

HOW TO CREATE VIDEOS WITHOUT MAKING IT A FULL-TIME JOB

A Real Advisor Opens His Playbook



Laura Garfield
IDEA DECANTER



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KEY FINDINGS

52%

Advisors are currently
creating video



KEY FINDINGS

88%

Advisors think they “should be” creating videos

Do you think you should be creating videos to keep up with market trends?

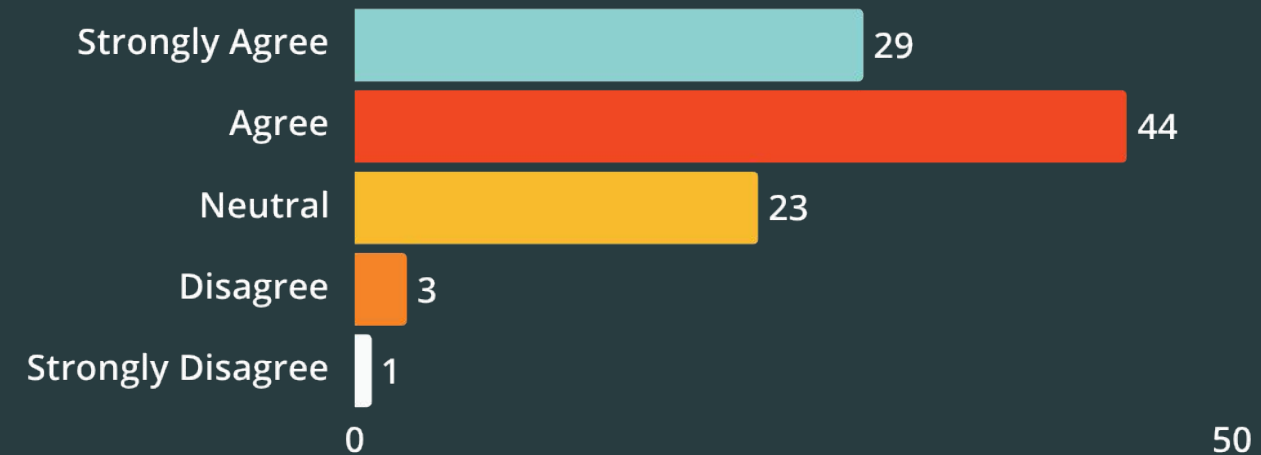
NO 11% YES 88%

KEY FINDINGS

73%

Advisors agree video is
worth the investment

DO YOU FEEL VIDEO IS WORTH THE INVESTMENT



WHAT GETS IN YOUR WAY WHEN IT COMES TO VIDEO MARKETING?

38%

56%

52%

35%

21%

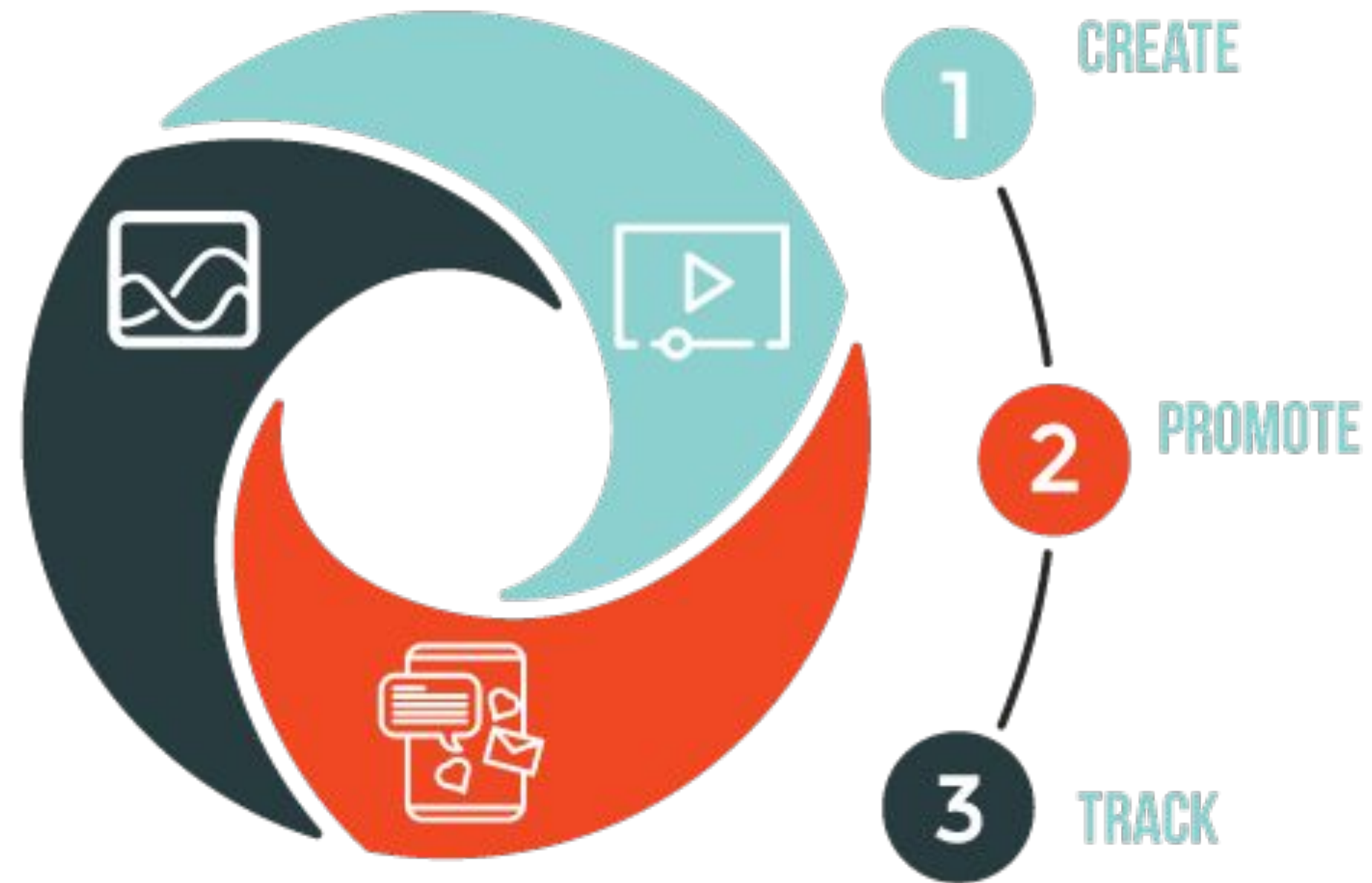


OUR PROCESS
Foundational Videos



COST OF GOING IT ALONE
Social Shorts

PROVEN 3-STEP ADVISOR VIDEO GROWTH CODE



GEAR KIT



STORY PLANNING

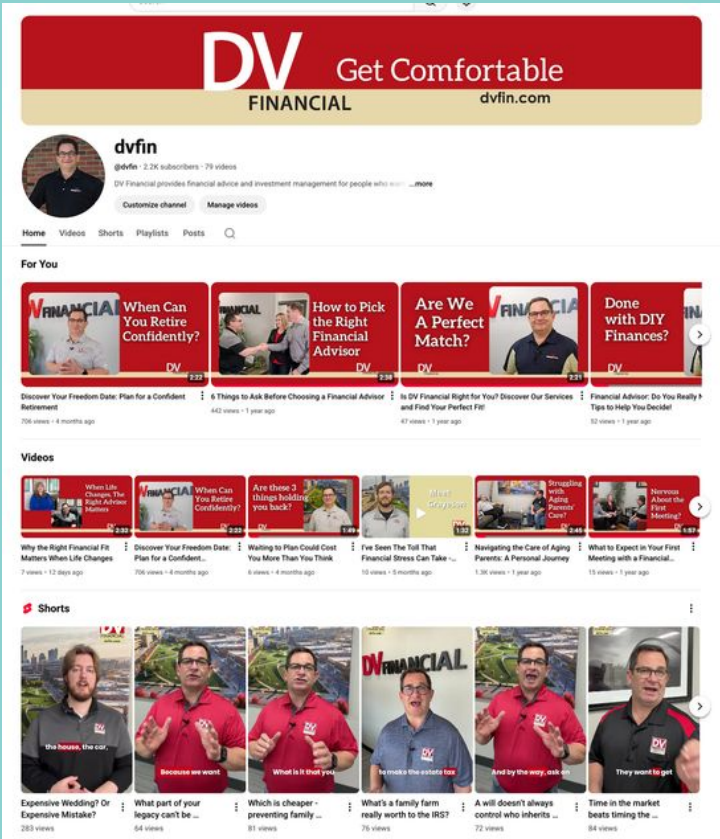


GUIDED RECORD SESSION

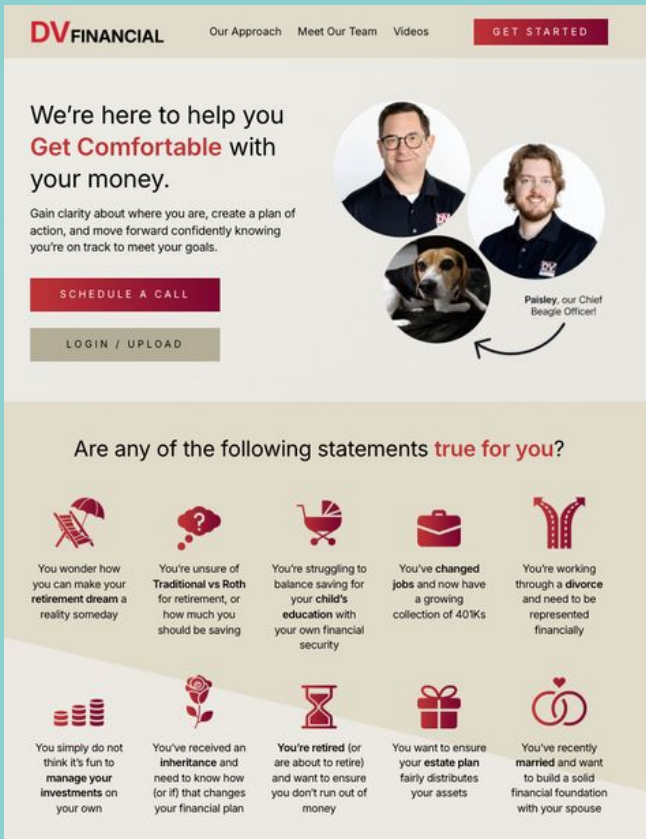


DON'T POST IT ONCE. PLACE IT EVERYWHERE.

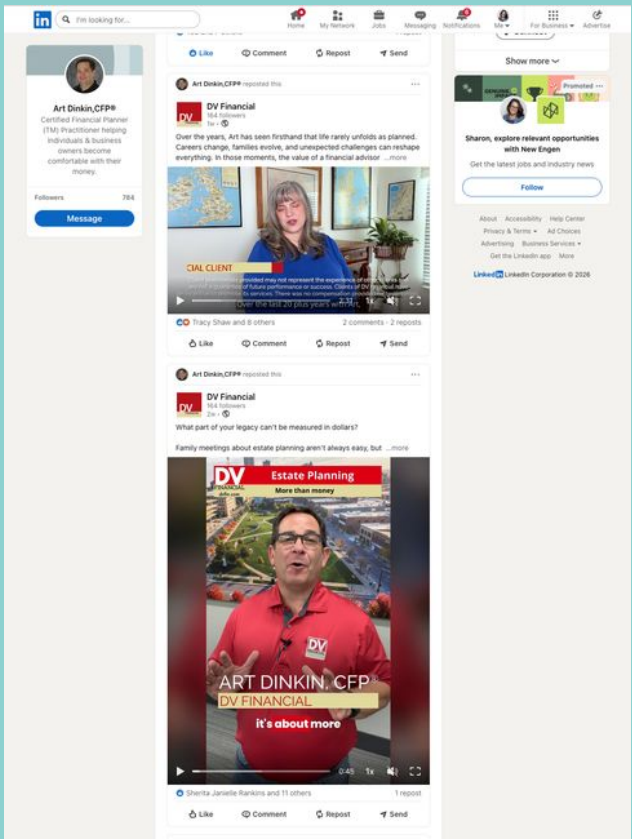
Establish Expertise on YouTube



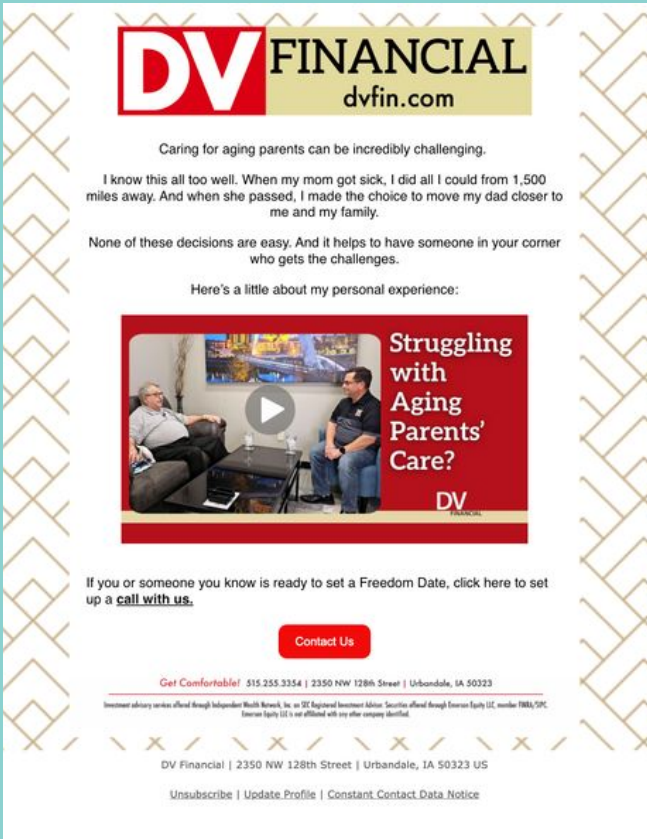
Use Your Website to Connect



Build Authority on Social



Drive Action with Email





EXPERIMENTORS

STRATEGIC PRODUCERS

Active Action

Passive Action

DREAMING

STUCK



Vague Plan

Clear Plan

VIDEO GROWTH CALL



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