

# BrandVision Profiler: Offer Summary

*Title: VIP Video Strategy Intensive | 2025-04-16*

## 1. OFFER DESCRIPTION:

Introducing our VIP Video Strategy Intensive - a fantastic fusion of coaching and video content. This is a 2-hour fully-immersive live session where we'll roll up our sleeves and plot a month of engaging, camera-ready video content. Guided by expert coaches, you'll end not only with a strategic video launch plan but also amplified clarity and confidence.

## 2. IDEAL CLIENT FIT:

This high impact coaching session is thoughtfully geared towards ambitious entrepreneurs, business owners, content creators, online educators, and influencers who want to command attention and build a strong connection with their audience through captivating video content. You must be tech-savvy, voracious for growth and willing to invest time in strategizing your content creation for maximum impact.

## 3. VALUE PROPOSITION:

At a competitive price of just \$497, this comprehensive package lets you harness the professional guidance, expert feedback and tangible action plan you need to make your mark. You'll leave feeling poised and ready, not just with an extensive video content plan but with the assurance, know-how, and renewed confidence to execute it.

## 4. FUNNEL SUGGESTION:

Leverage a multi-phase funnel strategy to generate leads. Start by offering a free 'Video Marketing Cheat Sheet' in exchange for signing up to your mailing list. Then, provide a series of value-packed emails, introducing the VIP Video Strategy Intensive offer. Finally, host a free webinar to build trust

and rapport with your prospective clients before launching the main product.

#### 5. EMOTIONAL CTA HOOK:

Are you ready to create a ripple effect in your industry? If turning your vision into engaging video content feels daunting, we're here to help. Step out from the crowd. Ignite your confidence. Transform your online presence. Leave your audience captivated and moved. Stand not just as a presenter, but a thought leader with our VIP Video Strategy Intensive.

#### 6. BONUS UPSELL OR ADD-ON:

Add an attractive upsell or add-on - a comprehensive 'Video SEO and Promotion Kit' for an additional \$99. This offers detailed guides on optimizing video for SEO, leveraging video analytics, and crafting effective promotional strategies to amplify reach, establish authority and captivate a larger audience.