



VIDEO INFLUENCE!

How Modern Experts & Entrepreneurs with a message like YOU can get the **ATTENTION & ACTION** of your crowd with online video ... even if you're not a pop-star, child or animal!

VIDEO INFLUENCE
by James Lavers

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My Promise.

I promise to give you some of my BEST STUFF in this report.

I won't hold back or try and be sneaky and slip in a sales-pitch midway through.

If you want to use online video to get your message OUT in a bigger way, and attract more clients around the world in a bigger way, then READ THIS REPORT carefully, I wrote it to give you some *very* useful advice.

Here's what else I promise.

I promise AT THE END to let you know how I can personally HELP you be better, and attract more clients on camera...**if you would like my help.**

If not, no problem, just skip the last few pages.

Deal?

Great :)

VIDEO INFLUENCE

by James Lavers

Hey, it's James Lavers :)

Look, I hope what I'm about to say doesn't "freak you out" too much...

But I gotta say it.

Sure, in a few minutes we'll get to talking about "Gangnam Style" and how this amusing little K-pop video has had over a Billion views in the last 6 months...

...how last year YouTube's videos were watched a Trillion times (that's 140 video views for every single human being on this planet) and how 70 hours of video content is uploaded every minute...

...and how you can use this, along with the knowledge I'm gonna pass on to you to help get your message out in a bigger way and attract more awesome clients!

...and yadda yadda yadda

But first I HAVE to get something off my chest...

OK.

So here it is:

"Video is NOT all that great!"

...Now, I realise that's kind of an odd thing to say, especially in a report called "Video Influence"...

Even weirder coming from a guy who earns his living teaching something called *STEALTH VIDEO*.

Like - could I be any more contradictory??

But hear me out.

See, if you're reading this right now, it's likely that you're a...

Small Business Owner...

"Expert"...

Entrepreneur with a Message!

Or you WANT to be!

Perhaps you're a Coach, Consultant, Author, Speaker or Seminar Leader.

Maybe you help people in the areas of...

- Business & Marketing
- Health & Wellness
- Love & Relationships
- Money & Finance
- Friends & Family
- Spirituality & Self

Whatever you call yourself isn't really the point here.

Truth is, you share (and sell) what you know to make an impact and an income...and you're probably thinking that video could help you.

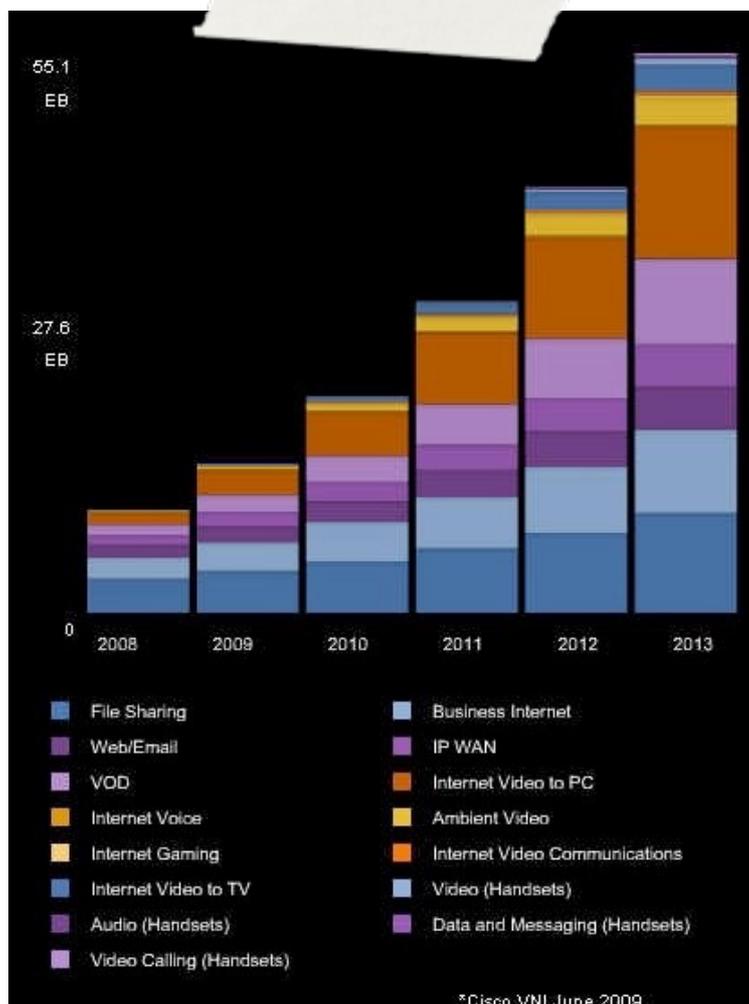
So what the hell am I talking about when I say "Video is NOT all that great"?

Video is surely the best damn way to get your message out there, en masse, for free...

Video is surely the best way to 'duplicate' you, so you can be attracting clients while you do other stuff...

Video is surely the best way to give global reach to your ideas, and impact on people you might never meet...

Plus video is frikkin' everywhere right now... Check this out:



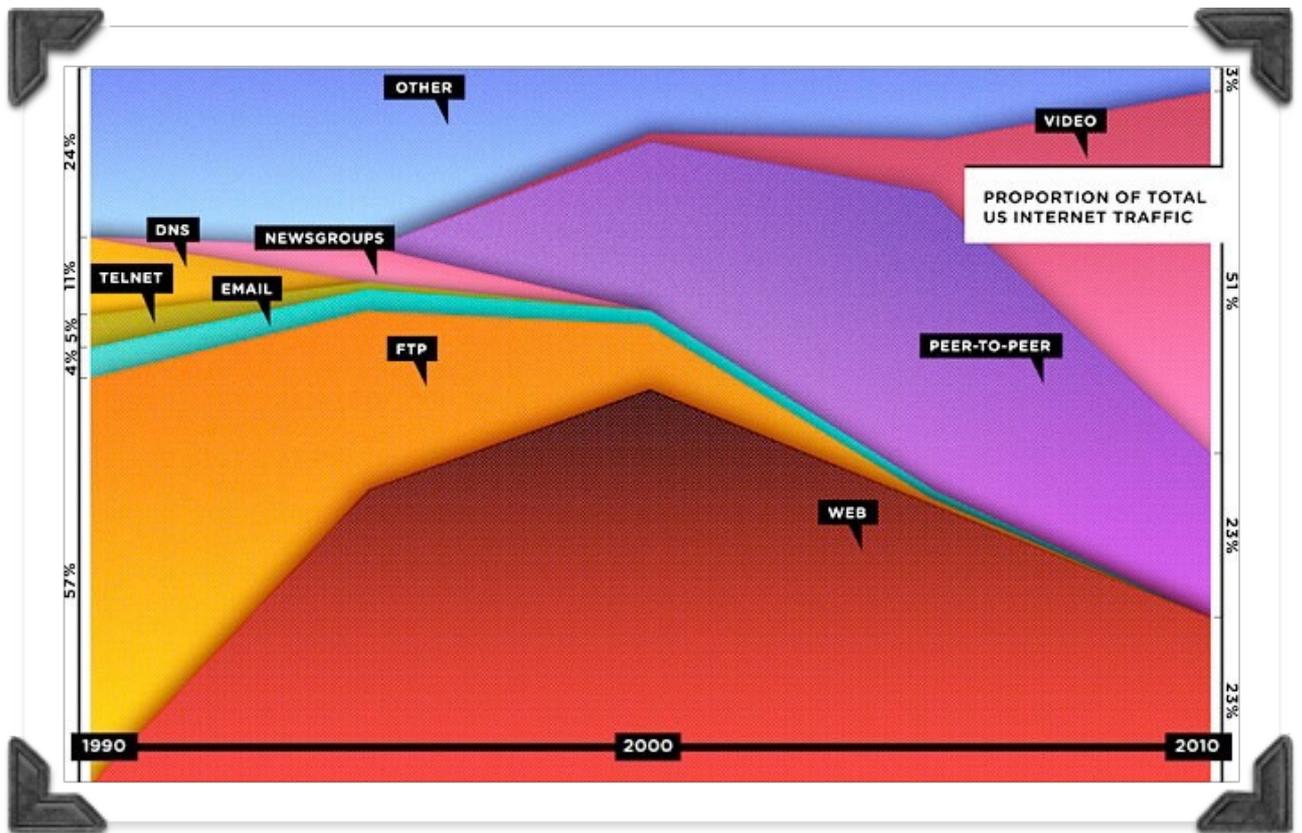
That's a very serious looking graph by them clever folks at Cisco.

It forecasts that over 90% of all consumer IP traffic (in other words, the data that goes backwards and forwards when you go use the web) will be video.

By 2013!

Yup, in other words...we're already WAY past that!

Now if that doesn't have you rabidly clawing for your camcorder, like a teenage girl for the latest Justin Beiber single, then maybe this will:



It's a chart compiled by Chris Anderson....editor in chief of WIRED magazine and author of "The Long Tail". It basically shows you why...

...people are not going to your crappy website anymore.

No offense... ;)

See, way back in the distant days of 2010, internet traffic to websites only accounted for 23% of all internet usage.

Whereas our buddy video accounted for 51% of all internet traffic.

And that was 2010!

Point is...this is all...

Old News!

Let's take a look at some more up-to-date research that will prove without doubt that my opening statement, *"Video is NOT all that great"* was a misguided claim made by a clearly unbalanced soul.

Actually it's 2 pages of hard, tangible, empirically measurable evidence that proves video is without doubt the BEST way to get more clients and grow your business this year.

Ready?

Lets take a look at the stats:

...you can turn the page now!

- According to Internet Retailer, **52% of consumers** say that watching product videos makes them more confident in their online purchase decisions. When a video is information-intensive, 66% of consumers will watch the video two or more times. (Internet Retailer, 2012)
- Mediapost reports that product videos play a key role in consumer purchase decisions, citing a **9x increase in retail video views** at the start of the 2011 holiday season. (MediaPost, 2012)
- Internet Retailer reports that shoppers who viewed video on Stacks and Stacks product pages were **144% more likely to add to cart** than other shoppers. (Internet Retailer, March 2011).
- According to Website Magazine, video is a driver of consumer confidence. Consumers are willing to watch videos **60% of the time** they are found, and 52% of consumers report that they are less likely to return a product after viewing a video. (Website Magazine, 2012)
- Retail site visitors who view video stay **two minutes longer** on average and are **64% more likely to purchase** than other site visitors. (Comscore, August 2010)
- More than **three out of five consumers** will spend at least two minutes watching a video that educates them about a product they plan to purchase, and 37% will watch three for more than three minutes. (MarketingCharts.com, 2012)
- Consumer video usage on retail and brand sites hit record numbers on retail and brand sites during the 2011 holiday season. Cyber Monday video views across the Invodo network were **897% higher than 2010**, and Black Friday video views showed a 337% increase. (Website Magazine, December 2011)
- Q4 2011 saw video views on retail and brand sites **increase by more than 3x** over Q4 2010. Users sharing video on retail and brand sites chose Facebook 46% of the time, with email accounting for 40% and Twitter capturing 14% of shares. (Invodo research, January 2012)
- In tests merchants such as Archie McPhee experienced **conversion rate increases averaging 30%**, with a range from 12% to 115%. (Practical Ecommerce, November 2008)

- Retail sites with video **increase conversion by 30% and boost average ticket by 13%**. (L2 Specialty Retail Report, September 2010)
- Dell credits video with **reducing service call volumes by 5%**. Virgin Mobile expects video to **reduce call volumes by 14%** in 2011. (The Australian, December 2010)
- Ice.com found that **viewers who chose to view video converted at a 400% increase** over those who did not. Ice.com also credits video with decreasing returns by 25%. (Internet Retailer)
- Shoppers who view video at Onlineshoes.com convert at a **45% higher rate** than other shoppers, and the site has seen a **359% year-over-year increase** in video views. Product pages with video have higher conversion rates than product pages without video. (Internet Retailer)
- With proper optimization, video increases the chance of a front-page Google result by **53x**. (Forrester, January 2010)
- In February 2012, smartphones were **nearly half (49.7%) of the US mobile market**. That's a 38% increase from February 2011. Smartphone users are increasingly consuming product video as part of their multichannel shopping experience, with 49% of smartphone owners watching at least one product video during a three-month period. (E-Commerce Times, 2012)
- **93% of smartphone users** use their devices in the home, and almost **50% of users** watch videos on their smartphones. 90% of smartphone searches result in an action such as a purchase or a visit to a business. (Google Blog, April 2011)

Phew!

I don't know about you, but I'm exhausted even looking at that list.

So many numbers...

...and you know what?

“None of it proves a damn thing. Fact.”

I still say “Video is NOT all that great”

Here’s why.

It’s not VIDEO that’s getting those results.

It’s not VIDEO that is helping businesses grow massively, sell more and make people rich...anymore than it would be accurate to say “Writing a book will grow your business and get you clients.”

‘Cos it ain’t the video (just like it ain’t the book) that does the work...

...it’s the message and the meaning within that video that counts!

Don’t confuse the Medium (e.g. Video, Radio, Books etc...in other words the medium used to communicate) with the Message itself...

...and hell, let’s go one step deeper...

...it ain’t just about the message either...

It's the meaning through which the message is communicated that really draws people to you, to your ideas and work and ultimately your products and services.

Sure, you've got to have a medium...otherwise you can't reach anyone...and you've got to know *what* it is you're communicating...

But...

It's the meaning that makes people RESPOND!

In terms of importance, think of it like this:

MEANING

MESSAGE

MEDIUM

Right. Let's play a game to prove it!

On the next page there are 2 passages of text.

I want you to pick one and read it with as little expression or emphasis as possible.

Make yourself sound as monosyllabic and boring as you can manage.

Don't over-think this...

Just read out loud and notice the impact of your words when you hear them...

I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident: that all men are created equal."

I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.

We shall go on to the end, we shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and even if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the

OK.

So we can agree that the message itself is pretty lame without the *meaning* behind it right?

Kinda like if you say **"I love you"** to someone in a tone of contempt with a barely-concealed sneer on your face...something tells me they ain't gonna believe you regardless of what you said...me thinks you'll be sleeping on the couch tonight!!

Now...

"I need to 'fess up big time!"

Here's my confession: You've heard all this stuff before.

I mean seriously come on.

Every personal development book, CD or seminar by every conceivable guru teaches all this old communication stuff.

There's those famous statistics...

Only 7% of the credibility of your communication is conveyed through the actual words...the other 93% is made up of voice tone, body language...basically how you say it and blah blah...

...Major yawn time!

(Not saying it isn't true, I believe whole heartedly it is, but we've both heard it before so lets move on)

Finally!

Here's why video is not all that great...

**“Because it's technical, time-consuming
and you probably SUCK at it!”**

It's not your fault...nobody told you communicating with a camera-lens to attract more clients and get your ideas out there was a separate, specialist, learnable skill. Heck don't worry, I'm here to help you do it much better :)

By the time we're done you'll be using online video to get your message out there in a much bigger way and attracting more of the kind of cool clients you really want to work with...Deal?

Cool, OK now listen.

Communicating via video presents a unique opportunity not available in virtually every other form of human communication...

...it's this opportunity that makes it so enticing...

...so seductive...

...so full of promise...

...and it has nothing to do with YOU.

This opportunity has everything to do with someone else...

...your viewer.

When you communicate via video, it gives your viewer the chance to have almost full sensory connection to you...

...and remain completely anonymous!!

Here's why this is SO important...

“It means they can leave (without feeling bad) any time they damn well choose!”

See, most of us are socially conditioned to exercise restraint and politeness.

It's a natural mechanism that helps repress aggression and prevent us from being perceived as a threat to the immediate survival of those around us.

So, at a workshop or seminar, if we don't much like a particular speaker or what they're saying just doesn't 'fit' for us, its rare that we'll just get up, push ourselves past the other seated attendants and storm out.

The same goes for face to face interactions.

If you've ever been stuck trying to network with someone you just aren't "vibing" with...and they seem oblivious to the fact - its rare to just turn our back on them and walk away...we might bide our time until we can make a polite and acceptable excuse, but usually we'll just humour the undesirable for a while before politely heading for the exit.

Now obviously there are cultural factors that can effect these tendencies...and of course there are always circumstances which can override these tendencies - but for the most part, for the majority of people, we would rather grin and bear it than make a scene.

Point is: with video that pressure to be polite does not exist.

If you're viewer doesn't like your video...heck if they just get an inkling, they can hit the "stop" or "back" button in a cold second and put an end to you (metaphorically of course).

Just like that.

No guilt.

No feeling like they're making a scene.

One click...gone.

So that's why it's really important that if you choose video as a medium to communicate with your crowd and get more clients...that you create the RIGHT kind of videos.

Videos that get a RESPONSE.

That is...videos that SELL.

- Sell you.
- Sell your ideas.
- Sell your stuff.

...without coming over all...sleazy and "salesy"

That's a responsive video.

woah,

Woah,

WOAH!..

Let's just STOP a minute here.

See at this point you're probably thinking.

James. I've humoured you so far...but wait a damn second and tell me something:

“Just who the hell are YOU to talk to me about making videos that sell?”

It's a fair question to ask...and if you already know my story, you can skip the next three pages.

See...

...if you'd been sitting next to me 15 years ago, this is what you'd have been staring at:



Banks of monitors in a dark room.

It was called the "Gallery", but really it was my laboratory...

My INFLUENCE LAB!

You know the channels on TV that sell fake diamonds, food processors and fitness equipment 24 hours a day?...well my first ever proper job was working for the biggest shopping channel in the world...QVC, way back in 1995.

By 2001 at the tender age of 25 I was a Producer.

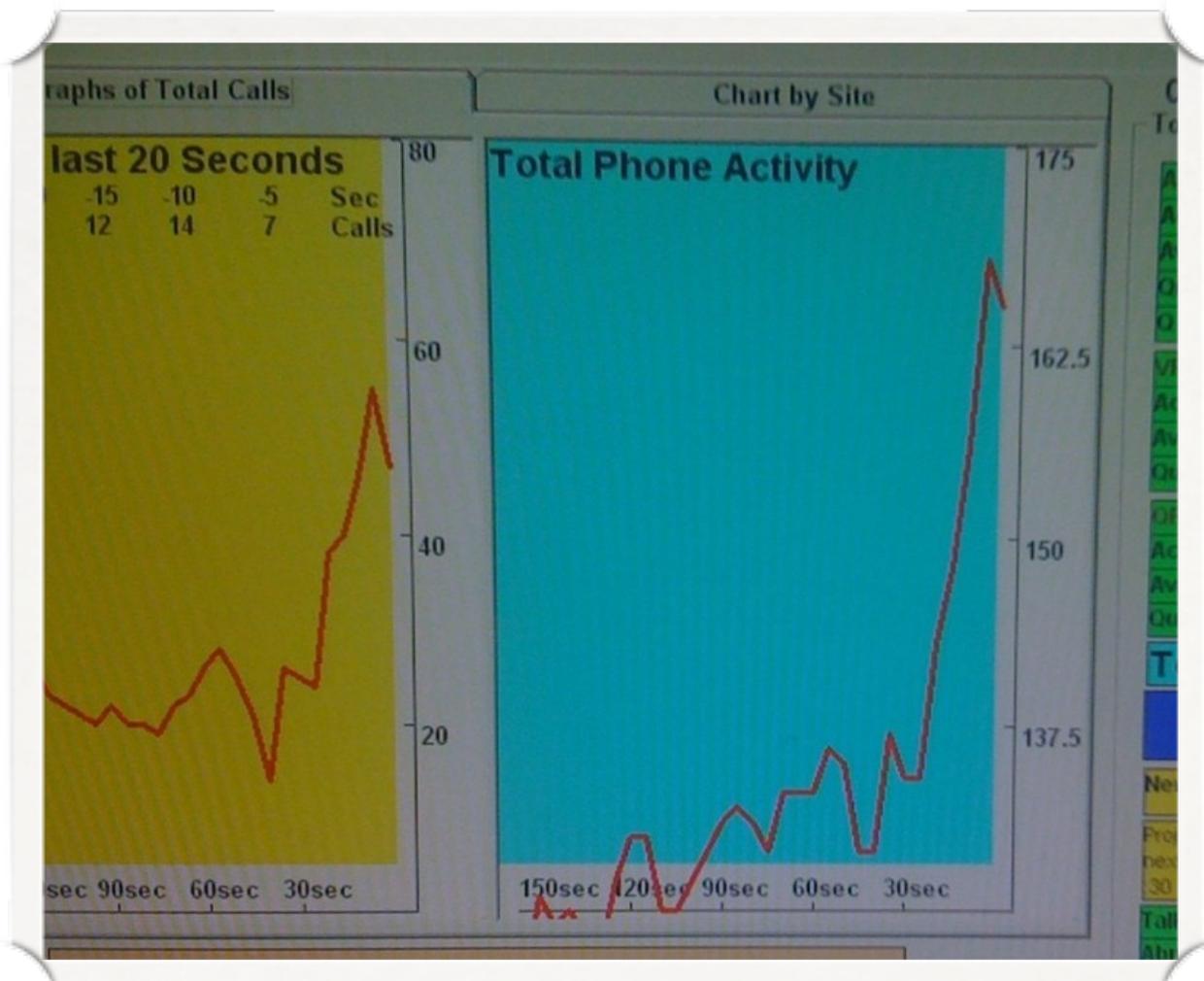
This meant I was basically in charge of the show.

I got to sit in my screen-selling laboratory looking at the monitors and talking into the TV presenters little invisible 'earpiece'...

Here's what would happen.

Remember from the picture, the computer monitor on the right...the one with the yellow and blue blocks on it.

Here's what it looked like close up:



The funny red line is tracking what's happening on the phone-lines in real time.

So when it goes up into a "spike" like you can see in the picture, it means that lots of people have just picked up the telephone to order the product being sold on TV at that particular moment.

So. I got to thinking...

"That red line is telling us what's making people BUY!"

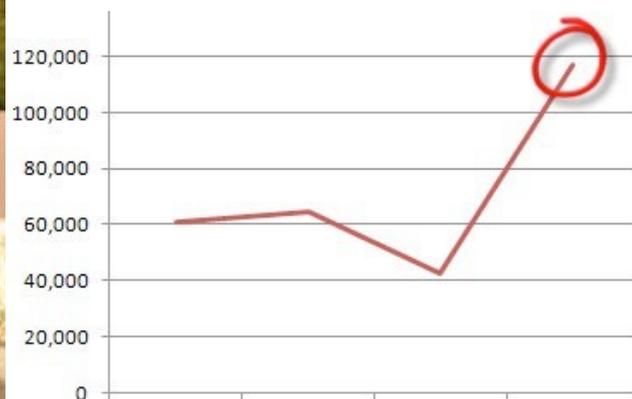
...and I began using the live feedback of REAL people at home with their credit cards and telephones as my persuasion laboratory to discover what makes people respond to a video message...

I extracted a kind of "master code" of what SELLS FROM THE SCREEN.

Soon I went client-side and consulted with spokespeople from Sony, Samsung, Nintendo, Dyson, Acer, Zumba, Decleor, Elemis & Bare Minerals (some even persuaded me to represent them live on television in person as the pic below shows)



An early highlight of my career was the chance to work with Anthony Robbins...and help him double his sales on TV in the UK.



I've had the good fortune to work with Wayne Dyer. I helped Paul McKenna sell over £2 Million worth of his products and I'm on the speed dial of some of the most inspiring and prolific speakers and coaches in the world today...

...all of whom are happy to pay my \$5,000/day consulting fees to have me by their sides when the cameras start rolling.

But what about ONLINE Video?

In 2005 when my daughter was born, I made a lifestyle choice to work from home and start an internet-based business teaching what I'd learnt. The first thing I did was to start testing and refining my methods with the newly emerging trend of online video (this was before YouTube & Facebook!)

I found that almost everything that worked on TV to sell, also worked with online video - and now almost all my clients have come to me via online video.

I've sold millions online using video, and taught many of my clients to do the same.

I use online video to market and sell, but I also use online video for something MUCH more important...

...to create online video-based TRAINING COURSES.

In other words - *money making assets* that I create once, and then can sell over and over for years.

Online video-based training courses are also excellent for those who perhaps can't stretch to my consulting fees, live far away or in other countries OR just for those who prefer to buy 'self study' programmes

It means I don't have to see clients 1 to 1 or hold workshops..

...I can do so out of CHOICE.

It free's up almost all of my TIME, and, to others who have to push and struggle and sweat to get clients locally, the way I work in effortlessly selling courses to clients around the world almost seems LAZY.

In 2010 I started teaching people how to create their own online courses - i call it THE LAZY COACH WAY.

It all starts with learning how to communicate with a CAMERA

And I'd love to share some distinctions with you!

Remember we were talking about how you need to create videos that get a RESPONSE?

Well write this down...

“To get people to respond you gotta know how they’re already responding!”

I do this by figuring out what state my viewer is in.

Here’s the thing: when you know HOW & WHY people behave the way they do online - and WHAT influences that behaviour, you will be better able to influence your crowd on the internet...and better able to influence them with video...

...psst this means MORE clients, MORE recognition & a better lifestyle for YOU.

So, heads down and lets get cracking...Introducing:

“NET STATE”

There are 3 levels of “Net State”...they are:

- SKIMMING
- SEARCHING
- SEEKING

Each of the three states corresponds to the degree of mental and emotional arousal, attention and focussed engagement, as moderated by the Reticular Activating System [RAS]

Each state massively influences our responsiveness to a message.

There's been a lot of literature and academic study about the RAS going back to 1949 - and a tonne of stuff in the personal development, professional performance and self growth fields as it relates to goal-setting, productivity, effectiveness, manifestation, law of attraction et cetera, so I'm not going to go into much detail here because you only need to do a google search for the term to find a bunch of useful stuff.

Essentially (and wildly over simplified for brevity) it's your RAS that helps you notice the stuff you're looking for...

**...and sit up and pay attention
when you find it.**

So...

"Net State" correlates to our level of arousal and attention...

...but that's only half the story when it comes to understanding why and how your crowd behave online. Hand in hand with "Net State" is understanding the "mode" we're in.

There's five of 'em. Five modes, and they are:

- 1.SOCIAL
- 2.EDUCATION
- 3.ENTERTAINMENT
- 4.CONSUMPTION
- 5.COMMERCIAL

Almost all of the possible reasons why we go online fall into one or more of the five modes.

Now you gotta remember that these aren't 'fixed' modes or states...they are fluid and can change whilst we're online...in fact, part of your power and effectiveness is going to be in how you can influence your crowds state and the mode they're in.

OK, lets take a deeper look at the 3 Net States in turn.

"SKIMMING"

When we're skimming we're typically in a low state of arousal, skimming is often something we do for distraction or when we're bored or procrastinating. We're least decisive or effective when in 'skimming state'.

It's the online equivalent of channel surfing.

Here's how State & Mode combine

If we're online in Entertainment mode and in 'skimming state' we may start with a buddy emailing us with an amusing YouTube clip. Then, once we're on YouTube, we find that an hour can easily pass by bouncing from dumb video to dumb video.

If we're online for Education and in 'skimming state' we may hop from article to related article and eventually find that we've gone completely "off topic"...not really "absorbing" what we're reading or watching.

If we're online in consumption mode...to buy stuff - and in skimming state, we won't have a particular product in mind...it's the online equivalent of walking endlessly and aimlessly around a shopping mall, browsing without ever really buying anything!

**Social media was made for the
skimming state!**

When we're in social mode and in skimming state we're not "leading", we're effectively in "follower" mode, and this is why social media will catch you and keep you for hours at a time if you're in skimming state.

Skimmers RARELY BUY, they enter broad key-phrases into Google...like "Weight Loss", rather than the "Flatter Stomach in five days" - the latter of which is typical of someone in the next higher state:

"SEARCHING"

When you're searching, you have a clearer idea of what you want, but only a vague idea of where to find it.

In Searching state you have a higher state of arousal and attention than when you're skimming, your Reticular Activating System is kinda paying better attention to the 'chunks' of information you filter through it - as a result your RAS will flag up anything that meets your very general search criteria...

You're more RESPONSIVE in searching state.

If you're in searching state whilst in 'consumption' mode, you'll browse round many e-commerce sites before you find what you're looking for - and you'll likely be seduced by other shiny objects along the way.

Social searchers have an idea of whose Facebook timeline or twitter feed they want to catch up on, but will be slower to find them as they get caught up in other people's lives and news.

Searchers in Entertainment mode will know the song or music video they want to watch, but won't have as clear an idea of where to watch it.

Searchers enter more specific keywords and phrases into the "search" engines...but those in the next higher state probably won't even turn to Google...they're those who are...

"SEEKING"

In seeking state, you know what you want, and you have a damn good idea of where to find it too, you're all fired up and your RAS is on overdrive to notice anything that's relevant to your specific search criteria.

Because you know specifically what you want, your Reticular Activating System is much better honed to notice it when it sees it - so you are focussed, attentive and in a high state of arousal.

When you're in seeking state you're much less likely to be distracted.

Folks in seeking state are highly unlikely to focus on social media, unless its to connect with someone specifically or to share and post some content or information.

Seekers are NOT necessarily more responsive to your message unless it meets their search criteria...in which case, you got 'em.

When you seek in consumption mode, you know what you want to buy and you're out to by it...

...in entertainment mode you know which music video you want to watch and you go directly there to watch it.

So look...

Here's a handy rule of thumb...

If you want to attract a quality crowd of subscribers and buyers really fast, create education videos and put them in front of those in 'seeking' state and consumption mode!

Keep the entertaining videos for later.

To begin with you need to create videos for searchers and seekers that get a response from your viewers.

Usually the responses we want is:

- To "Opt-In" and join a list (just like you did to get this report)
- To hit the facebook "Like" button
- To comment or leave written feedback
- To BUY.

"But James...", I hear you cry, "what about the success of Gangnam Style, Charlie Bit My finger & Sneezing Baby Panda???"...

"...surely entertainment videos work when they're getting so many millions of views?!"

OK. I was gonna push on, but lets talk about it now...lets:

"Go Gangnam!"

You're right, Gangnam style is incredibly popular.

If you haven't seen the video, go here: <http://www.youtube.com/watch?v=9bZkp7q19f0>



It was the first video in the history of YouTube to have had over a BILLION views! That's some crazy stuff.

But.

I don't know about you - but we're here to talk BUSINESS...so I'm thinking, I wonder how much CASH "Gangnam Style" has actually made.

Turns out it's quite a bit.

In fact, this one, amusing, 4 minute video has made:

\$6.01 Million in revenues in 5 months.

Phew! Not bad.

But lets go back to those numbers.

If you add the \$8.1 Million in advertising deals you end up with

\$14.11 Million.

That works out at 1.2 cents per viewer

Now...

...I ain't complaining - but I want to point out something important.

That's a pretty crummy video in terms of its efficiency in turning eyeballs into dollars

OK, lets take an example that isn't a music video.

In May 2007 Howard Davies-Carr uploaded a 56 second clip of his two boys Harry (3) and charlie(1) to YouTube so that the boys' Godfather could catch up on how the little lads were growing up.

The video features Charlie biting his older brothers finger.

That's it by the way.

Nothing else.



You can watch it here: <http://www.youtube.com/watch?v=OBlgSz8sSM>

Here's the shocking statistics:

**“Charlie Bit my Finger!”
has received 504,449,437 views**

Now a quick dig has shown me that the Davies-Carr family have not disclosed any official earnings from the video...

...but, they've been able to purchase a new house with the proceeds and The Times newspaper conservatively estimated that they could have earned £100,000 or more from the clip.

Now, I'm going to be more generous and lets say that in total the family have made one MILLION dollars from the viral video of their two sons.

So let's do the maths.

That means they've earned two TENTHS of one cent for every viewer...over 5 years

hmmmm....

Again.

Not so good.

When I do online video for myself and my clients...

"...we're looking for anything between \$190 - \$5,008 per viewer...in a matter of hours or days!"

How would you like returns like that?

The reason I can get attract these kinds of revenues is because before I even press "record" on my camera, I think about NET STATE.

Remember...

....Gangnam Style viewers are likely in what state?

That's right: SKIMMING

And what "mode" do you think they're in? Yup, probably Social and/or Entertainment mode.

People in this Net State don't buy much...

...but they sure do watch a lot.