

7DAY LIVE VIDEO CONTENT PLAN

Grow your Profile
Grow Your Tribe
Increase Your Income
Using the Power of Video



 Shine bright like a diamond and share your message with the world.

WHO IS MELISSA GROOM

Melissa is a Video Marketing Strategist, who works with visionary entrepreneurs ready to showcase their expertise and gain vast popularity in their field online.

As a visibility mentor, she empowers her clients to master confidence in front of the camera, develop clarity with their message and monetize their passions.

Melissa is the Founder of Empowered Mums Business Network, where she provides education and support to business women and she is also teaching her tribe of entrepreneurs the steps and strategies to be more visible, through her 30 day video challenge, creating their signature program and hosting their own TV Shows.

Melissa runs Mums in Business online magazine and can be found leading seminars and networking groups on leveraging time and building online publicity

WHAT VIDEO HAS DONE FOR ME

Using video to market my services has been the most cost-effective way for me to reach a global clientele and it has given me the best return on investment than anything I have ever tried. I now no longer seek clients, they seek me and I get most of my clients from referrals. So not only has it dramatically increased my income but it's given me regular cashflow because I have created my own programs and people purchase them without me spending money to advertise them.

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WHY LIVE VIDEO

- ❖ Social Media is for building relationships.
- ❖ People go on there to be entertained, to connect, to learn.
- ❖ If you want to build your personal brand you need to show up consistently and share what you know, your wisdom, behind the scenes of who you are and what you get up to during your week.
- ❖ It builds the know, like, trust factor.
- ❖ People love to see you being natural, raw, real, authentic. Not staged in a professional studio with professional hair and makeup. There is a time and place for this. It's still important to look presentable and respectful, not turn up looking scruffy with mess and clutter in the background.
- ❖ It's about sharing quality content. Value people's time by giving them something of value. A tip, a tool, some wisdom, inspiration, motivate them.

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7 DAY LIVE VIDEO CONTENT PLAN

- DAY 1** – Monday Motivation
- DAY 2** – Tuesday Tip/Tutorial
- DAY 3** – Wednesday –
Video Interview
- DAY 4** – Thursday LIVE Q & A
- DAY 5** – Friday Fun Day –
Behind the Scenes
- DAY 6** – Saturday Social
- DAY 7** – Sunday School

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DAY 1

Monday

Motivation

- ❖ As a leader it's your job to inspire and motivate others.
- ❖ Do this by filming a video of you down at the beach, going for your morning walk, or after your morning workout.
- ❖ Encourage your viewers to be a better person. By them seeing you up and living life with zest and vitality inspires them to get up off the couch, bed, office chair and do something positive to start off their week.
- ❖ They may be feeling tired from the weekend. It could be as simple as saying to get out in the fresh air and ground yourself, do a meditation, eat a healthy breakfast, plan for your week and write down your goals. Share what you are doing to start of your ideal week. Share a famous quote, read an excerpt out of a book you love, or share your own unique tip.

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DAY 2

Tuesday Tip Tutorial

Do a video and share:

- ❖ The latest updates in your industry
- ❖ How to's
- ❖ Resources
- ❖ Apps
- ❖ Hacks

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DAY 3

Wednesday

Video Interview

- ❖ Schedule your interviews in for the next 6 months
- ❖ Collaborate with industry experts and interview them.
- ❖ Interview other people who give added value to your community. Example if you are personal trainer, collaborate with other people in the wellness industry.
- ❖ When you put the spotlight on others it also puts you in the spotlight but they remember you supported them and will support you back.

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DAY 4

Thursday

LIVE Q&A

- ❖ Write a list of topics and questions to get you started.
- ❖ Ask on your social media platforms, to your email database – What is your biggest challenge with XYZ ? (Example - doing video, losing weight, marketing, sales, copywriting, exercise)
- ❖ Marie Forleo started out with Tuesday's Q & A and look where she is now.

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DAY 5

Friday Fun Day Behind the Scenes

- ❖ Share what you are up to today.
- ❖ Are you in the office?
- ❖ Meeting a friend or colleague for lunch?
- ❖ Having a client meeting?
- ❖ What location are you at today? Share the view, share why you love it there.

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DAY 6

Saturday Social

- ❖ Share how you are spending your Saturday.
- ❖ Are you up early going to the farmers markets
- ❖ Sleeping in and reading a book
- ❖ Going for a stroll along the beach
- ❖ Meeting up with friends or family for lunch
- ❖ Going to a wedding, party, event

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DAY 7

Sunday School

- ❖ Share your wisdom.
- ❖ Share a story or lesson that has impacted your life. Whether the event happened to you, a friend, a family member, a colleague, a client, or is something that is relevant and is in the news and relate it back to your business.
- ❖ Or read an excerpt out of a book, your book if you are an author. If not, a book that has inspired you to make a positive change.

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TESTIMONIALS

Miranda Powell

Spiritual Teacher/Healer



I will tell anyone that is considering joining just do it! Doing the video challenge has helped me in so many ways. I have increased my following on social media. I am doing classes on line. I got my own radio show. I am currently writing a book and have already written for various magazines. I have done tons of collaborations and been interviewed and I have so many more things in the pipeline. I am super busy! My business is growing. Thank you Melissa because of the video challenge I learned to get my content out there. To not be afraid of technology and learned tons of ways to market myself! Do yourself a favour and join. All of the people that I referred to join are so glad they did!

<http://www.angelicreikilight.net/>

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Anne Aleckson

The Soul Speaker, giving a voice to the power within



Before I joined Melissa Groom in her video challenge and received private mentoring from her I knew that video was important and I had a desire to use it and I was even using it in my own haphazard way, but there was always something holding me back from fully utilising the power of video in my business. The challenge gave me an opportunity to be consistent with both videoing and with my message and I will be forever grateful to Melissa for her one on one mentoring which led to me developing my own web TV show and stepping outside the box and into a future where I am happily fulfilling my purpose and using video as a consistent and important part of my marketing and to share my message.

<http://www.annealeckson.com/>

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Join me in the next 30-Day Video Challenge!

Are you ready to become a Video Influencer, to stand out online and be the leader you were born to be?

You will receive tips to get started using video, get confident on camera, learn what equipment you need, how to script your video, editing apps, how to grow your tribe, and increase your income.

PLUS get instant feedback, encouragement and support from other members and gain **lifetime access** to our Facebook community of global videopreneurs.

JOIN NOW for only **\$297** <http://melissagroom.com/30-day-video-challenge/>

Let's Connect

Connect with me on Facebook to be notified of my upcoming events/programs and you can also enroll in one of my programs, events or mentoring sessions.

<https://www.facebook.com/melissagroomthevisibilitymentor/>

Shine bright

MELISSA GROOM

The Visibility Mentor

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