

**Week 2.**



# Video Bootcamp

**WEEKLY WORKBOOK**

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Video Bootcamp

Build Your Confidence Maximize Your Influence Attract Your Tribe [Click to the course](#)

# Creating Killer Content

## Killer Content:

A unique and **authentic** display of information, tailored to your business that bring about the desired results to ***attract, engage and sell.***

It is based on what you know to be true (**proven**), not theoretical.

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# Creating Killer Content

## WHAT WE'LL COVER

What is "Killer video Content"?

What are the different types of video content?

How to determine what content is best for your business?

My "**Video Content Creation Guide**" ([see example on next page](#)).

## Personal Reflection:

From what we covered, what has been your biggest takeaway from this week?

## Content Creation Guide

I am positioning myself:

**to market my products/services**

MY goal is to:

**sell my new health and wellness e-course, and  
build a community/support group**

Topics I will cover: How/What/Why

*Stand alone  
video*

**How I lost  
50lbs**

*IG STORIES*

**What I do to  
avoid  
overeating**

*Video Series*

**Why Health &  
fitness are  
important**

Main points surrounding each topic

1. **workout**

2. **eating plan**

3. **accountability**

1. **snacking**

2. **water intake**

3. **accountability**

1. **self esteem**

2. **Wardrobe**

3. **preventative**

**Do your topics and main points reflect  
your voice and your goal?**

# Creating Killer Content

## Assignment:

**BE intentional with this time. Do not multi-task during this time. Shut out the distractions. I strongly encourage you to do this before looking at any social media.**

**1. How do you want to "position yourself" in the marketplace during this season?**

**2. Based on how you'd like to position yourself, what are is your goal (goals)?... leave nothing unwritten, even if it's a topic you want to revisit?)**

**3. What are some relevant topics that you can begin to share/speak to? (Write them down... leave nothing unwritten, even if it's a topic you want to revisit?)**

**Complete content guide on next page**

**Remember, You get out what you put in. Although these assignments may seem simple, and aren't "graded" they will help you to be successful throughout the program! Give 100%**

## Content Creation Guide

I am positioning myself:

MY goal is to:

Topics I will cover: How/What/Why

Main points surrounding each topic

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

**Do your topics and main points reflect your voice and your goal?**