Your first shoot

Your first shoot day is the start of your season. Plan it to come home with five things: the sizzle, your daily setup, an infomercial, ten ads and a webinar.

LESSON 1 OF 5

Your first shoot makes five things

Your first shoot day is the start of the season. Plan it to come home with five things:

1. **The sizzle.** A short trailer of your show from real footage.
2. **Your yapping setup.** Home and car, tested and ready to use daily.
3. **An infomercial.** A longer video that leads to your free offer.
4. **Ten ads.** Short videos, each built on one feeling your customers have.
5. **A webinar.** A talk with slides that teaches and invites people to the next step.

Film in a controlled place first, with good light and sound: the webinar, then the ads, then the infomercial. Then set up your home and car. Then go out and film the sizzle.

LESSON 2 OF 5

The infomercial in eight beats

Use the same eight beats every time, about eight minutes in all:

1. **Hook.** Your tagline, and the offer compared to something familiar.
2. **The problem.** What is going wrong in the viewer's world.
3. **Agitate.** How long it has gone on and what happens if nothing changes.
4. **Who you are.** Your story and the moment you knew the way out.
5. **What if.** A clear picture of the change.
6. **The three things.** Your method in three steps.
7. **The free offer.** What it is and what they get.
8. **The ask.** Say it three times, with your web address on screen.

LESSON 3 OF 5

Ten ads from ten feelings

Each ad is built on one feeling your customer already has, like "I want to prove them wrong" or "I'm tired of telling people I'm fine." Write ten.

Every ad follows four steps:

1. **Hook.** Put your offer next to something familiar the viewer already feels strongly about. The feeling should land in the first line.
2. **Problem.** One plain line about what is going wrong.
3. **What if.** The picture of it going right.
4. **Ask.** One request: take the free offer.

Example: "A smoke detector doesn't wait for flames. Neither should you."

QUICK CHECK 0 OF 1 DONE

QUICK CHECK

Where does the familiar comparison go in an ad?

A. At the end.

B. In the hook, so the feeling lands in the first line. ✓

C. Nowhere.

ANSWER

Comparing to something the viewer already feels strongly about makes the ad land fast.

LESSON 4 OF 5

The webinar in 30 slides

About 45 minutes, 28 to 30 slides, 30 seconds to a minute each. The order:

1. Intro: who you are and what they will leave with.
2. Find the ruin: what is going wrong in their world.
3. Agitate: what it costs them.
4. What happens if nothing changes.
5. The future if they change.
6. Your three things: the method.
7. The next step: one clear invitation.

Keep each slide to one idea and a picture. Read nothing word for word.

LESSON 5 OF 5

The order of the day

A two-day plan that works:

- **Day one, morning.** Controlled room. Webinar first while you are fresh.
- **Day one, midday.** The ten ads.
- **Day one, afternoon.** The infomercial. Then set up the home and car yapping spots.
- **Day two.** The sizzle, location by location from your shot list.

Bring five to ten outfit changes: professional, relaxed and dressed up. Bring hats and accessories. Change between pieces so your ads do not look like one long take.

Read the whole course free at realityshow101.com. Module 15.