

During today's session we will discuss FAQ Videos. We will discover WHY they work, & how best to use them strategically in order to close more sales.

A Frequently Asked Video is a piece of content in which you go over Main Concerns in the mind of your prospect.

Some examples of questions you may address in the video are:

Hey how long will it take to recoup my investment?  
How much capital do I need to get started?  
How much time invested to become successful?  
Is it better if I go with my local attorney, or a big law firm?  
Why should people work with a trainer and follow a fitness program?  
How does the process work?  
What will we cover?

Here are some examples of frequently asked questions ads which you can go over:

<https://www.facebook.com/404407663074019/posts/1520856068095834>

<https://www.facebook.com/1991777574470159/posts/2297987060515874>

### **HOW can I create my own FAQ Video?**

- You need to find out key concerns in the mind of your prospect. Ask in an email, get on the phone, ask WHY people are objecting to buy your product.
- Make a list of all the concerns, & address them with Objection Handlers. Set your prospects mind at ease by thoroughly satisfying prospects concerns.
- Shoot the video either on your desktop with a screen recording [Such as Loom Videos] or have someone record you, as you walk people through a white board explanation.

### **HOW should I use my new FAQ Video?**

This video is best used after a prospect has consumed some content. If you are running a VSL , Recorded Webinar, Case Study funnel then you would run the FAQ video to people who have already consumed the content.

