



# 5-DAY VIDEO MARKETING CHALLENGE FOR MORE VISIBILITY

**BE KNOWN.**

**GET MAXIMUM EXPOSURE.**

**ENTICE PAYING CLIENTS.**

Hey, health coach!

Have you been hiding behind your screen, lurking around in groups, and hoping that one day you'll suddenly know how to get the exposure you need to grow your business? And, have the confidence to do it?

If you don't put one foot in front of the other, then that's a disaster recipe that'll never help you build your online business. Yet, so many talented and super amazing coaches, like you, do this exact same thing, only to end up feeling overwhelmed, frustrated, and utterly void of ambition.

If you cringe at the very thought of promoting your brand and crawl back into a box when it comes to selling your packages, it's not your fault! You aren't alone, and we are going to FIX IT.

Putting yourself out there is hard. And putting yourself out there in a way that actually creates interest, sparks massive engagement, and brings loads of traction in your business is even harder.

And that's where I come in.

I'm Rachel Feldman, and I'm about to show you a step-by-step, easy-peasy action plan to create your first (or next) top notch marketing video. Just. Like. That. BOOM!

I'll teach you what it takes to create videos that attract your target tribe in bite-sized actionable steps, so you can build your audience, connect with them on a more personal level, and grow your business in the most incredibly awesome way possible.

Sound like a plan?

**Lights. Camera. Action.**

# DAY ONE: PROGRESS NOT PERFECTION

Welcome to Day One of the 5-Day Video  
Marketing Challenge for More Visibility!

It's not easy to step out into the world of video marketing because of this well-known progression blocker: perfection.

YOU DON'T HAVE TO GET IT PERFECT.  
YOU'VE JUST GOT TO GET IT GOING.

Don't let perfectionism or the fear of judgment hold you back. YOU, my love, are the CEO of your brand. Isn't it time you owned that position?

YES! You'll feel uncomfortable initially.

YES! Deep down, you'll feel a bit scared.

YES! Just the idea of going on a video will make you want to stand still and wait to get it "perfect."

But that's okay. That's the beauty of leaving your comfort zone and upping your game; you feel a bit shaky and uneasy, yet YOU DO IT!

Let's dive right into today's challenge and get this ball rolling!

**TIP #1:** You don't need a pro team or camera to shoot your video. Nope. If you're not there yet, it's okay. All you need is a laptop, mobile (iPhone or Android) or camera. You can either record the video on your laptop, or you can directly record it on Vimeo, YouTube, or iMovie for Mac & Camera for Windows.

**TIP #2:** Sign up for your account on YouTube by going to [www.youtube.com](http://www.youtube.com) and just click "Upload" in the top left corner. (Note: You will need a Gmail Account for this). On the other hand, if you're going with Vimeo.com, simply put in your Name and Email on the front page and sign up for it.

**TIP #3:** Each video should be at least 2 minutes in length and to be super effective you should record 2 videos per day. Each video on the same day should be about the same topic that way you learn how to nail down your call to action.

**TIP #4:** Make sure that your topic is focused. Some ideas for topics include:

- Oil Pulling with Coconut Oil
- How To Make A Smoothie
- Ditching Sugar
- Skin Brushing Detox Tool
- Fruit Infused Waters
- Make a Simple Salad
- Makeup that is Toxic Free
- Carb Alternatives
- Healthy Dessert Recipes
- 5 Simple Exercises

**TIP #5:** Set your camera at a distance that gives a clear view of your face and upper body. If you're not using a laptop, you can use a tripod or a selfie stick for your mobile phone.

**TIP #6:** Make sure that you have enough lighting so that your viewers can see you well.

**TIP #7:** Make sure that you don't have background noise. You want your audience to hear your message loud and clear.

**TIP #8:** Now get rocking! Get comfortable with yourself and record a few test videos. Practice makes perfect!

**TIP #9:** Uploading is pretty straightforward, just hit the upload button and select your video file.

If you're using a mobile/tablet you can use the YouTube or Vimeo Apps to directly upload via Phone/Tablet (just make sure you keep them "unlisted" until you're ready to share it with the world).

## DAILY TO DO:

**Each day you'll create two videos. They should be 2 minutes in length each. Use the above tips to help you choose a topic. Both videos should have a clear call to action. On day 4 you'll ask for feedback in the group and on day 5 you'll share your favorite on social media!**

**Remember, at the end of this challenge I will be announcing a #winner for the driven coach who crushes it! So make sure you keep a record of your videos because I will need to see them. You can only win if you are in the forum. I am watching you. Why? I want you to have MORE visibility with videos.**

Now you are all set to master the rest of this challenge!!!

# DAY TWO: GET WELL-DEFINED CLARITY

Welcome to Day Two of the 5-Day Video Marketing Challenge for More Visibility!

Over time, we've seen many online marketing trends flaring up and then fading away. But one thing that's ever-expanding and isn't going anywhere is Video Marketing. Videos are, without any doubt, the Number 1 tool that reveals the human side of your business and creates the much-talked about 'Know, Like & Trust' factor with your audience.

But here's the catch.

While video has the magical power to build a lasting connection with your audience, spouting out words that don't make any sense can do more damage than good, proving to be a total turn-off. And, the only way to avoid this blunder is to be as clear as possible.

In today's challenge, I'm going to share a few proven techniques with you so you can get more clarity on how to frame an attention-grabbing, engaging, and winning video.

## YOUR CHALLENGE FOR TODAY IS TO ANSWER THE FOLLOWING QUESTIONS:

- Who are the people you want to reach with your video? FYI: Make a video that grabs your targeted audience. The topic must be of interest.
- What is the primary purpose behind creating this video? Each video should have ONE crystal clear intention behind it. Be it:
  - Spreading your Brand's message
  - Driving leads to your website
  - Selling your product or services
  - Giving a behind the scene scoop about your brand
  - Only building trust and connection via sharing a personal story or tips

## ONCE YOU'RE CLEAR ABOUT THE INTENTION, FRAME YOUR VIDEO IN THE FOLLOWING MANNER:

- Introduce yourself clearly- Your Name + Your Website, Have a little fun with it by showing your personality in it.
- Share your message with utmost clarity- talk about one concept at a time. Don't jump too fast from point A to point B.
- Make Yourself Stand Out- Show them why you're different from all the rest.
- Give them a call to action- THIS is important. You cannot leave people thinking...WHAT NOW? Tell them to leave a comment, share, sign-up or whatever it is you want them to do. Encourage them to reach out to you.

## DAILY TO DO:

**Create two videos. They should be 2 minutes in length each. Both videos should have a clear call to action. In just a few days you'll be sharing your favorite video for feedback and visibility.**

Clarity is the key to creating highly engaged and increasingly awesome videos that **get liked, remembered, and shared.**

**Get clear on your two video ideas and share it in the group, so we can give you feedback and cheer you on!**

# DAY 3: THE GLAMOUR SHOT

Welcome to Day Three of the 5-Day Video  
Marketing Challenge for More Visibility!

The time is now! Are you ready to shoot the glamour video that's going to help you make your mark, grow your following, while bringing in the income and paying clients you've been dreaming about?

## LET'S SEE WHAT EXACTLY YOU NEED TO SHOOT A VIDEO WITH BEAUTY & SIMPLICITY:

**TIP #1:** Remember to use good lighting. Don't shoot your video in a dark place or with dim light. It will lower the quality, eventually reducing the energy of your video. If you don't have a pro lighting kit, use natural light. Draw your curtains, sit in front of a window or go outside. Keep it simple!

**TIP #2:** Look at the camera and allow yourself to relax and breathe. Just imagine as if you're talking to your best friend; a person who loves you, admires you, and accepts you. You're not talking to everybody, you're talking to that ONE person who needs YOU.

**TIP #3:** Speak clearly. Not everyone has the best hearing and sometimes when you are enthusiastic you tend to talk faster, and people will have a difficult time understanding you.

**TIP #4:** Keep notes nearby to glance at if needed, but avoid reading word for word from a script. You're not giving a lecture or a presentation. It's you, being raw, real, and unapologetically YOU with your dream clients. You can have a script outlined and better yet, rehearse it a few times. But don't give a narration when you're on camera.

**TIP #5:** Be casual. Smile when you can. Show your expressions (happy, sad, excitement). And YES! Use your hands to control the conversation or make a point. Body language is so important!

**TIP #6:** The best way to go about it is to shoot multiple videos (you can keep them unlisted if you're shooting via YouTube). Practice it till you feel happy about it.

Remember! Practice makes perfect.

## DAILY TO DO:

**Create two videos. They should be 2 minutes in length each. Both videos should have a clear call to action. Tomorrow you'll share your favorite video for feedback and visibility.**

# DAY 4: REACH FOR SUCCESS

Welcome to Day Four of the 5-Day Video  
Marketing Challenge for More Visibility!

It's already day 4, so I know you've been taking action. Each day with each video you'll see a ton of new progress towards your success. You now have 6+ videos that showcase your personality, engage your audience, and inspire potential clients to act. (Hire time!!)

Fabulous job!

It's time you ask the group for feedback so you can improve your brilliance with constructive feedback. We don't bite! We are here to help you make your video marketing better.

## HERE ARE A FEW STEPS I WANT YOU TO TAKE:

1. Post a video that you are most proud of in the group with a short caption (interesting & intriguing captions are another way to get people to click on your video).
2. Receive feedback (and all the love) with an open heart.
3. Watch at least 3 other videos in the group and offer your love & feedback.

**Remember during this challenge**, you should create at least 2 videos a day (even if you keep them to yourself) to help you master your video marketing and get the confidence you need to be comfortable in front of the camera.

## DAILY TO DO:

**Create two videos. They should be 2 minutes in length each. Both videos should have a clear call to action. Then, chose your favorite video and share it for feedback from the group.**

We're in this together!

Looking forward to seeing your favorite video!

# DAY 5: GET MAXIMUM EXPOSURE

Welcome to Day Five of the 5-Day Video Marketing Challenge for More Visibility!

Day 5 is all about sharing your videos across all platforms and getting a ton of exposure. Promoting a video is just as important as shooting it in the first place. Feeling a little (or more than a little) hesitation and nervousness to share it with the masses is completely natural.

- You've made it so far, let's play even bigger and rock your marketing world with the gems you've created.
- Determine where your ideal clients are hanging out, and share your video there.
- Once your video is on YouTube, you can setup one-click sharing to Facebook, Google+, Twitter, LinkedIn, and more.
- You can also use the embed code that YouTube offers to get the video on your website or blog.
- You'll get a link to your video via YouTube that you can use to share your video directly with your email list.
- Be sure to check out Instagram, Pinterest, and other social media sites that let you share with videos.

## DAILY TO DO:

Create your final two videos for this challenge. They should be 2 minutes in length each. Both videos should have a clear call to action. Then choose your absolute favorite, upload to YouTube, and share it on social media!!!

# CONGRATULATIONS

I couldn't be more proud of you.

Now that you've created and shared your marketing videos, I want you to know something.

Video marketing isn't a one-time thing. If you really (like REALLY) want to take advantage of this high converting tool, you must be consistent with it.

Keep creating short yet super valuable videos, and you'll see your business thriving in no time.

**Remember, you have the chance to win a \$100 Visa Gift Card.**

If you've completed 2 videos each day for a total of 10 videos, then complete the form by clicking [here](#), and you'll be entered for a chance to win the giveaway!

**The winner will be announced on August 10th, 2016.** Make sure you have filled out the form, cause' I need to know how to contact you.

Best of luck! Let's crush it together. Hello visibility.  
Love and Hustle,

Rach

# ABOUT RACHEL FELDMAN



Rachel Feldman is a wellness momma and business success launch coach. Rachel helps her clients to build profitable and sustainable businesses so they can build successful businesses online and offline. After only earning 13K her first year in coaching, she knew she needed to learn how to create a sustainable business built with a solid sales funnel. Rachel went from making 13K to 72K by year 2 1/2 and then broke six figures in her third year of business.

Today, Rachel teaches the same system she built her successful health coaching practice to other health and wellness professionals. She's helped more than 8,000 health coaches rock their biz to the next level with passion and profits. She works with coaches in her private practice and is the creator of the Done For You Programs for Health Coaches.

She created these programs for coaches so they could spend less time creating and more time marketing their business and brand. She knows the importance of saving time being a Mom and a CEO.

Rachel graduated from the Institute for Integrative Nutrition in New York City, Wild Rose Natural College of Healing, the International School of Detoxification and Natalia Rose Advanced Detox Certification Training.

Published in Florida Man and Woman magazine, Mind Body Green, Williams & Sonoma blog, and Ripe & Ready, among others, she's a driven entrepreneur and spends her spare time teaching "How to create a profitable business" at the Hippocrates Institute. Even though she's always on the go, teaching, speaking on podcasts and summits, she makes time in her day for a green smoothie and chocolate at noon and a cuddle session with her kids at night.

To learn about Rachel and her work, visit [www.rachelswellness.com](http://www.rachelswellness.com).

If you are ready to build a killer sales funnel and business, visit [www.healthcoachbiz.rachelswellness.com](http://www.healthcoachbiz.rachelswellness.com)