

THE 5-PIECE VIDEO FORMULA

The formula that gets a business video watched, as a fill-in-the-blank script, with 10 examples for local businesses.

Most business videos are built backwards: hello, who we are, what we do, call us. Nobody stays. This order keeps people watching: negative hook, one promise, concrete steps, captions on, one thing to do.

THE FILL-IN-THE-BLANK SCRIPT

SCRIPT

[HOOK, first 3 seconds] Stop [the common mistake] until you [the fix].
[PROMISE] In the next [30/60] seconds you get [exactly what they get].
[STEPS] One: [specific, with a number or a name]. Two: [specific]. Three: [specific].
[PROOF, optional] [One real example: a job, a number, a customer line.]
[ONE THING TO DO] [Message me / Save this / Book here]. Then stop talking.

10 EXAMPLES

1. Roofer: Stop paying for a roof inspection until you check these three spots from the ground. One, the ridge line. Two, the flashing around the chimney. Three, the gutters for granules. If any look wrong, send me a photo.
2. Plumber: Stop pouring drain cleaner down that sink. Here is what works in sixty seconds: boiling water, a cup of baking soda, a cup of vinegar, wait ten minutes, flush. Still slow, message me.
3. Cleaning: Stop deep cleaning before the cleaner comes. You are paying for it anyway. Here is what to do instead: clear the counters, pick up the floors, point us at the three spots that bug you.
4. Dentist: Stop whitening with strips before you do this one thing. Get the tartar off first, or the strips bleach around it. Book a cleaning, then whiten.
5. HVAC: Stop setting the thermostat to sixty to cool faster. It does not cool faster. Set the number you want and change the filter. That is where the money is.
6. Landscaper: Stop watering every day. Twice a week, deep, in the morning. Your lawn gets stronger roots and your bill drops.
7. Realtor: Stop fixing the kitchen before you list. Paint, lights and the front door get you more per dollar. Here are the three I do on every listing.
8. Auto repair: Stop ignoring that light. Here is the sixty-second check: gas cap tight, then read the code at any parts store for free. Then call me with the code.
9. Photographer: Stop buying a new camera for better photos. Window light, a plain wall and the subject two steps off the wall. Watch.
10. Any service: Stop quoting over the phone. Ask two questions first: what is going on, and what would make this a win for you. Then price it.

HOOK STARTERS

- Stop [doing X] until you [do Y].
- Before you [pay for X], check this.
- This is why your [thing] keeps [failing].
- Nobody tells [customers] this about [trade].
- The cheapest fix for [problem] is [thing].

Educational only. App features and menu names change with updates. No views, followers or sales results promised.

Got the formula. Need people to show it to?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com