

**The Dancer's Guide To
Online Videos
(Webinar Worksheet)**

**YOUR 10-STEP
STRATEGY FOR
CONVERTING YOUR
VIDEO VIEWS INTO
CASH!**

Created By Ashani Mfuko

YOUR 10-STEP STRATEGY FOR CONVERTING YOUR VIDEO VIEWS INTO CASH!

- 1. Have a clear objective for EVERY VIDEO you post online.** What is the goal of your video?
- 2. Make sure your video content ties directly into one of your specific marketing goals, i.e.,** brand awareness, build trust, build authority, grow your e-mail subscriber list, gain more followers, generate more sales for your class, event, product, or service.
- 3. Take your focus off of how many video views you get,** and switch it to how many people engage/interact with your video content, or contact you after watching your video.
- 4. Have a CLEAR CALL-TO-ACTION,** for every video you post. What do you want people to do after they watch your video? What happens next?

YOUR 10-STEP STRATEGY FOR CONVERTING YOUR VIDEO VIEWS INTO CASH!

5. Decide what you want your viewers to walk away with after they watch your video. Are you teaching them something? Are you solving a problem? Are you inspiring them, or making them feel good?

6. Know what paid product/service/class/event of yours you want your video to point to. What paid product/service are you trying to garner support for, or generate interest in?

7. Create your own, original video series, and post consistently, to the point where your followers are looking forward to/anticipating your video content from your series.

YOUR 10-STEP STRATEGY FOR CONVERTING YOUR VIDEO VIEWS INTO CASH!

8. Start posting more talking head videos, so that your followers can start to connect with you on a more personal level, and you can start building trust with them.

9. KNOW WHAT YOU'RE SELLING, and who you're selling it to. This is so important because, depending on what you're selling, and who you're selling it to, your video content and call-to-action will shift.

AND LAST BUT NOT LEAST (DRUM ROLL PLEASE)!....



YOUR 10-STEP STRATEGY FOR CONVERTING YOUR VIDEO VIEWS INTO CASH!

10. WORK WITH SOMEONE WHO HAS ALREADY MADE MONEY FROM THEIR ONLINE VIDEOS!

Yup, that would be me!

I will help you create your video marketing strategy, give you a step-by-step plan on how to convert your video viewers into paying customers (based on your specific goals), I will teach you how to create your online video content calendar (so you know what you should be posting every day), and also show you how to make your online videos stand out from the crowd, and all the noise on social media.

YOUR 10-STEP STRATEGY FOR CONVERTING YOUR VIDEO VIEWS INTO CASH!

**DOES THIS SOUND LIKE
SOMETHING YOU WOULD BE
INTERESTED IN?**

If your answer is yes, I want to invite you to sign up for my upcoming online video course!

This course will be a 6-week online video marketing training experience like no other!

If you'd like more information about my new online video course, please e-mail me at ashani@ashanimfuko.com, or send me a DM on Instagram, or a message on Facebook [@ashanimfukodance](https://www.facebook.com/ashanimfukodance).