOCATION

EDUCATION

CHILDREN

MARITAL STATUS

PERSONAL MOTTO

"

Values:

Challenges:

Pain Points:

Where do they go for information:

Service content needs (info, guidance, education, photos):

Budget Calculator / Formula

Smart budgeting is central to running a successful business. As you complete this worksheet, keep in mind the decisions you make here will affect all of your marketing plans, so think realistically and focus on your budget's sustainability.

1. What is your annual revenue right now?

_____

2. What's a reasonable goal for next year?

_____

3. What would happen if all of your marketing efforts failed?

LOW RISK   **HIGH RISK**

●————————●————————●————————●

It Would   It Would   It Would   We Would
Destroy Us   Hurt a Lot   Hurt a Little   Be Fine
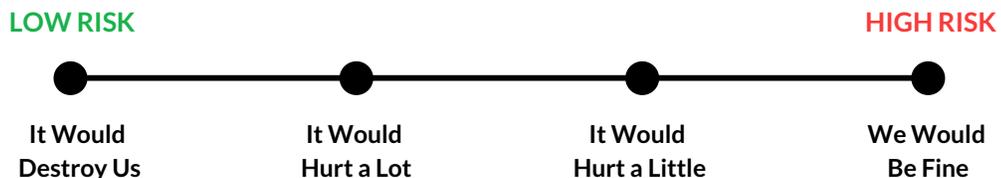
4. Formula for Marketing Budget:

Low Risk: Annual Revenue x (.06) = Marketing Budget

High Risk: Annual Revenue x (.12) = Marketing Budget

5. What is Your Marketing Budget?_____x 0._____ = [   ]

Grade Yourself On Your Current Set Ups:

NAME AND LOGO | 1 | 2 | 3 | 4 | 5 |

- Name: Simple, easy to understand. 2-3 words (ideally).
- Logo: Professional, gives a good "feeling", stands out from competitors

WEBSITE | 1 | 2 | 3 | 4 | 5 |

- Looks professional
- Works on mobile and non-mobile devices
- Answers all first questions: What you do, where you do it, and what to expect
- Lead Capture form on Home Page

EMAIL | 1 | 2 | 3 | 4 | 5 |

- All estimates have multiple email follow-ups
- All clients receive content and promotional emails at appropriate times
- Our click-through rates and open rates are high (5%+ and 25%+)

DOOR HANGERS & 9 AROUNDS (FOR HIGH-DENSITY BUSINESSES) | 1 | 2 | 3 | 4 | 5 |

- Our teams are trained on and execute 9 arounds consistently
- Our door hangers or flyers go out at the right time, with compelling offers
- Our door-to-door print marketing yields a high ROI (Return On Investment)

REFERRAL STRATEGY (FOR TRUST-BASED BUSINESSES) | 1 | 2 | 3 | 4 | 5 |

- Our referral strategy incentivizes referrals
- ... and at least one tangible piece that explains the referral rewards to clients
- Our teams are trained on and execute our referral strategy consistently

FACEBOOK, GOOGLE ADS | 1 | 2 | 3 | 4 | 5 |

- Paid ads almost always yield a high ROI for our team
- We are constantly testing new ideas
- We have a team member who is dedicated to learning about and optimizing our paid spend at least once per week

What to Work on Next?

Which marketing tactic should you work on next? Why will it provide a high ROI for your business?

_____

_____

_____

_____

_____

Click on the links under each category to download the marketing documents that pertain to your industry. Note: "All" is applicable for any industry.

1. How to Name Your Business

Lawn Care

All

2. How to Create a Logo for Small Business

All

3. How to Create a Website for Small Business

Lawn Care

All

4. How to Write an Email that Doesn't Suck

All

5. How to Run a Promotional Email Campaign

Snow

All

6. How to Create Door Hangers

Lawn Care

All

7. How to Do 9 Arounds

Lawn Care

Pest Control

8. How to Create a Referral Strategy

Lawn Care

Cleaning

All

9. How to Run Facebook Campaign + Video Guides

Lawn Care

Cleaning

All

10. Google Ads for Small Business

Lawn Care

All

11. Door Hanger Template Downloads

Lawn Care

Pest Control

12. Business Cards Download

Cleaning

Pest Control

Ideal Target + Desired End Result + Incredible Value + Urgency = The Perfect Offer

1. Target: _____

2. Desired Result: _____

3. Incredible Value: _____

4. Urgency: _____

Perfect Offer Formulas:

1.

    _____! Choose_____ and get_____when you sign up before

    (Target)   *(Desired Result)*   *(Incredible Value)*

    _____.

    (Urgency)

2.

    _____? Sign up for_____ and get_____! Hurry! We only have

    (Target)   *(Desired Result)*   *(Incredible Value)*

    _____.

    (Urgency)

3.

    Stop wasting your time on _____. Get_____when you sign up for

                                         (Target)   *(Desired Result)*

    _____before_____!

    (Incredible Value)   *(Urgency)*

Perfect Offer Examples:

Too busy for yard work? Take back your free time… and let US make your yard gorgeous. Get $100 credit when you sign up for weekly mowing before Saturday, July 7th.

Hate doing laundry? Let us do it for you! Sign up for our weekly cleaning service, and get our "Perfect Laundry" service added FREE for your first month. Hurry! Only 7 spots left in our schedule.

Leave the yard work to the pros! Edging, trimming, mowing … we'll do your whole yard! Sign up for our weekly services before Saturday, April 25, and you'll get a $75 credit on your first statement.

Mosquitoes bugging you? Let the experts handle it - so you can enjoy your backyard all summer! First-time clients receive $50 off the season package when you sign up before June 3.
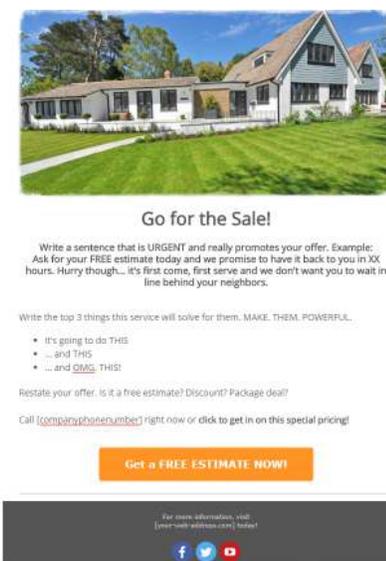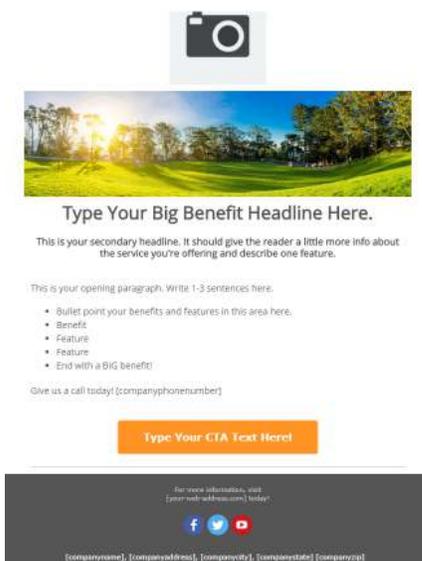
What's Your Perfect Offer?

_____

_____

_____

_____

_____

"Perfect Offer" Email Series

Two Things to Note:

1. These are supposed to be industry NEUTRAL. So please use a mix of lawn care, cleaning, and maybe some tree care or pest control images in there.

2. For the [insert business name here] sections, can you turn that into a fill in the blank section with the label below?

Below Are Examples of What The Designs Could Look Like

Type Your Big Benefit Headline Here.

This is your secondary headline. It should give the reader a little more info about the service you're offering and describe one feature.

This is your opening paragraph. Write 1-3 sentences here.

- Bullet point your benefits and features in this area here.
- Benefit
- Feature
- Feature
- End with a BIG benefit!

Give us a call today! [companyphonenumber]

Type Your CTA Text Here!

For more information, visit [your-web-address.com] today!

[companyname], [companyaddress], [companycity], [companystate] [companyzip]

What Problem Are You Solving for Them?

If you've ever wondered how to keep your grass healthy AND make it safe for your family... here's how!

Write a paragraph that is purely content. No sales. Give them advice... tips... tricks... on what they can do to promote a better backyard experience. Write 3 bullet points that tell them how to fix the problem.

- Fix #1
- Fix #2
- Fix #3

Now, follow it up with a statement on how YOU can fix the problem. "Or, you can just call us! We can for _____ by doing _____, _____, and _____. We'll take the hassle out of your home maintenance."

Call (555) 555-5555 or get a FREE ESTIMATE online!

Go for the Sale!

Write a sentence that is URGENT and really promotes your offer. Example: Ask for your FREE estimate today and we promise to have it back to you in XX hours. Hurry though... it's first come, first serve and we don't want you to wait in line behind your neighbors.

Write the top 3 things this service will solve for them. MAKE. THEM. POWERFUL.

- It's going to do THIS
- ... and THIS
- ... and OMG. THIS!

Restate your offer. Is it a free estimate? Discount? Package deal?

Call [companyphonenumber] right now or click to get in on this special pricing!

Get a FREE ESTIMATE NOW!

For more information, visit [your-web-address.com] today!

Email #1

Imagine Your [Insert Property Feature] Looking Like a Pro Did It!

Now imagine actually having a pro do your [insert property feature here] in a fraction of the time it would take you to actually do it yourself.

That's exactly what you get when you work with [insert business name here]. Our team of experts makes keeping your [insert property type here] up to par a snap!

- We save you time!
- We save you stress!
- We even save you money …

Call us before April 25 to get weekly [insert service here] plus a $100 credit on your first statement.

Call [Enter Phone Number Here] Today!

Email #2

Turn to the Pros For All Your [Insert Service] Needs

Let the professionals at [insert business name] give you the [insert property type] of your dreams!

We know how busy life can get and that the last thing you want to deal with is worrying about having the perfect [insert property feature].

- No more embarrassment over [insert property feature here].
- No more canceling fun weekend plans because you have to [insert task here].
- No more stress about not having "it all."

Now, for a limited time, we'll take the worry away and give you back your free time.

Sign up for [insert business name here]'s weekly [insert service benefit here] by April 25, and you'll automatically receive a $100 credit on your first statement.

Sign Up Today!

Email #3

Get the [Insert Property Feature] You've Always Wanted

Now's your chance to have the [property feature] you've always dreamed of ... without any of the hassle.

But only if you act before April 25!

That's right. [Insert company name here]'s weekly [insert service benefit] package is guaranteed to:

- Save you time.
- Save you stress.
- Give you peace.
- And for a limited time ...
- Put money BACK in your pocket.

If you sign up for our weekly [insert service benefit here] by April 25, you'll get a $100 credit on your first statement.

Call [insert number here] or click below to cash in on this offer today!

Book With [Insert Business Name Here] Now

Email #4

[Insert Offer Type] Ends Soon - Act Today

Time is running out on your chance to have experts [insert service offer]!

Tired of [insert tiring task]? Sick of having to [insert another tiring task]? Our team of experts here at [insert business name] has you covered. We'll help you:

- Save you time.
- Eliminate Stress
- Take Your Life Back

And, if you act before April 25, we will [insert service offer here] … AND give you $100.

Don't miss your chance - this is a one-time-only offer and [insert service] like no other.

ACT NOW!

Email #5

Last Chance to Let the Professionals [Insert Service Here]

Today is the final day to get $100 on your first statement when you sign up for [insert company name here]'s weekly [insert service here].

April 25 is your last chance to lock in stellar [insert service here] that is guaranteed to:

- Save you time.
- Eliminate your Stress
- Give you free money

Act now before this offer is gone for good.

SIGN UP NOW!

JANUARY
2019 B2B

FEBRUARY
MARCH
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

Worldata®
EMAIL MARKETING CALENDAR

Worldata's research division aggregates email campaign statistics from over 30,000 campaigns that are executed annually. These campaigns measure results from over 5 Billion transmitted messages. Worldata strongly encourages marketers to test all delivery timing options to find the optimal strategy for your specific programs.

- 🟢 **TOP PERFORMING DATES**
- ⚪ **AVERAGE PERFORMING DATES**
- 🔴 **POOR PERFORMING DATES**

Key Services

- ✅ Acquisition Email Marketing
- ✅ Display and Email Retargeting
- ✅ Premier Source - Rapid Database Growth
- ✅ Content Syndication & CPL Programs
- ✅ Direct Mail Solutions
- ✅ Email Production Services
- ✅ Best Practice Consultations
- ✅ Data Hygiene & Improvement
- ✅ List Management Representation

2019 B2C

Worldata
EMAIL MARKETING CALENDAR

Worldata's research division aggregates email campaign statistics from over 30,000 campaigns that are executed annually. These campaigns measure results from over 5 Billion transmitted messages. Worldata strongly encourages marketers to test all delivery timing options to find the optimal strategy for your specific programs.

- ● TOP PERFORMING DATES
- ● AVERAGE PERFORMING DATES
- ● POOR PERFORMING DATES

JANUARY
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		1	2	3	4	5
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FEBRUARY
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SEPTEMBER
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OCTOBER
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NOVEMBER
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DECEMBER
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Key Services

- ✓ Acquisition Email Marketing
- ✓ Display and Email Retargeting
- ✓ Premier Source - Rapid Database Growth
- ✓ Content Syndication & CPL Programs
- ✓ Direct Mail Solutions
- ✓ Email Production Services
- ✓ Best Practice Consultations
- ✓ Data Hygiene & Improvement
- ✓ List Management Representation

Email is still one of the most engaging ways to reach customers, plus it is fast, inexpensive and has proven successful time and again. As a service business owner, you should definitely use email marketing to communicate with and SELL to your clients.

Service Autopilot has compiled some quick, easy email marketing best practices to help you implement this marketing tactic to improve your business.

Interesting Email Statistics

- Global email user numbers are set to grow to 4.3 billion in 2022. (Statista, 2019)
- 99% of consumers check their email every day. (DMA Insights, 2017)
- Average expected ROI on email marketing is $32 for every $1 you spend. (DMA 2018)

How to Create Eye-catching Subject Lines

Use numbers. Be concise. Ask questions. Get personal. Don't overuse emojis. Resist the desire to make an exclamation!

All of these are common guidelines marketers adhere to when it comes to writing email subject lines. But let's talk about what really gets people to open an email — tone.

Is your offer urgent? Playful? Exciting? Exclusive? If so, you better be able to convey that in a subject line.

Here's a handy document that offers advice on expressing the most action-inducing tone in your emails using specific words. See page 20F - 20G for Eye-catching Subject Lines.

Time to Get Personal

These days, marketers can personalize emails to a high degree, but that's not something that should stress you out.

Simple steps like including the client's name in the greeting or subject line are still an effective personalization method.

However, referencing more personal info, like with the subject lines, will lead to further action taken by the recipient.

(With the use of marketing automation, this is easier than ever. Be sure to check out Service Autopilot's Automations.)

Tailor Your Messaging

Fun fact: Marketers who use segmented campaigns note as much as a 760% increase in revenue. *(Campaign Monitor, 2019)*

To have the most impact, your clients must consider your emails valuable and relevant. The more useful your emails, the more likely your clients are to keep you in their inbox - or better yet, act on your offer.

A good way to ensure that your messages come across as useful and actionable is to segment your audience.

A few segment examples are:
- Current clients
- Past clients
- New leads
- Clients who are ready for a service upsell or cross-sell

Here are a few more quick and easy tips for nailing your segmentation efforts.

Best Days/Times to Send

With so many emails flying around these days, it's important to know the best times to target your recipients to get the best open rate.

While days and times may vary from case to case or by industry, studies have shown that, generally speaking, 11 a.m. on Tuesday is your best bet for capturing someone's attention via email.

See page 10 - 10A for a fantastic Marketing Email Calendar.

Writing Headlines that Convert

How much emphasis should really be put on the words used to create an email headline? A LOT!

After all, these emails are going to actual humans, and if you haven't noticed, we are a finicky species that can be set off and put off easily with just a few words.

So, it's important to focus on what to say … or what NOT to say … in a headline to get readers to act.

Here's a helpful list of words to use or avoid to get the best email marketing results. **See page 20 - 20I.**

Also, be sure to check out this free headline checker tool.

Unsubscribe

Yes, that's a word no marketer really wants to see, but it is a reality we all must face.

If everything we've covered here isn't taken into consideration, your awesome, time-saving offers are going to be moot because the content will fall victim to the unsubscribe button — a button that, sadly, has to be in every solicitation email you send.

Here's some helpful information that explains this a little further.

What is CLV?

CLV (Client Lifetime Value) is the total worth to a business of a customer over the whole period of their relationship

Formula for CLV

Client Lifetime Value = 12(v) x t

Simple Gross Revenue Formula to Calculate CLV

To find the value of Average Monthly Value (v)...
... you need Average Sale (s) x The Purchase Cycle (c)

(s) = Average Sale (Invoice amt.)

★ Across all clients
★ Export all invoices to excel
★ Average the total column

(c) = The Purchase Cycle

★ Average # of invoices per client per month
★ Most likely will either use 1(monthly) or 4.33(weekly)

(v) = Avg. Monthly Value

(s) x (c) = v

To find the value of (t)...

(t) = Average Client Lifespan
★ Average number of years that a client remains a client.
★ This is the easy method....just use 2-3 years.

Example:
(s) = $120 Average invoice amount
(c) = 1 Invoice per month
(v) = $120 Average monthly value
(t) = 3 Years average customer lifespan

12(120) x 3 = $4,320 CLV

Grow Your Business by Upselling and Cross-selling Services

Upselling is encouraging customers to purchase a comparable higher-end product than the one in question.

For example: Upgrading a client from bi-weekly to weekly service. Showing clients that more frequent services may better fulfill their needs can increase Average Order Value and help them walk away more satisfied with their purchase.

Cross-selling invites customers to buy related or complementary items. It alerts clients to services they didn't previously know you offered, further earning their confidence in you as the best business to satisfy a particular need.

For example: Adding fertilization to a mowing package, or adding oven and refrigerator cleaning to a home cleaning service.

List the Services You Provide

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

What is Multichannel Marketing?

Distributing your message or offer across various marketing channels in a coordinated effort. Your marketing mix can include both online (digital) and offline (print) channels.

**Which Marketing Channels
Have You Tried?**

**Which Marketing Channels
Do You Want to Try?**

How long should I run each channel?

Email _____   Door Hangers _____

Facebook _____   Google Ads _____

Direct Mail _____

2020 APRIL

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2020 Seasonal Calendar

JANUARY

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JULY

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OCTOBER

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25	26	27	28	29	30	31

NOVEMBER

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

S	M	T	W	TH	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Top 7 Money-Makers

List Your Top 7 Money-Making Services:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

1. Phone Screening Questions

- How did you find out about us?
- What do you know about our company?
- What is your experience in producing marketing materials for this industry?
- Why do you think you're a good fit for marketing my business?
- Where do you see yourself in five years?
- Why did you apply for this job?

2. What to Look for in an Employee

- Make sure they pass a background check.
- Punctuality - Did they show up in time to the interview?
- They should have a professional attitude.
- Ensure they have experience in marketing by asking to see their previous work.
- Their goals and values should be in line with your own.
- Your future marketing professional's personality needs to fit into your culture.
- To avoid potential conflict, steer clear of hiring friends and family.
- Make sure they're not out for a quick buck.

3. Questions to Ask During the Interview

- Why do you want to leave your current job?
- What types of marketing experience do you have?
- Are you excited to work for my company?
- What would you bring to our business?
- What makes you different than the other applicants for this job?
- Why should I hire you as my marketing professional?
- Could you give me some references?
- I'll need two references from your previous employers and two personal.

Hiring Ad Templates for Facebook

Facebook Ad #1: Reasons to Work for Us

Headline: Now Hiring!

Link Description Text: Benefits + Weekly Pay + Great Environment. Our jobs go fast - call now!

"Call to Action" Button: Apply Now

Ad Text:

Do you have experience in lawn care? Want a better job with a friendly company? Here are 17 reasons you should work for [company name]:

1. Get paid weekly.
2. We've never missed payroll.
3. The harder you work, the more money you make.
4. Benefits include health insurance...
5. ... 401k retirement plan...
6. ... And HOLIDAY + VACATION pay.
7. We're friendly and easy to work with.
8. You get to use NEW equipment every year.
9. Our team has been with us for a long time.
10. Get access to full-time mechanics.
11. In-house maintenance and blade sharpening.
12. We will train you. We want you to be successful and make money more $$$$$.
13. There's lots of opportunity for you to move on up if you learn new skills.
14. We focus on quality work.
15. Our clients love us.
16. We speak English and Spanish.
17. Fast-growing company = more opportunities.

Call (XXX) XXX-XXXX and start your new job with [company name]. Our jobs go fast, so call today!

Facebook Ad #2: "Make $900/Week"

Headline: Make up to $900/week… mowing lawns!

Link Description Text: Get a stable job that pays real money.

"Call to Action" Button: Apply Now

Ad Text:

Join a better company.

[company name] is hiring. Apply now if you want to…

1. Make more money.
2. Get rewarded for your work ethic.
3. Join a friendly, respectful company.
4. Be outdoors.
5. Improve yourself.
6. Start a long-term career.
7. Get benefits, vacation, and paid holidays.

Join a fast-growing lawn care company.

[company name] wants to hire you today:

Call us at (XXX) XXX-XXXX!

Here's a quote from Emanuel (one of our employees who started last year):

"Sunrise Lawn Care is the best company I've ever worked for.

We do great work for our clients, and they love us for it. Everyone here is friendly and respectful.

If I need to take a day off, it's easy. My boss understands, and he helps to make my life easier.

The best part? Unless it rains, we only work Monday through Friday. I get to spend a lot of time with my family, and I get to provide for them.

Sunrise Lawn Care is training me to be a Pesticide Technician, so next year I'll be making even more money.

This isn't just a job. This is my career."

Call us now to start working for [company name]:

(XXX) XXX-XXXX.

1. Website Builder

Squarespace

Weebly

Wix

2. Image Creator

Canva

3. Social Media Schedulers

Buffer

CoSchedule

Hootsuite

Sprout Social

Zoho

4. "Budget" Writing Editor

Hemingway Editor

5. Subject Line Checker

SubjectLine

6. Headline Checker

CoSchedule

7. Freelance Finders

Fiverr

Freelancer

Upwork

8. Marketing Resources & Newsletters

Business 2 Community

MediaPost News:

Email Marketing Daily

Digital News Daily

Search Marketing Daily

How to Use Video at EACH LEVEL of Your Marketing Funnel

Top of Funnel

At the top of your funnel, you want content that provides:

- Value to your local community
- Connects strangers to your business

These kinds of videos are lawn care tips and tricks or cleaning and organization "hacks." This is the level of content where you want to give them enough information that you've added value AND positioned yourself as an expert. You want the potential leads to have a positive experience with you and your business.

Top of funnel videos DO NOT make a sales push. You are trying to build goodwill and you can immediately squander that goodwill by trying to flip it into a sale too quickly.

Middle of Funnel

In the middle of your funnel, you want video that pulls them toward your business. These can be Vlog-type videos that introduce them to your crew and office staff and begin to nudge them toward getting a quote. This is a great place to use headlines like:

- "We think you're overpaying for house cleaning."
- "The grass could be GREENER on your side of the fence."
- "Are the cleaning/maintenance products used in your house/on your lawn SAFE for you family and pets?"

In the middle of the funnel, you're trying to get nameless people to raise their hand as potential customers. You want to draw them out, make them like you, and trade some kind of value for their contact information. These are ideal videos to promote via ad spend to people ALREADY engaged with your page.

Bottom of Funnel

At the bottom of the funnel, you want semi-personalized videos that close sales. These should be sent via email or with precise retargeting on an ad platform. This is your chance to pitch the lead directly. It's as close as you can get to face-to-face sales with each and every lead. Think of it as a sales letter.

Have a few options here, built around the common things that bring in new clients (they had a bad experience with their last company, they're tired of taking care of it themselves, their lawn or house is out of control, etc.) - record a separate script for each of these. This puts you in a position to send a bottom of funnel video to potential clients (attached to their quote) that speaks to their pain points.

A video that speaks directly to their pain points, especially ones that they've expressed to you (use tags to capture those pain points!), will drive conversions like crazy. Don't feel like you have to make a unique video for each and every lead. Create a video that speaks to each pain point you regularly hear, and you'll have a stable of excellent bottom of funnel video.

Top 7 Tips to Producing Video that Converts

1. **No one wants to watch your video.** Give them a reason to watch (a hook driven by self-interest).

2. **Write a script.** Knowing what you're going to say and having a defined purpose for your videos will help squash meandering content and a deluge of "uhms" and "uhhs."

3. **Shoot B-roll for EVERY video.** Even if you don't need it for this project, keep it on a hard drive for later. Collect generic footage of your services. Plug it in when you're talking about that service. Showing is better than telling — showing and telling sells.

4. Close the video with **the next, small step** you want the viewer to take "call us for a quote," "sign up to add [upsell] to our next visit," etc. Have a CTA.

5. **Think about your shot BEFORE you film.** What's in the background? Is there an avalanche of papers in your office? Would this look better filmed outside or in front of a "prettier" wall? Is the shot too close to your face? Too far?

6. **Use a gimbal for moving shots.** If you don't have a gimbal to stabilize moving footage, don't take moving footage. Your sales video will not be the next Blair Witch Project.

7. **Have a personality.** No one wants to watch a boring, lifeless video least of all a boring, lifeless video that's asking for their money. Treat the camera like a friend. Learn to warm up in front of it, look right into the lens and make the viewer feel like they know you.

How to Film Outdoors
(and Why Your Interior Video Looks Terrible)

There's one thing that separates amateur video from good video:

Adjusting your white balance settings.

On any DSLR - these are cameras with swappable lenses and settings that can be dialed in- you should be able to adjust your white balance for different lighting conditions. Leaving it on the default setting or, worse, the "automatic" setting will result in footage that looks weird (usually orange or blue tinting).

White balance informs how your camera processes the color white based on the temperature of your light source. In warmer light conditions (natural sunlight), your camera will add blue to neutralize the orange - resulting in a true white. In cooler light conditions (fluorescent lights), your camera will add orange to neutralize the blue.

If you can't figure out how to adjust the white balance on your camera, try googling: "[camera make and model] white balance settings."

Watch this video for a more detailed explanation of what white balance is.

The Best Camera for Small Business Productions

We strongly recommend you buy an actual camera to film sales videos - the leap in quality is well-worth the added expense (and, let's be honest, that expense will compel you to make video content for your business).

It is absolutely fine to record B-roll (extra shots to be used to cover edit points or show something more clearly) on a phone that films in 1080p - BUT a smartphone should not be your primary camera.

We use the Canon 70D. It's just enough camera to get you all the professional features we've discussed above (e.g. white balance adjustments) as well as providing you a platform as you learn and grow.

Recording Stellar Audio - No Matter Where You Are

A shotgun mic that's mounted atop your camera is ideal for 99% of recordings. We use the Rode Video Pro Mic for a lot of our production here at SA.

4 Audio Proverbs to Commit to Memory:

- If you can hear it, the mic can hear it (and will possibly make it worse). Get rid of background noise as much as possible.
- External mics should be positioned about as far away from the subject as the camera is.
- Don't trust the audio to be clean - mics can pick up frequencies you can't hear. Always perform a test recording and listen back to it with headphones.
- Bad audio is worse than bad footage. Seriously, dirty audio will ALWAYS drive away viewers - long before low quality video would.

Making Movie Magic: Great Editing Software with the Tools You Need

If you're using a Mac, you have access to iMovie for free. It'll do 90% of the things a small business owner needs for video editing. On Windows, we've recommended HitFilm Express. Most of your editing will be simple cuts and transitions (mostly cross dissolves!) and you don't need a fancy editor like Premiere Pro or Final Cut.

Another great and free utility is DaVinci Resolve - a color correcting software that's used for color correction on almost every movie in theaters right now. Watch a few tutorials and you can do basic color correction on your footage to add to the cohesion of your videos.

A couple notes on the editing process:

- Take every shot and whittle it down to the "one big idea" that was intended for the shot.

- Export a rough cut and watch it. Note anywhere you need a transition, anywhere you are tempted to open your email or grab your phone.

- Act on those notes. Make things tighter. Add in transitions (cross dissolve or wipe, use wipe sparingly).

- Don't use other transitions. They're tacky or require a certain "film vocabulary" that isn't necessary in sales videos.

- Export a "final draft" and get someone to watch it. It has to be someone who will tell you the truth about it.

How To Write Headlines
That Drive Traffic, Shares, and Search Results

Power And Emotion Words

absolutely	banned	bright	conquer
abuse	bargain	buoon	conspiracy
advise	beating	bully	controversial
affordable	before you forget	bumbling	corpse
agony	behind the scenes	burned	courage
alert	belief	cadaver	crammed
amazing	best-selling	cash	crave
announcing	beware	catastrophe	crazy
anonymous	big	caution	crisis
approved	billion	censored	crooked
armageddon	black market	certified	cruel
arrived	blacklisted	challenge	crush
arrogant	blinded	chance	cure
assault	blissful	cheap	danger
astonishing	bloodcurdling	cheer	daring
astoundingly	bloody	collapse	deadline
as the	blow your mind	colorful	deadly
attractive	bomb	colossal	death
audacity	boost	compare	defiance
authentic	bootleg	competitive	delight
avenge	bottom	complete	delighted
backbone	bravery	compromise	delightful
backdoor	brazen	concealed	delivered
backed	breakthrough	confessions	depraved
backlash	breathtaking	confidential	destiny

Original Provided by CoSchedule

destroy	extra	genuine	in a
devastating	eye-opening	gift	in the world
devoted	fail	gigantic	in the
direct	faith	grateful	inexpensive
dirty	famous	greatest	informative
disastrous	fantastic	greed	innovative
discount	fascinating	grit	insanely
disgusting	fearless	growth	insider
disinformation	feast	guaranteed	insidious
dollar	feeble	gullible	instructive
double	fire	hack	interesting
download	fleece	had enough	invasion
drowning	floundering	happy	ironclad
dumb	flush	hate	irresistibly
easily	focus	hazardous	is the
easy	fool	helpful	is what happens when
edge	fooled	helpless	it looks like a
embarrass	for the first time	help are the	jackpot
emerging	forbidden	hidden	jail
empower	force-fed	high	jaw-dropping
endorsed	forgotten	highest	jeopardy
energize	fortune	hoax	jubilant
energy	foul	hope	killer
enormous	frantic	horrific	know it all
epic	free	how to make	largest
evil	freebie	how to	latest
excellent	frenzy	hurricane	launching
excited	fresh on the mind	hurry	lavishly
exciting	frightening	hypnotic	lawsuit
exclusive	frugal	illegal	liberal
expert	fulfill	imagination	lick
explode	full	immediately	lies
exploit	fundamentals	important	lifetime
exposed	gambling	improved	like a normal

limited	nightmare	portfolio	results
line	no good	pound	revealing
loathsome	no questions asked	powerful	revenge
lonely	noted	practical	revisited
looks like a	obnoxious	preposterous	revolting
looming	obsession	priced	revolutionary
lost	odd	prison	reward
lowest	of the	privacy	rich
lunatic	off-limits	private	risky
lurking	offer	prize	ruthless
lust	official	professional	sale
luxurious	on the	profit	scarce
luxury	opportunities	promising	scary
lying	outlawed	protected	scream
magic	outstanding	proven	searing
mainstream	overcome	provocative	secrets
make you	painful	pummel	secure
mammoth	pale	punish	security
marked down	panic	quadruple	secutively
massive	pay zero	quality	seize
meltdown	payback	quick	selected
might look like a	peril	quickly	sensational
mind-blowing	perspective	rare	shameless
minute	pioneering	rave	shatter
miracle	piranha	reckoning	shellacking
mired	pitfall	reclaim	shrewd
mistakes	plague	reduced	sick and tired
money	played	refugee	silly
money-grubbing	pluck	refund	simple
moneyback	plummet	refundable	simplistic
monumental	plunge	reliable	simplified
murder	pointless	remarkable	sinful
myths	poor	remarkably	six-figure
never again	popular	research	sizable

skill	surrender	to the	varify
skyrocket	survival	toxic	vibrant
slaughter	swindle	trap	victim
sleazy	taboo	treasure	victory
smash	tailspin	tremendous	vindication
smug	tank	triple	viral
smuggled	tantalizing	triumph	volatile
sniveling	targeted	truth	vulnerable
snob	tawdry	try before you buy	wanted
soar	tech	turn the tables	wanton
soaring	technology	ultimate	warning
special	teetering	unauthorized	wealth
spectacular	temporary fix	unbelievably	weird
spine	tempting	uncommonly	what happened
spirit	terrific	unconditional	what happens when
spotlight	terror	under	what happens
staggering	tested	underhanded	what this
startling	that will make you	undo	when you see
strange	that will make	unexpected	when you
strangle	that will	unique	whip
strong	the best	unlimited	whopping
stuck up	the ranking of	unlock	wicked
stunning	the most	unparalleled	will make you
stupid	the reason why is	unscrupulous	willpower
sturdy	thing ive ever seen	unsurpassed	withheld
successful	this is the	unusual	wonderful
suddenly	this is what happens	unusually	wondrous
superior	this is what	uplifting	worry
sure	this is	urgent	wounded
surge	thrilled	useful	you need to know
surging	thrilling	valor	you need to
surprise	timely	valuable	you see what
surprising	tired	value	you see
surprisingly	to be	vaporize	zinger

Common Words

a	for	ll	these
about	from	me	they
after	get	most	things
all	has	my	this
an	have	no	to
and	he	not	up
are	her	of	was
as	his	on	what
at	how	re	when
be	I	she	who
but	if	should	why
by	in	so	will
can	is	that	with
did	it	the	you
do	just	their	your
ever	like	there	

**Pro Tip: Try writing headlines that promise a solution:
How To_____ That Will Help You_____**

Uncommon Words

actually	happened	need	thing
awesome	heart	never	think
baby	here	new	time
beautiful	its	now	valentines
being	know	old	video
best	life	one	want
better	little	out	watch
boy	look	people	way
dog	love	photos	ways
down	made	really	world
facebook	make	reasons	year
first	makes	right	years
found	man	see	you'll
girl	media	seen	
good	mind	social	
guy	more	something	

100 Words That Decrease
Email Subject Line Opens

100%	eliminate debt	lowest price	registration
#1	email marketing	maintained	request
access	exclusive deal	message contains	risk free
announcing	extended	midnight	satisfaction
alert	fantastic deal	money	score
apply now	finances	new customers only	see for yourself
attend	free	newsletter	shocking
bargain	friday!	no cost	shopper
being a member	furry	no credit	sign up free today
best price	get ready for	no interests	special promotion
billing	get started	no obligation	stop
boss	giving away	not intended	success
budget	greetings	not spam	supplies
cancel	hello	obligation	terms and conditions
celebrity	homebased business	once in lifetime	this isn't spam
certified	increase sales	one time	thousands
clearance	increase deal	opportunity	time limited
compare rates	innovate	perfect	vacation
congratulations	intelligence	performance	volunteer
deal	internet marketing	pre-approved	weight
dear friend	join millions	priority mail	where
debt	legal	prize	while supplies last
discount	limited	problem	who
don't	loan	program	why pay more
download	lower interest rate	quickest	wife

100 Words That Increase Email Subject Line Opens

% off	expired	new	steps
24-hour giveaway	expiring	news	still time
about	fastest	notice	stock
add	find	off selected	summer
advice	freebie	on order over	tell
available	fwd	on sale now	thanks
back in stock	get this now	orders over	this
better	get your	painting	today only
brand new	go	plus	tomorrow
breaking	golden	prettiest	top stories
can	great deals	promotional	try
celebrate	holiday	re	update
congratulations	hurry	really	upgrade
content	important	recipe	voluntary
contest	information	register	voucher
continues	introducing	remember	waiting
course	iphone	renew	ways
daily	is coming	review	weekend
deduction	jokes	revision	weekly
deserve	just	several	what
do	last chance	ships	won't
easiest	lastest	sleeps	wonderful
event	limited time	snapshot	yesterday
exclusive	may	soon	you
exhibition	monthly	special	your

Marketing Words for Exclusivity, Urgency, and Excitement in Email

EXCLUSIVITY	URGENCY	EXCITEMENT
Select	Now	New
Private	Immediately	Introducing
Confidential	Today	Lastest
Insider	Limited	Special
VIP	Shortly	Alert
Secret	Soon	Gift
Exclusive	Rapid	Free
Members	Quick	Freebie
Elite	Flash	Best
Invitation	Hurry	Prize
Secret	Alert	Win
Reserved	Fast	Save
Only	Instant	Ultimate
Choice	Urgent	Try

Original Provided by CoSchedule

Marketing Words for Security, Simplicity, and Engagement in Email

SECURITY	SIMPLICITY	ENGAGEMENT
Privacy	Easy	Increase
Refund	Simple	Create
Protected	Hassle-free	Share
Secure	Help	Discover
Certified	Complete	Compare
Guaranteed	Entire	Take
Realistic	Total	Show
Researched	Through	Tell
Proven	Pure	Find
Official	Natural	Make
Money-back	Plain	Plan
Tested	Straightforward	Learn
Lifetime	Uncomplicated	Start
Backed	Cadid	Grow

SA6