

The Power of Storytelling in Video Marketing

10 Point Checklist

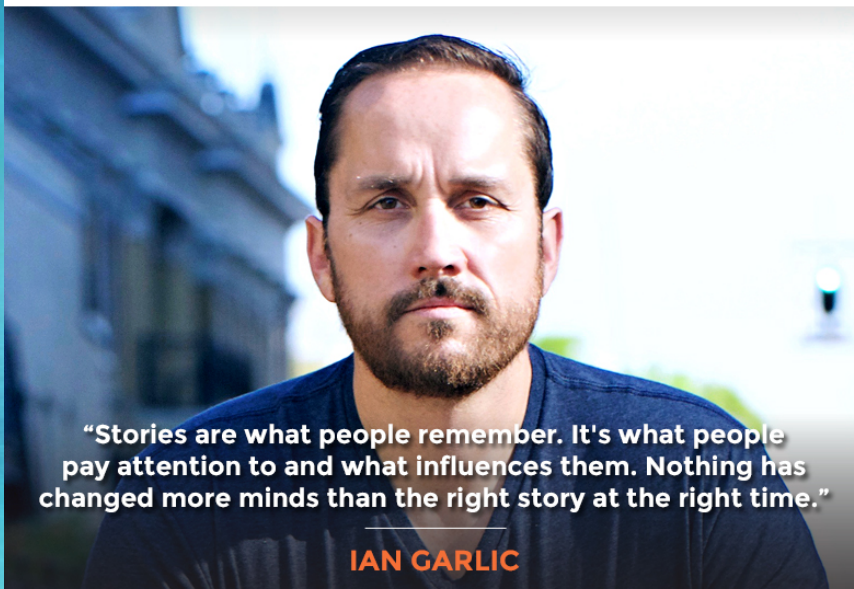
Ian Garlic

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Stories are what people remember. It's what people pay attention to and what influences them. Nothing has changed more minds than the right story at the right time.”

IAN GARLIC

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Shoot stories. People look for authenticity, which can't always be found in testimonials. Instead, focus on getting raw emotions and opinions from clients.
- Understand my audience. Know what they want to see and create videos accordingly. Empathizing with them retains their attention.
- Be patient. The fastest way to lose clients is by being forceful. So avoid being pushy when coaching my clients.
- Develop a strategy. Have a plan when interviewing clients for a smooth process. An organized flow will finish faster.
- Allocate warm-up time. Sometimes, people get nervous before interviews. Allow the interviewee to get comfortable before starting.
- Elicit emotions. Make relatable videos by looking for authentic moments. Having a story arc invites more viewers.
- Create conversations. Interacting with my audience establishes a connection. This allows me to easily develop customer relationships.
- Ask for help when necessary. I don't have to do everything alone. Don't be afraid to reach out to the right people for assistance.
- Have well-written YouTube descriptions. Explain clearly what the video is all about. Avoid putting too many links that will lead people away from YouTube.
- [Email](#) Ian Garlic to learn more about his services and connect with him on [LinkedIn](#). Then, subscribe to STORYCREW's [YouTube channel](#) to get access to video marketing resources.