

30 Day Video Immersion to Better Videos

PART 1 Find at least 2-3 influencers that make videos that you like or gravitate to.

This can be on any platform you choose (Ex. Facebook, Youtube, Instagram, etc)

Watch some of their videos and really pay attention to their content. Write down all of the reasons why you like their video [get specific]... You can ask questions like the below:

What is their hook?

Do they have a call to action?

What kind of energy are they presenting?

How is their lighting?

Are they inside or outside?

What is the background?

What emotions are they getting out of their audience?

What elements are they using to connect to their audience? (ie. family, relationships, career, finances, etc)

Now take those notes and circle which of those things you want to implement into your own videos.

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PART 2 Now it's your turn :-) Make a video everyday for 30 days!

This can be in the morning, afternoon or in between... just make sure you are showing up with the energy, excitement and presence that you want to create in your video.

Steps to creating your daily video:

- Set up your space (don't forget the basics, lighting, background, etc)
- Review previous days video and choose one thing you are going to focus on improving on for today's video
 - a. This can be as simple as smiling more or eye contact with the camera. Remember your influencer notes as well.
- Review today's video content - what are you going to be talking about?
- Shoot your video!
- Post your video on ??? ... this is completely up to you! Remember where your ideal client spends their time.
- **CELEBRATE today's win!!!**

PART 3 At the end of the 15th day you'll write a post in the Accelerator Club Facebook group...

...describing your video challenge journey, how it made you feel, what you learned and post your favorite video from your challenge to the group!!

BONUS: You can use the below content calendar to build out your 30 day video challenge 🙄

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|--------------------------|----------------------|--------------------------|--------------------------|--------------------------|-------------------------|----------------------|
| 1 Written Engagement | 2 Market Research | 3 Value Post | 4 Entertainment | 5 Quotes | 6 Written Engagement | 7 Market Research |
| 8 Value Post | 9 Facebook Live | 10 Entertainment | 11 Quotes | 12 Written Engagement | 13 Market Research | 14 Value Post |
| 15 Entertainment | 16 Facebook Live | 17 Quotes | 18 Written Engagement | 19 Market Research | 20 Value Post | 21 Entertainment |
| 22 Quotes | 23 Facebook Live | 24 Written Engagement | 25 Market Research | 26 Value Post | 27 Entertainment | 28 Quotes |
| 29 Written Engagement | 30 Facebook Live | | | | | |