

# THE LAZY GUIDE #02

Twelve  
Online Video  
Formulas



# ABOUT THE AUTHOR



James Lavers is founder of digital publishing house "Lazy Coach" an online educational company formed in the U.S.

After burning out as a stay-at-home Coach in a failed attempt to balance work and family, James figured out how to turn his coaching into online courses that could serve and sell while giving him the freedom to truly connect with his kids. A "reluctant pioneer", James is passionate about providing the kind of mentoring and guidance that simply wasn't around when he got started.

Since 2005 his coaching and courses have helped Authors, Speakers, Coaches, Thought-Leaders & Advice Experts at every level in 143 countries to do what he did and transform their know-how & expertise into web-based educational courses and digital products that make money and make a difference around the world.

Prior to Lazy Coach, James served as a consultant and Producer in the infomercial and home-shopping TV industry. In 2003, a chance opportunity to help Anthony Robbins double his sales on QVC set James on a new path helping Coaches, Authors & Advice-Experts to serve more and sell more using the emerging technologies presented by the internet and online video.

James has featured on the BBC. He has lectured on digital entrepreneurship & creativity at the Institute of Contemporary Arts and for MBA Post-grads in collaboration with Cambridge Judge Business School. He has consulted for Sony, Samsung, Nintendo, Dyson, Bare Essentials, Decleor & Elemis to help their spokespeople better sell their products and monetise their brand message on TV, online and on video.

Today James continues to help his clients engineer greater levels of freedom by teaching them how to remove the constraints of time, geography and "hard work" from business.

**12 Video Formulas. The step-by-step video influence field-guide  
on what to say (and in what order) in a dozen client-getting business videos.**  
by James Lavers

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## Videos aren't created. They're assembled.

Each business video is made up of **component parts**.

The parts, when assembled together, give your video structure.

That structure means your video is optimised for the business purpose it's being produced for, whether that's list growth, engagement, sales and so forth.

Don't script your videos word-for-word, it's fake and your viewers will feel it before you open your mouth.

Instead learn the requisite parts of each video you produce. You'll quickly see how each part works within the larger structure of the video to create a sort of "formula".

The formula guides your content..guides what you say, and in what order, without requiring that you remove your own unique flair from the delivery.

This field-guide gives you quick access to the individual formulas for 12 specific business videos. Each formula has proven itself time and time again. These formulas have amassed millions, whether counted in followers, fans or the fortunes they've made their producers. Trust them.

After a summary of the 12 formulas overleaf, it's one video formula per page from then on. You'll see a brief explanation of the formula and which business purpose it's best used for, then a list of the component parts numbered from top to bottom (to coincide with the order you deliver it on video).

Once you know the video you want to produce, select the corresponding formula. Study it and decide what to say with guidance from the formula but with freedom to say it your way. Then practice, practice and practice some more.

*Above all else - have **fun**. You're about to learn the optimal formulas for 12 business videos...but get too uptight studying and trying to "get it right" and you'll miss the fact that these structures are here to support your delivery, not suffocate it.*

01 THE SQUEEZE

02 HOMEPAGE "HELLO"

03 TRIPWIRE

04 WEBINAR

05 VIDEO SALES-LETTER

06 LIVEFOMERCIAL

07 THE CLUB-SANDWICH

08 STAB 'N' TWIST

09 THE TUTORIAL

10 VIDEO TELEMARKETING

11 EXPLAINER

12 F\*\*K IT

# 01. The Squeeze

*Use this video formula for your opt-in/landing pages to attract new subscribers to your high-value free content or “lead magnet”, it’s simple, effective, and should take between 90 seconds and 3 minutes to watch.*

01

Welcome your viewer with a super-brief introduction. Just your name and company or name and book you authored or system you created is sufficient.

02

Who is this video is for? Describe your viewer by Role, then the Challenge their facing followed by the aspiration they’re seeking.

03

Tell your viewer what you’ve got for them, describe your lead-magnet.

04

Describe what benefits can be expected from your lead-magnet. What is it reasonably going to actually DO for them.

05

Call to action. Tell them exactly what to do in order to get your lead-magnet.

06

Position how you came to create this lead-magnet. What patterns or problems did you witness/work-with that caused you to create this free solution?

07

Repeat step 2. Remind your viewer who they should be to benefit most from your lead-magnet by Role, Challenge & Aspiration.

08

Call to action. Tell your viewer exactly what to do in order to get your lead-magnet

## 02. Homepage “Hello” (The 5 F’s)

*Use this video formula on your website homepage to welcome new visitors to your business, orient them to your services and establish your company and brand values as well as effectively enrolling visitors into subscribing to your mailing list.*

01

FASCINATION - Start strong with a fact, statistic, news item, anecdote, case study or claim that is relevant, compelling and memorable to your marketplace

02

FEARS & FRUSTRATIONS - Align with the immediate challenges and concerns of your visitor by articulating them in a way that demonstrates that you fully ‘get’ their current issues.

03

FOR & AGAINST - Articulate what your business stands for and demonstrate how that aims to help alleviate their fears and frustrations. Describe also what you oppose and are against.

04

FUTURE - Go bigger picture. What positive changes do you want to see and spearhead in the marketplace and/or the community/world. Inspire with your larger aims and ambitions.

05

FIRST STEPS - Call your viewers to action. Let them know what the best first steps are they should take on your site.

## 03. Tripwire (5 P's)

*Use this video formula to pitch a low/mid-priced “self-liquidating offer” after someone opts-in to your mailing list. Ideally this should be no more than £150/\$200 and ideally between £/\$29-99. The idea is that the offer pays for the advertising cost to get the traffic to your site.*

01

Thank your viewer for taking the action they just took.

02

Request a few more minutes of their attention before they get the lead-magnet they opted to receive from you.

03

Let your viewer know that if they like the thing they subscribed to receive they may like the low/mid-priced product that you have on offer.

04

Introduce the PREMISE of your product/service. What is it. Why did you create it.

05

Tell your viewers the PROBLEM your product solves.

06

Articulate the PROMISE of your product. What benefits a buyer can reasonably expect if they act upon your product/service, along with your guarantee of satisfaction.

07

Explain the PROCESS the product takes them through.

08

Detail the PRICE in both financial terms and also the price of NOT solving the problem your product takes care of.

09

Call your viewer to action, by telling them exactly what to do to buy the product.

# 04. Webinar

*Use this video formula when conducting webinars designed to sell a mid/high-priced offer without being boring pitch-fests*

01

HOUSEKEEPING. Crowd control (remove distractions and get engagement).

02

INTRO. Introduce yourself and your business - who you work with and the core benefits of your businesses work.

03

HEADLINE. What is this webinar about.

04

INTRIGUE. How did the webinar come to be. What's the story behind it?

05

PROMISES. Let your viewers know what they can expect from you and that you'll let them know how they can continue their journey with you at the end if they'd like to learn more.

06

STATE YOUR CASE. Establish the core premise of your webinar and support your case with key statistics, graphics, case-studies, examples etc

07

STORY. Share your personal narrative. How did you come to be doing what you do?

08

MYTH-BUST. Deconstruct the common misconceptions that slow your audience down or keep them stuck or screwing up in the topic-area you're doing the webinar about.

09

CONTENT. This is the portion of the webinar where you share the material you promised in the marketing. Teach your dang' content!

10

OFFER. Pitch your product/service as promised.

# 05. Video Sales Letter

*Use this video formula to sell evergreen products and courses. Use Keynote/Powerpoint slides and screen-recording software to narrate the slides into a video.*

01

Attention-grabbing greeting and HEADLINE.

02

Identify problem and make promise to solve it.

03

Establish WHY it's so important to solve the problem.

04

Introduce your product and why it's different.

05

Talk about what the customer gets and what it's going to do for them.

06

Call-To-Action

07

Establish your credibility through case study, story, proof and/or results.

08

Guarantee and 2nd Call-To-Action

09

Scarcity, warnings, quantity and time-limits

10

Final Call-To-Action.

## 06. Livefomercial

*Use this video formula in live videos on social media to sell your product/service direct to camera. This works best if you give your followers 24-72 hours notice of a “special announcement” first.*

01

What have you got...what are you selling?

02

Why is it important?

03

Why is it different?

04

What will it do for me?

05

Call-To-Action

06

Establish your credibility through case study, story, proof and/or results.

07

What have you got...what are you selling?

08

How does it all work? what are the logistics of the offer?

09

Bonuses & Guarantee

10

Final Call-To-Action.

## 07. The Club Sandwich

*Use this video formula in live videos on social media platforms to grow your profile and get more paying clients seeking you out and approaching you, rather than having to chase for clients.*

01

Attention-grabbing greeting and HEADLINE. Establish Premise and Promise of the video.

02

Call-to-Action 1: Ask for ENGAGEMENT

03

Content. Introduce big Idea/Problem/Principle

04

Call-to-Action 2: ENTICE with free download, app, report, video series etc

05

Content. Conclude idea with Takeaway, Instruction and/or solution

06

Call-To-Action 3: ENROL with buy, apply, pre-order, reach-out etc

## 08. Stab 'n' Twist (5 C's)

*Use this video formula to do videos to camera where you want to make an offer.*

*This is based on and adapted for online from an age-old proven infomercial structure. Works crazy good!*

01

CHALLENGE. Talk to the presenting problem your viewer is currently experiencing.

02

CONSEQUENCES. "Future pace" the problem by demonstrating your knowledge of what will happen if the problem persists.

03

COPING. Articulate that you see what your viewer has been doing to date, to try in vain to remedy the problem.

04

CURE. Outline the solution to the problem in conceptual and step-by-step terms (do not mention your product yet)

05

CALL-TO-ACTION. Now sell your product by positioning it as the conduit to the solution you just outlined.

## 09. The Tutorial (6 E's)

Use this video formula for free and paid videos that are designed to teach, instruct, pass on knowledge or a skill. This formula follows smart Instructional Design and will help your viewers actually implement what they're watching.

01

EXCITE. Ditch boring introductions and start strong by grabbing audience attention with a provocative question, startling fact, anecdote, case-study result etc

02

EXPAND. Introduce the concept of the video and the principles upon which it's based.

03

EXAMPLE. Provide an example to help me link what I'm learning to another reference point. It could be live demonstration, case-study, story, news item, infographic, statistics etc

04

EVALUATE. Have your viewer gauge where they *currently* rank themselves in terms of the skill, knowledge or confidence around the topic you're teaching.

05

EXERCISE. Have them DO something real time. Where possible avoid your viewer to taking action "after the video has finished". Instruct real time as if they were in the room with you.

06

ENGAGE. Get them to re-evaluate where they are NOW, having done the exercise. use the momentum of the lesson to deepen commitment and engagement with the material.

# 10. Video Telemarketing

*Use this video formula to make a premium-priced offer to one individual or company.*

01

Intro and establish privacy. Let the viewer know that the video is intended for “their eyes only”.

02

Demonstrate that you understand the current challenges and aspirations of the viewer.

03

Invite them to purchase your premium offer.

04

Use the “Livefomercial” formula to run through what’s on offer...if the intended viewer is already a customer you can omit the credibility piece (step 6)

05

Put a 24 - 72 hr time limit on responding.

06

Provide your mobile telephone number for any additional questions.

# 11. Explainer

*Use this video formula to produce slide-show driven videos to sell event tickets and low/mid-priced products and services.*

01

Introduce your product/service and biggest benefit promised by it, or some other equally cool detail about the product/service.

02

HOUSEKEEPING. Explain any urgency, scarcity or special circumstantial details about the product/service up front.

03

COOL STUFF. Lay out any premium bonuses, additions or extras that are included as part of the offer before you talk about the main element of the product/service.

04

MAIN EVENT. Summarise the logistical details of the main part of the product/service.

05

HERE'S WHAT WE'LL BE GOING OVER. Next dive into the beneficial details of the main part of the offer. This is where you explain what they'll be learning and doing..why, and when, in detail.

06

COST. Raise the various elements effecting the price of the product/service. Help me understand the value of the offer before you tell me the price.

07

PRICE. Tell me the "regular" price simply, plainly and clearly.

08

ACTUAL PRICE. If there is a special price or limited time offer, reveal that, along with the details of any time or quantity limits.

09

GUARANTEE. Explain your customer remedy terms and how you're protecting their purchase.

10

CTA. Final Call-to-action over a summary-page with all relevant order details.

## 12. F\*\*K IT!

*Use this video formula once you've mastered the previous 11...or if you find yourself getting too anal about it all.*

01

Say "F\*\*k it!" ...do your own damned thing...and get ready, anything can and probably will happen!