



Wisdom To Wealth Mastery - Why You Need Video

Welcome to my video on Why You Need Video!

Simply put, in the past few years, marketing has turned on its head, with the advent of three disruptive technologies -

- YouTube in 2005
- Facebook in 2007
- iPhone in 2008

These three technologies have turned marketing on its head, with staggering swiftness, and this tidal wave of change passed so fast, many business owners haven't appreciated the revolution which has happened.

These three revolutionaries came together and mushroomed to create a new reality, far larger than each individual technology.

Think about it - a decade ago, video on the web was minimal.

Social media was just being born and smart phones didn't exist!

In a decade, video has exploded on to the scene and already accounts for - over 75% of all web content.

And this percentage continues to rise steadily.
Today, the web is video!

To push the point home further, as of April 2016, only 9% of small businesses in the United States used video to market themselves and their businesses.

Therefore, 91% of all small businesses in the United States are not taking advantage of the most powerful marketing tool!

91% of small businesses are leaving a massive amount of money on the table!

Are you leaving a lot of money on the table?



I am not telling you anything new - no doubt you keep hearing video is the best way to increase -

Your Reach, Visibility, Impact, Influence, Income, Success, Goals and Dreams

But - I know, I know, you will say -

- "I'm very busy and when am I going to find the time to learn about video?"
- You likely have minimal interest in technology and no intention of plunging into its jungle, yet you have a constant niggling feeling you are being left behind, as the juggernaut of the New Marketing roars past.
- You know many need and are searching for your wisdom, gifts and skills, but are they finding you?

Within the next couple of years, the greatest opportunity in the history of business, with a market rising to all 7 billion people on the planet is waiting for you.

How are you connecting with the folk, who need you?

How are they finding you?

If you have a message and a mission your clients and The World truly needs to hear, do you have an obligation to spread your message far and wide?

Will hiding your light under a bushel and being the "Best Kept Secret" benefit the people who need you?

If you take action and embrace these new marketing technologies, you will move ahead into our new reality. Miss this one and well - sorry but you will be relegated to the world of the best kept secrets.

Yet many feel intimidated by video and being on camera makes them feel very uncomfortable.



- What would it mean to you, if I could show you how to relax and be yourself on camera and have a comfortable chat, taking away all the angst of “Being Seen” on camera?
- What would it mean to you if your ideal clients found you via video instead of your having to spend your time organizing your next workshop and wondering where your next speaking gig will be.
- Why market one to one or one to a few and travel constantly to meeting, when you could be at home, with your family, running your business from your home office to a much wider audience?

Think about this -

Today, there is no difference between public speaking and video - they are one and the same and public speaking doesn't have to mean speaking on a stage in front of an audience.

As a business owner, every time you talk to a prospective client or a client one on one, you are “speaking publicly”.

Every time you speak to an audience, you talk to a few, when your talk could be a video available to 7 billion around the World.

Certainly continue having one on one conversations, but why not speak the same words to “The One” who is looking for you, your wisdom and skills, who may live far away and finds your video on the web?

If you still need convincing about the power of video to change your business, life and future, here are some well accepted statistics -

- 70% of marketing professionals report video converts better than any other medium. – MarketingProfs
- The average internet user spends 88% more time on a website with video. – Mist Media
- Using video on landing pages can increase conversion by 80% – Unbound



- 92% of mobile video viewers share videos with others. – InvodoMobile
- Mobile video consumption doubled from 2014 to 2015 and is up 360%, since 2013 - Ooyala

Video Marketing Trends in 2015 wrote an article “93 Reasons Why Video Works”

Simply Put Video Works!

How do you use video to your advantage?

In the following videos, I show you how my programs will help you market yourself and your business, with video, simply, easily, with no overwhelm and no expensive equipment?

Check out my three videos about my programs and see which one is tailored for you and where you are now - it may be all three!