

VIDEO INDUCTION

S Y S T E M

Launch Study Guide

Thanks for joining this special list to follow along with the Launch Videos for Video Induction System! Let's get right into it.

CLICK HERE → [To Watch Video #1](#)

CLICK HERE → [To Watch Video #2](#)

CLICK HERE → [To Watch Video #3](#)

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VIDEO 1:

Top Point #1 – Words Tell. Stories Sell

In this video, Joey starts laying out the basis of his video marketing strategy. Unless you know what you are actually watching ...you might not even realize it!

The overall context is about a **story**.

Guess what?

This is not by accident...and it's also nothing new. It's a classic example of something called:

The Hero's Journey

This storytelling “journey” is as old as literary classics like *Beowulf* and *Odysseus* and is used heavily in the film industry in almost every movie you have ever seen.

And because we have been literally “conditioned” to be drawn in and enjoy this flow of a story, it turns out that it makes for some pretty compelling sales copy (read that as: A video script – more on that later)!

In a nutshell, the hero’s journey is a shared story of discovery. See if you can pick any of these elements (*from my friend and master copywriter Daniel Levis*) out as you watch Video 1:

1. A hero is introduced in an everyday world. Here you create a setting and circumstance that is analogous to your prospect’s life, allowing him to project himself into the hero’s shoes.

2. He wants something and is having trouble getting it.

Your video opening has drawn your prospect’s attention to a problem or a desire. Now, you must put him in conflict, forcing him to realize the full implications of his lack, as you flesh out the events and relationships that exist within the everyday world of the hero.

3. An inciting event brings the problem to a head.

Finally, the hero snaps. He’s had enough. He’s ready to do something about his dilemma, but what? And at what cost?

4. At the urging of a mentor, the sometimes-reluctant hero enters a strange new world of adventure to begin his quest for a solution. He is ready to risk for the attainment of his reward.

5. On the road to the attainment of his desires the hero faces a series of trials.

The mentor is often there to offer guidance, weapons, and tools, but it is up to the hero to grasp their significance and win the day.

6. Thwarted by enemies, temporary victories are won and setbacks are suffered.

The hero zigzags toward his goal. Sometimes one step forward, two steps back.

7. At times, the goal seems within reach. At others, it disappears like a mirage.

The battle rages back and forth as the stakes get higher and higher on each turn of the hero’s fortune.

8. Dark forces eventually gain the upper hand. The hero exhausts almost all of his options and resources. He descends into his darkest hour of despair, where all seems lost.

9. The hero dies a symbolic death and is reborn transformed, the possessor of magical powers, ready to face his greatest fears in the final ordeal. He musters all that he has left for one last assault on his problem.

10. The enemy is dealt a decisive blow and the reward is won. The problem appears solved. The fulfillment of hero's desire appears to be at hand. Much that has been lost regained.

11. The journey home begins with what's left of the enemy in hot pursuit. The solution implemented and the desire obtained.

12. The hero returns safely to the everyday, revels in his reward, and shares it with the world. The baton is passed from one hero to the next.

WHEW! OK...I know that seems like a LOT of information!

And certainly **not every sales video** follows this classic formula.

In fact, over time, modern copywriting has boiled it down to a few basic strategies you may have heard of:

- **Problem, Agitation, Solution (PAS)**
- **Attention, Interest, Desire, Action (AIDA)**
- **Problem, Implication, Solution, Result (PISR?...lol)** the method Joey talks about in Video #2:

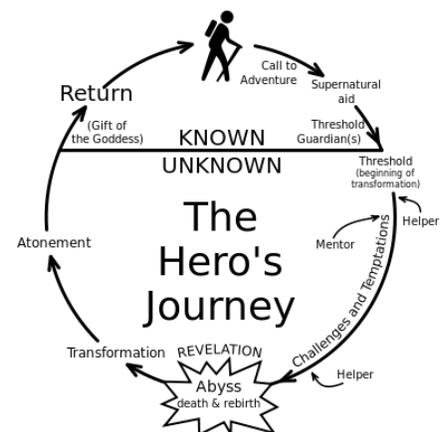
The prime objective of the Hero's Journey is to touch your viewer **emotionally** and to do so with realism and authenticity that they just can't help but believe.

Knowing this technique is a handy skill to have because once you understand **WHAT** you are watching and **WHY**...you'll be able to begin to turn the elements inward to **YOURSELF**.

You can read more about the Hero's Journey here:

<http://en.wikipedia.org/wiki/Monomyth>

Some of the best video marketing content you can create is: **Your Hero's Journey**



Top Point #2 – The Jump Cut

You'll notice that Video #1 consists of Joey being **on camera** for almost 10 minutes.

Yes, he's telling a story to draw us in and keep us entertained but he also uses a visual technique to keep "re-engaging" us...did you notice?

It's called:

The Jump Cut

The Jump Cut is something that we, again, see EVERYWHERE. Movies, commercials, documentaries, and yes...well done sales videos.

It goes a little something like this:

Rather than focus on one specific camera shot or angle for an entire video, you will see the image "jump" from one perspective to another. Notice that there are **no** fancy-schmancy "zooming" or whirling-twirling animations.

Just one shot...**BOOM**...instantly to another like this:



Joey 1



Joey 2



Joey 3

Watch the videos and you will see him use essentially these three camera "shots" and "jumps" periodically between them.

Does he do this just to keep us entertained?

Yes! Of course he does!

Technically...it's not just to keep us entertained or even to hold our attention:

It is used to **re-focus our attention**.

But just like ANY effect, this can be **overused**. Don't do that!

Here are some "**Rules of Thumb**" on how often you can use them for best effect (Thanks to my buddy Steve Washer):

1. When you change the subject
2. To "make a point" more impactfully
3. If you feel the energy level drop

The good news is that you can create Jump Cut camera shots **ALL FROM A SINGLE ANGLE RECORDING**.

Just record your entire scene framed like the Joey 1 example above. This is what your camera footage all looks like.

Then, during the editing process, just put in splits of the footage on the timeline where you want a Jump Cut to start and then stop.

Add an instant Zoom (or just increase the size of that clip segment) and BOOM! Instant Jump Cut. Rinse & repeat (*General Rule Of Thumb*) every 20 seconds or so taking the above guidelines into account...

BIG TIP ALERT!!!

You can also use a Jump Cut to **cover up on-camera mistakes!**

Say you are filming on camera...

And you flub a line BIG time...what do you do?

If you try to just do it over and snip out the mistake during editing, what happens?

The video will "jump" unnaturally, right?

Instead, say the line again during filming but this time, while editing:

- Snip out the bad part
- And do a Jump Cut to the good part!
- It will magically look like you meant to do it and will appear completely natural! ;-)

VIDEO 2:

Top Point #1 – Scripting Is Good

In this video, Joey talks about the importance of **scripting** a video (especially a SALES video).

Holy cow! I've been saying that for years!

Joey's "video hack" tips and formula for scriptwriting are valid and I concur that following them will result in better **video messages**. Take them to heart and use them!

Here are a few additional notes & tips from me:

Video Script = Sales Copy (Period.)

If you don't think it's important to write a script for a sales video, let me ask you this:

Why are thousands of dollars spent on hiring professional copywriters to create sales page copy?

Because: **What you say, How you say it, and When you say it matters!**

In other words: The MESSAGE matters. The Message Is The MASTER.

Completely "Winging it" off the top of your head is for amateurs (and the just plain 'ole lazy). Can it be done? Well...sure. Will you still get sales? Probably. But how many **more** would you get with a more professional sales video message & delivery?

- Don't underestimate the value of coming off as a "pro" in not just a single sales video...but also the credibility, trust, and rapport you build for all your future video marketing efforts!
- If you truly "never get a second chance to make a great first impression", don't biff it in your first exposure to a prospective customer...

All that being said...

You don't need to be a robot!

There's nothing wrong with "getting into it" and if you're on a roll, go with the ad-lib feeling!

This can be some of your best and most genuine stuff!

The Message is the Master...but YOU are the Master of delivering it.

Top Point #2 – Scripting Is About Planning

I create a script even if I'm not going to read it verbatim.

Why? Because it's a **planning document** for me. I can flesh out my message, re-arrange it, think about it, refine it, practice it...

For a single video, I really just fire up a Word document and go to town using the guidelines (or ones substantially similar to) Joey covers.

Sometimes however, especially if there are multiple videos in a project, I will look to a "higher" level tool:

Mind Maps for Video Planning

Here's a mini-webinar (28 minutes) I did with my good friend Bob "The Teacher" Jenkins who is an expert in Mind Mapping:



Top Point #3 – Write The Way You TALK!

So...one of the biggest complaints I get about using a script is: “It sounds CANNED when I read it!”

I can probably tell you why:

Because most people “write” like they are going to be turning in a school term paper or report!

Here’s a quick example:

“Hi! My name is Lon Naylor” – go ahead and read that out loud.

“Hi! My names Lon Naylor” – Try that instead.

Get it?

Anything that you write...and then read out loud...that sounds...”unnatural”? Change it! If you say “gonna” instead of “going to” - **write it that way.**

VIDEO 3:

Nothing much really to add about this...

Just a decent video overview...

Watch and check out Joey’s techniques & style.

That’s it for now! Hope you found this little Guide useful!

If you have any questions or comments, drop me a line at lonn@logicaldrive.com

Get your copy of the Video Induction System and my bonuses:

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Lon Naylor