



**COOL CATS**  
VIDEO MARKETING ACADEMY

**BONUS**

# VIDEO MARKETING PLAN TEMPLATE



# Video Marketing Template & Guide

Welcome!

If you're here, then it's very likely you are in business (or starting one) and you are ready to use the most powerful medium for establishing trust, credibility and true connection with your ideal clients worldwide – video!



If we haven't met yet, I'm Janet Beckers. I've been fortunate to personally coach hundreds of business owners to be confident and authentic on video, get very clear on their message and branding, and importantly produce and market videos that grow their businesses by attracting and converting PROFITABLE clients.

That's what I'm going to help you do and we get started today!

## The Biggest Mistake People Make With Video

One of the biggest mistakes people make with video is **over-complicating things**.

I know what it's like. There are so many decisions to make and it can seem overwhelming.

What camera, what sound equipment, lighting, editing software should you use?

What should you say on your videos, how long should they be and how can you be professional, give great value but not give all your knowledge away for free?

And the biggy.....I haven't got time to do all this!!!!

So let's start with the simplest and, in my experience, the most powerful and time-effective video marketing strategy.

I call it the **MeTV Method** and it all starts with a 3 minute video.



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## The Power of a 3 Minute Video

Why a 3 minute video? Because numerous studies have shown this to be the average time people will watch a video before they start to click away.

People like short and sweet and this has an added benefit for you....

If people prefer short videos, this gives you the opportunity to impress them with one short but useful tip each video.

**And at only 3 minutes, the video is easy to produce with just one take (after a bit of practice and a simple script) so you don't need editing.**

Now this is where it gets powerful from a marketing perspective.

Let me ask you a question?

**Which do you think will build trust, loyalty and credibility most effectively?**

- One long video sharing "12 ways to XYZ" sent to your email list and social media once,
- or 12 short videos, each one sharing "1 way to XYZ". Each video drip fed to your email list and social media, once per week for 3 months so you are constantly building a connection?

If you chose the second option, you'd be right!

If you haven't watched the training video I gifted you to go with this template, you'll see how this gets even more powerful with the power of batching your video production and some very simple, but clever automation.

Like my students, you can seem as if you are producing and distributing videos every week....when really you have spent about 1 day every 3 months and everything else runs on auto.



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**I have been using this exact strategy to connect with my tribe for over 4 years.** That's a weekly video every single week, ranking at the top of iTunes and distributed to multiple audiences, for over 4 years!

[In the video that accompanies this template,](#) I share case studies of my students who have launched businesses and grown existing businesses to multiple 6 figures, starting with this exact strategy.

*Some students produce videos for years, and some simply produced 12 videos and that's all they've ever needed to continue to market their business for years.*

[You can watch the video here.](#)

Oh and those questions about cameras, lighting etc? When you watch the video you'll see something. I shot the entire video using my phone. That's all you need to get started. It's all I use.

There goes your last excuse 😊

## Let's Get Planning

At the end of this document I have a one page template you can copy, print out and use to create your 12 week video marketing plan. It all starts with a brainstorm of topics.

To make it easy for you, I have asked members of my Cool Cats Video Marketing Academy to share topics of videos they have in their own Video Marketing Plans. They are listed in the next few pages to give you inspiration to plan your first 12 topics of trust and credibility building videos. Use these to model, not to copy of course.

**Here are a few ways to come up with ideas:**

- 12 mistake people make about .....
- 12 ways to do .....
- Answer Frequently Asked Questions
- Book reviews, chapter by chapter
- The A to Z of.....  
A video on each step in your signature system you teach
- 12 ways to use your product



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Video Marketing Training for Business

**EXPERT:** Janet Beckers

**BUSINESS OR PODCAST NAME:** Cool Cats TV

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. The Most Common Video Mistake
2. The Video Mistake of Selling at The Wrong Time
3. The Video Mistake That Creates a Total Disconnect
4. The Video Mistake That Destroys Trust
5. The Video Mistake That Leaves Money on The Table
6. The Video Mistake That Keeps You Playing Small
7. The Video Mistake That Makes You Waffle On
8. The Video Mistake That Makes Life Complicated
9. The Video Mistake That Makes People Forget You
10. The Video Mistake That Makes People Stop Watching Before The End
11. The Video Mistake Strategic Businesses Don't Make
12. How To Syndicate Your Videos to iTunes and Everywhere Else



**INDUSTRY:** Teaching Resources for Australian Primary School Teachers

**EXPERT:** Trish Morgan

**BUSINESS OR PODCAST NAME:** Homework Hound

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. School-friendly kids lunches
2. Age-appropriate household chores for busy families
3. How to make your child school-ready
4. Reward systems that work
5. Fun ways to encourage reluctant readers
6. How to quickly learn times tables
7. How to build confident and enthusiastic learners
8. How to establish a good relationship with class teachers
9. How to teach your child to tell the time
10. Fun educational games you can play in the car
11. Cooking together teaches kids a lot
12. How to establish a good afternoon routine



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Professional Ballet Dancers

**EXPERT:** Alexandra Cownie

**BUSINESS OR PODCAST NAME:** Smart Dancers TV

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Hierarchy of a Traditional Ballet Company
2. How To Stay Motivated When Things Get Rough?
3. How to Improve Your Turnout!
4. Top Tips to Young Ballet Dancers
5. Is It Hard To Remember All Those Routines As A Professional Dancer?
6. 3 Burning Questions About The Professional Dancer's Life
7. The Importance Of Having A Flat Back
8. Will I See My Family When I'm A Pro Dancer?
9. Is A Ballet Career Time Consuming?
10. Sharing My Favourites!
11. How to Improve Your Pirouettes?
12. The Importance Of Expression For Ballet Dancers



**INDUSTRY:** Health for Women 50+

**EXPERT:** Kim Hamilton

**BUSINESS OR PODCAST NAME:** Body Over Mind

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. One bite won't hurt, or will it?
2. How to keep the weight off
3. One very important thing women should know about calories
4. Weights for the waist
5. Creating a competition physique for over 40's without stepping on the stage
6. How much exercise is enough and how much is too much
7. 4 tips to real success
8. Aging and fat loss
9. Spot reduction, is it possible?
10. Transformation tip – don't blame your metabolism
11. Turn cardio into a potent fat-loss weapon
12. 7 Great Strategies to Speed Fat Loss



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Life Coach for Busy Entrepreneurs/Business Owners

**EXPERT:** Jasmine Sampson

**BUSINESS OR PODCAST NAME:** Business with Soul

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. How to Create Moments of Joy
2. How to Stay Focused
3. The Vital Planning Question Nobody Asks
4. Managing Overwhelm
5. How to Manage Chaos
6. Tapping for Personal Peace
7. How to Stay Grounded
8. How to Gain Compound Interest on Your Time
9. How to Choose a Meditation Chair
10. How to Sit on the Floor to Meditate
11. The Breathing Exercise that Changed a Life
12. How to Create a Meditation Space



**INDUSTRY:** Women Golfers

**EXPERT:** Tiffany Mika

**BUSINESS OR PODCAST NAME:** The Lady Golf Teacher

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. 2 Piece Golf Swing
2. Can You Do This Golf Swing?
3. Your Number 1 Putting Drill You Must Do This First
4. Play the Downhill Lie Chip Shot
5. Overcome Topping the Ball in Your Golf Swing
6. Chipping Tips - How To Hit Consistent Chip Shots
7. Playing an Uphill Lie with a Chip Shot
8. Putting Tips-How To Improve Your Putting Accuracy
9. Putting Tips - Overcome Nerves with the Short Putts
10. Putting Tips - Sink Short Putts
11. Golf Driving Tips - Get More Distance Part 1
12. Golf Driving Tips - Get More Distance Part 2





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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Team Building & Mentoring for Business Owners & Team Leaders

**EXPERT:** Ann Rolfe

**BUSINESS OR PODCAST NAME:** My Strengths Mentor

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Intro - About me
2. Why building strengths will impact team performance
3. Why we sometimes don't see talents – in ourselves or others
4. How to recognize talents in yourself and others
5. 5 Reasons to focus on strengths not weaknesses
6. OK, what do you do about weaknesses?
7. What type of leader are you?
8. Team Tip - Outcomes & Measure
9. Team Tip - Performance Standards
10. Team Tip - Feedback
11. Team Tip - Communication and collaboration
12. Team Tip - Training



**INDUSTRY:** Horse and Rider Training

**EXPERT:** Jody Murray

**BUSINESS OR PODCAST NAME:** Jody Murray

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Say G'day
2. The attitude of Gratitude
3. Thank you instead of Sorry
4. Map it out
5. Allow your emotions to speak
6. Trust your body
7. Get it out of your head
8. Find a Mentor or coach
9. Are you in your own way
10. How do you speak
11. Take a little time to daydream
12. Success – What does that mean to you?





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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Raw Food Nutrition and Lifestyle

**EXPERT:** Anthea Frances

**BUSINESS OR PODCAST NAME:** Real Raw Nutrition

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. What I eat in a day after 6 Years on a Low-fat raw vegan diet.
2. Conventional vs. Organic produce on raw?
3. Should we really eat raw through the winter?
4. Should we combine fruits with vegetables?
5. Fruits or Greens?
6. ups on a Raw Vegan Diet, Simple eating and Omega 3s
7. Starchy Comfort Food Cravings on a raw vegan diet & Eating simple meals
8. Frootie Optimum G2.1 Blender Review
9. How a Raw vegan athlete fuels their body on a low-fat raw vegan diet
10. The 3 BEST Raw food recipes for picky eaters
11. Dealing with Perfectionism on a Raw Vegan Diet
12. Are we meant to eat nuts on a raw vegan diet?



**INDUSTRY:** Workshop Management Software for the automotive industry

**EXPERT:** Sandra Flemming

**BUSINESS OR PODCAST NAME:** The Leading Hand

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Front office and workshop communication in Auto Businesses
2. Getting customers to come back to your Auto Business
3. Contact with customers in your Auto Businesses
4. Simple progression of quotes to jobs to invoices
5. Templates for regular jobs in Auto Businesses
6. Easy Booking system For Your Auto Business
7. Which mechanics are responsible for particular jobs?
8. Know exactly what you did for a customer even 20 years ago
9. Are you able to make every hour of your day accountable?
10. Have you had a "totally unplugged from business" holiday in the last 12 months?
11. Vital performance figures for your workshop
12. Can you keep a record of the parts and items used?



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Manifesting Success in Business

**EXPERT:** Alisse Bradley

**BUSINESS OR PODCAST NAME:** Millionaire Feng Shui

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Why Feng Shui for Business
2. The New Age of Business
3. Becoming Human
4. Business Consciousness
5. Your Environment is your Mirror
6. Intuitive Branding
7. Creating the Ultimate Office Space
8. Minding your Environment
9. Materializing what you Want
10. True Self Worth
11. Goals and the Success Journey
12. Gratitude is the answer.



**INDUSTRY:** Compassionate Mediation Trainer and Coach

**EXPERT:** Linda Kroll

**BUSINESS OR PODCAST NAME:** Linda Kroll

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Compassionate Communication: 4 Steps to the Relationships You Desire and Deserve
2. Connect to Your Best SELF
3. Let Go of Limiting Beliefs
4. Unburden Pain from Your Past
5. Relate from Your Heart
6. Steps to Getting What You Want and Need
7. Remember What You Want and Need
8. Know You Deserve What You Want and Need
9. Learn How to Ask for What You Want and Need
10. Be Willing to Receive
11. Stay Grateful
12. Learn the Miracle of Empathy



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Custom Furniture Manufacturer

**EXPERT:** Robyn Monteleone

**BUSINESS OR PODCAST NAME:** Select Custom Joinery

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Welcome to Select Custom Joinery
2. What is recycled timber?
3. What is salvaged timber?
4. What is plywood?
5. What is bamboo board?
6. How does bamboo board get its colours?
7. Case studies - custom made sustainable kitchens
8. Case studies - custom made bookshelves
9. Sustainable materials: Part 1 - where do they come from?
10. Sustainable materials: Part 2 - what are quality materials?
11. Sustainable materials: Part 3 - manufacturing techniques
12. Sustainable materials: Part 4 - end of life.



**INDUSTRY:** Personal Coach For Achieving Big Goals

**EXPERT:** Lisa McDonald

**BUSINESS OR PODCAST NAME:** Coach Lisa McDonald

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. Clarify Your Direction Before You Get Started-
2. Why You Should Set Big Inspired Goals
3. The Importance Of Prioritising
4. Building Strong Foundations For Success
5. Daily Habits Which Underpin Goal Achievement
6. Fuelling Yourself For The Journey
7. Getting Active On Implementation
8. Meditation Magic
9. What Gets You Off Track With Implementation
10. The Role Of Perturbation In Goal Achievement
11. The Importance Of Strategic Planning
12. The Five Key Elements For Achieving Any Goal



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## Real World Topic Plans From Cool Cats Members



**INDUSTRY:** Virtual Assistant Training

**EXPERT:** Kathy Goughenour

**BUSINESS OR PODCAST NAME:** Expert VA Training

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. What is a Professional Virtual Assistant?
2. What type of services do virtual assistants actually provide?
3. Who Uses Virtual Assistants?
4. What does a real estate virtual assistant do?
5. What does an author's virtual assistant do?
6. What does a social media virtual assistant do?
7. How does a virtual assistant choose a niche?
8. Virtual Assistant Equipment Needed To Start Your Business
9. Top 5 Virtual Assistant Resources
10. How to market my virtual assistant business
11. How To Choose the Best Virtual Assistant Training For You
12. Being a Virtual Assistant: A Day In The Life of a Virtual Assistant



**INDUSTRY:** Empty-Nest Moms Struggling With Transition

**EXPERT:** Dorine Kramer

**BUSINESS OR PODCAST NAME:** Your Time To Soar

### 3 MONTHS OF WEEKLY VIDEO TITLES

1. This is Your Time to Soar
2. Don't Let Expectations be Your Downfall!
3. Costs of Isolation
4. Ah, the Great Outdoors
5. It's Compassion, Not Weakness
6. The Benefits of Volunteering
7. Make Time Your Friend
8. The Basics to Rekindle Romance
9. Talking to Yourself Can be a Good Thing
10. Sweet Dreams, and How to Have Them
11. Do Your Priorities Need Changing?
12. How to Turn Your Adult Child Into Your Biggest Fan



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Video Marketing Plan for 3 Months Starting \_\_\_\_\_

Date	Title	Notes