



How to Create Sizzlin' Social Media Video Content Fast

*So You Show Up Confidently & Consistently
Where it Matters Most*

Well hello there,

I'm so glad you're here because that means you are ready to share your super hot, sizzlin' awesomeness with the people who are pining for your genius!

This guide helps you promote yourself and your biz on social media without...

- Feeling totally overwhelmed
- Spending thousands of precious hours creating images
- Pulling your hair out wondering what in the heck to write
- Wasting oodles of time or draining your energy
- Feeling sleazy, slimy or salesy

By following the steps in this guide, you'll be on your way to sharing hot sizzlin' social media content fast so you show up confidently and consistently where it matters most!

And don't worry... showing up on social can be quite enjoyable, especially if you have some fun and get a bit wild here exploring ideas and sharing more about who you are with your audience.

Let's do this!

Kelly Stokes Brown

P.S. If you get stuck or need more help, reach out to me at kelly@ksbonlinemarketing.com. And if you want more great tips and free guides, follow me on [Facebook](#) and [LinkedIn](#)!

Your Presence on Social Media Matters

Sexy Serving Sparks Sensational Rewards

One of the biggest obstacles for most small business owners when it comes to managing their social media channels is *finding the time*! From coming up with fresh, fun and engaging content, and creating images and videos to getting it published. UGH! It feels like a full time job in and of itself.

I hear ya!

But that's all about to change for *you* because in this guide, I'm going to share how you can create sizzlin' content fast - so you feel confident in showing up.

And here's **why your video presence on social media matters...**

By showing up consistently and sharing high value content every time you post or go live, you're going to see a rewarding increase in people wanting to learn more about you AND in turning followers into customers/clients/consumers of your products and/or services.

In fact, using video on social media consistently and strategically offers some crazy good benefits like:

- 100% higher lead-to-close rate
- Builds brand visibility and customer loyalty
- Improves search engine rankings
- Most cost-effective form of advertising (saves you money)
- Gain valuable insight regarding what your customers/clients really want

And you absolutely can use social media to create a genuine experience for your fans and followers that feels *good* instead of sleazy or salesy.

Using video on your social media channels is the most genuine way to build the know, like and trust relationship. And establishing this relationship is crucial to your business success.

Your Presence on Social Media Matters

How to Show Up Confidently & Consistently

As you work through this guide, keep this in mind to keep you social sizzlin':

**Just
Do
You**

Sure, stalk your competition.
Study what works.
Get to know your audience.
Play with words.
But at the end of it all...

**Just
Do
You**

There's something about you, your voice, the way you work or do things that NO ONE else can.
Find that thing.
Own that thing.
Share that thing.
Whether it's...
the way you work with your clients
the way you see the bigger picture
the way you make impactful connections
the way you make people feel
the way you inspire people to take action
the way you talk that makes people listen
There's something only YOU can do
And it's unlike anyone else.
So, **Just Do You.**
Because NO ONE else does it better than YOU.

So, if you're ready to create sizzlin' social media content so you show up confidently and consistently, read on!

How to Create a Hot Sizzlin' Video Content Fast

One of the fastest and most efficient ways to create great content quickly is by using long form video interviewing. Simply by recording answers to key questions about you, your business and your clients can give you hours of content in just one sitting! You can also invite a friend or team member to interview you.

Here's what you'll need:

Desktop or laptop with camera or Smartphone

Lighting (you can find great natural lighting in your own home)

Microphone (nothing fancy or expensive)

Zoom or other video software that allows you to record video

90 minutes of uninterrupted time in a quiet space

Google Drive, Dropbox, Vimeo or YouTube channel to house your video content

Editing software OR hire a video editor

Transcription service or use YouTube's free software

Top questions to answer (I provide a robust list on the next page)

This may seem like a lot at first. But if you're already showing up on Zoom calls, chances are, you already have everything you need!

Remember, you'd only be doing this one time per month to have oodles of content to share on your channels. And you are going to LOVE what happens AFTER you try this out because you'll see sizzlin' results in a short amount of time.

Interview Questions to Capture Compelling Content Fast

How did you get your idea or concept for your business?

What was your mission at the outset? Has it changed over time?

To what do you attribute your success?

What's unique about your business services or products?

What's unique about you and how you work with others?

What big problem were you hoping/trying to solve?

What made you choose this type of business?

Do you or your company help the local community in some way?

Have you ever turned down a client, and if yes, why?

If you had one piece of advice to offer to someone just starting out, what would it be?

Why should someone hire you?

What can you do for clients/customers that other companies can't or won't?

What was your key driving force to become an entrepreneur?

Can you describe/outline your typical day?

Share results your clients are or have experienced after working with you.

How do you generate new ideas?

What is your greatest fear, and how do you manage fear?

What surprises you the most about your clients?

What myths about your business industry or field would you like to dispel?

What motivates and inspires you?

Is there anything you want your clients to know that they don't already know?

Describe your ideal client – what problems do they face? What have they tried in the past?

Who has been your greatest inspiration?





What business-related book has inspired you the most? (or, What is your favorite book?)

What is something you LOVE that others simply don't understand?

Here's How it Works

Schedule a 1 hour block of time once per month where you can:

1. Get yourself ready for video:

-  pick an outfit with colors that flatter or match your brand colors (avoid heavy patterns)
-  use water or styling spray to tame wild hairs
-  choose an area of your home or office that has a simple, pleasant background behind you with a light source in front of you (natural light works fine)
-  apply a bit of makeup and glossy lipstick if that feels right for you

2. Jot down answers to interview questions you choose from the previous page

3. Record* yourself on video (lighting and sound are important – make sure you have a light source facing you and you have a decent microphone) or invite a friend to interview you on video. *You can also answer each interview question on a LIVE video – this saves time with editing and often feels more personal for the audience.

4. Download recorded video and store it in Google Drive, Dropbox, Vimeo or YouTube

5. Transcribe video

6. Pull content from transcription to use in social media posts

7. Edit video: pull out short clips to use on social or pull longer clips to use as a blog or vlog post on your website. If you aren't familiar with video editing software, consider hiring someone on FIVVER.COM to do this for you.

On the next few pages, you'll find a list of additional ideas for your weekly video posts. Circle the ones that resonate for you in all four sections: Personal, Business, Serving and Questions.

Get Inspired to Show Up & Share More about You and Your Business

Engage & Entertain: Circle prompts that resonate with you and your business to use as short videos you can record on your smartphone or by going LIVE

PERSONAL

Tell us what drives you absolutely bonkers

Tell us what makes you smile

Tell us what brings you immense joy

Tell us about your kickass morning routine

Tell us something strange about you

Tell us what your biggest, boldest goal is

Tell us the best compliment you've ever received

Tell us what makes you tick

If you had a magic wand, what would you make happen right now?

Tell us the toughest lesson you've learned and how the lesson impacted your life

What would surprise people about you that they may not know?

What is your definition of success?

What are you most proud of?

What scares the hell out of you and why?

What's the one piece advice you'd offer your younger self?

What's the nicest thing anyone could say about you?

How do you reset after a big disappointment?

BUSINESS

Share a tip or hack for getting something done faster related to your industry

Share what makes you better than your competitor

Fun fact about your business

Share the biggest myth about what you do

Share a quote from a book you are currently reading

Talk about a charity that you support and why

Introduce a team member or your virtual assistant

Share a before and after client success story

Share something that makes what you do unique or unusual

What false beliefs hold people back from hiring you?

What's the funniest thing that's happened to you in business?

How do your services or products change people's lives?

What one simple thing can anyone do right now that will help them make progress before they hire you or buy your products?

Share the best testimonials about you/your business

Get Inspired to Show Up & Share More about You and Your Business

Educate: Circle prompts that excite you to use as short videos you can record on your smartphone or by going LIVE

SERVING AND RESOURCES

Share one tip that anyone could use related to what you do

What's the biggest mistake people make related to the problem you solve?

What 3 things must someone know before they work with you to be successful?

What program, service or product is the most popular and why?

What challenges do people face when hiring someone who does what you do?

What does someone need to know before they work with someone in your field/industry?

Share a free resource and tell people why it's useful

Tell your audience about any new services or products that you're releasing and why it is valuable

What's the most ridiculous thing people believe that simply isn't true about your field/industry?

Tell us about your process when you work with clients

Share your favorite client success story

Share a behind the scenes of a day in your business

Tell us where people can go to learn more about you and your business

QUESTIONS

What obstacle would you love to overcome?

What is the best gift you've ever received?

What do your clients love about [your business or product]?

What's your superpower?

What one guilty pleasure could you absolutely not live without?

What do people LOVE about you?

What's the most ridiculous thing someone has said to you?

What's your favorite scent?

What's your fondest childhood memory?

Who was your favorite cartoon character as a child?

Who's your favorite villain and why?

If you could wave a magic wand, what would change right now?

How do you want to be remembered?

What scares the hell out of you and why?

What's the biggest challenge you've overcome?

What one piece of advice would you give to your younger self?

Engage, Educate & Entertain

When you aren't sure what to share....



What does your target audience *really* need from you?

What small action step could someone take related to what you offer to make progress quickly?

What are people clamoring to know related to what you offer or do?

Is there something every new client needs to do **before** they work with you?

What's the one question you get asked over and over again?

What do you help people do, feel or have in a way that they can't find anywhere else?

Is there a part of your process that you can offer as a "first step" so people are more prepared to work with you?

What do you wish people knew about what you do that most simply don't know?

Staying Engaged with Your Audience

Once you start sharing more videos, your audience *will* grow. So let's focus on building *real* relationships with people who follow you on social media:

- ★ Schedule time each day (about 10–30 minutes) to like, comment and answer questions
- ★ Your responses should be personal, like having a conversation over coffee.
- ★ Ask questions
- ★ Share a little about your personal life
- ★ Make a confession
- ★ Be 100% you
- ★ Share what you've learned regarding helping your clients make progress.

Look at insights after your first month of posting videos regularly to see which videos are generating the most interest and engagement. Note questions that keep popping up. Ask clarifying questions to understand what your followers need and want from you.

Approaching your audience and your content with a sense of curiosity and playfulness will help you engage and attract the right kind of followers.

Need more help?

As a business owner, I know how difficult it can be to come up with compelling content that triggers the right kind of responses from the right kind of people. Even if you love creating content, it can be hard to know what resonates with and supports the kind of clients you want to work with.

After writing copy and creating lucrative lead magnets for a variety of businesses, from publishing companies and event companies to accounting firms, coaches and solopreneurs, I've learned what works well and what falls flat when it comes to engaging audiences whether via a website or on social media.

If you're struggling to come up with a strategy, prompts or graphics for your social media channels, reach out to me! During our 30-minute complimentary consult, I can provide ideas you can explore to fire up your social media channels!

You can schedule your complimentary call by clicking right [here](#).

Loving this free guide? Follow me on [Facebook](#) and [LinkedIn](#) where I share more tips and resources that help business owners grow faster and smarter!

Here's to your hot sizzlin' success on social media!

Kelly Stokes Brown