

- VIDEO BOSS 2.0 FRAMEWORK -

ABOVE THE LINE: HOOK

Option 1: Eg: Hey, if you're struggling with (problem, problem, problem)

Option 2: Do you want to know the (insert secret, problem, mistake etc)

Option 3: Imagine this (insert question, problem or outcome)

Option 4: Alright, let's talk about (topic/pain point/statement)

BELOW THE LINE: CALL TO ACTION

Then this video is for you.

Or

Make sure you watch it to the end – I've got something that will change everything for you.

Or

Stick around to the end as I'm going to show you how to get some help

ABOVE THE LINE: PROBLEMS

(1-3 bullets to deeply connect with their pain on an emotional level, elaborate on what will happen if left unfixed – hit the emotional pain point)

Eg:

Here's the problem, let me explain:

(Problem 1 & Impact)

(Problem 2 & Impact)

(Problem 3 & Impact)

BELOW THE LINE CTA:

BTW- If you can relate to any or all of these then click the link below and I'll show you how to (overcome problem)

ABOVE THE LINE: TEACH

(Add in your teach piece here generally 1,3 or 5 bullets)

(Inclusions to add in handle any objections that are in their head, be relatable: what shared experiences do you have to share?)

Example:

Right now, I'm going to share with you the (x number) of (mistakes, how to etc).

Now, let's get into it:

1. Teach Point # 1

2. Teach Point #2

3. Teach Point #3

BELOW THE LINE CTA:

Hey guys, I already asked you to do this two times, if you haven't done it yet and you've watched this far then now's the time to click...

ABOVE THE LINE: PROOF/MAKE IT PERSONAL/STATS

Proof angle:

(Reference working with a client without mentioning their name)

One of my clients he/she was struggling with (relate to problem above)

He/she had tried (insert what they had tried before seeing you)

He/she then booked an appointment with me and we did (X insert what you did).

Now he/she can do (insert what they can now do).

Stats angle:

In working with over (insert number of patients or statistic)

Each week at the clinic we see over (insert statistic)

Personal angle:

I have experienced the same problem in the past and then I did (insert your solution)

ABOVE THE LINE: CALL TO ACTION

Hey this is the end of the video, the only kind of people who watch till this point are the people who this video is for.

It's exactly for people like you otherwise you would not have watched it this far, if you haven't clicked yet then I don't know what's stopping you.

If you have X problem and you want (outcome) then click the link.

I hope you found this helpful.

(name)
