

# 7 Secrets to 7 Dimensional Video Marketing

*by Mark Hoverson*

**Preface:** You want to lodge yourself (your brand) into your client's brain at a thousand different levels. The more "triggers" you can build into the memory of your client's mind, the more influence you will have (and the more \$\$\$ too).

#1- Look your best so you can act on your inspiration. This will allow you to make an impromptu video when the fire of an idea is fresh on your mind INSTEAD of NOT making a video because you look like crap. People who are slobs rarely make videos because they know people won't take them seriously.

#2- Hollywood Secret: attempt to change camera angle every 7 seconds. Movement and adventure POP. Sitting behind a webcam is pretty boring. Aim for a ratio of 2 webcam videos per every 1 "action-movement" video.

#3- Create open loops (aka- unanswered questions, or creating expectations that will be answered throughout the video). "Plant" curiosity early in the video so people want to hang around. For instance, "At 2 minutes into this video, I'm going to show you a surprise secret that caused...."

#4- Understand intimacy through non-verbal (unspoken) communications. You are communicating at a subconscious level through video. A- smile. B- look into the eye of the webcam. C- shoulders back. You will gain confidence through your posture ←remember the "Dog Whisperer" story.

#5- Draw Yourself Rich! Use "Bamboo." Buy the book "The Back of the Napkin." The drawing enhances everything. Drawing shows movement and rapidly accelerates the #2 Secret of keeping a gripped viewer.

#6- Develop the Cadence of Your Voice. You want speed without a hurried feeling. You almost want your words to flow like a like a fine song. Clear, varied, and a sweet message.

#7- Just shoot the freaking VIDEOS! You want to shoot so many videos that it feels second-nature to you. "The secret of getting good is GETTING BUSY." Procrastinate on Perfectionism and just get to work instead. Just a little bit of action releases an inertia of activity that will steamroll into major productivity, and the profits that follow! Remember, perfectionism is masked laziness.

# 7- Bonus- Don't become a "reactive marketer" (just checking email "hoping" that something good is going to show up). A "proactive marketer" is so busy cranking seed into the marketplace that an abundant harvest is a logical expectation.

Bonus #8- Show full-bodied "visceral" footage: food, dancing, children, puppies, hobbies

Bonus #9- Show "proof" of before and after in your life. Transform your office and people will connect you with transformation, productivity, and growth. This will attract the right kind of people to your world.