



15 SECOND VIDEO COURSE

GUIDE VERSION

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DENNIS YU

Host of the CoachYu Show

I amplify exposure and sales of successful entrepreneurs via systems, analytics, and young adults certified in our digital marketing training.

We partner with universities, the military, DigitalMarketer, and GoDaddy to create jobs. Anyone can join our program at academy.blitzmetrics.com

Course Checklist

1. Become a member of our Facebook Group

<https://www.facebook.com/groups/BlitzAcademy/>

- ☐ Social Video Insiders Group: a safe place for members of this course to create and publish their videos, in a supportive setting with other members.
- ☐ **Assignment**—Join the Facebook group and post a 15-second video so the other members can get to know you better.

2. Making a 15 second video

- ☐ 4 components of a 15 second video.
- ☐ Alex Langmesser - Video on making 15 second videos. (see on page 8)
- ☐ Logan Young - Why 15 second video? (see on page 8)
- ☐ Assignment - Make a 15 second video.

3. Content Planning

- ☐ Know your audience.
- ☐ Know your brand - www.blitzmetrics.com/PBC
- ☐ **Assignment** - Identify the three most important items to your brand.

4. Editing Video

- ☐ Save time on editing by not recording more footage
- ☐ than you need.
- ☐ Use free editing software until you are proficient and ready to move to a premier software, like Camtasia, Adobe AfterEffects, etc.
- ☐ **Assignment** - Clip the head and tail of your video so there is no waste of time.

Video Lessons



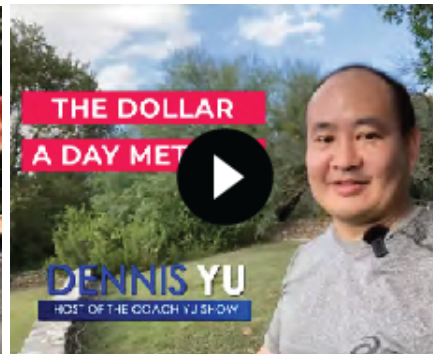
[Intro](#)



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[Content Factory](#)



[The Dollar a Day Method](#)



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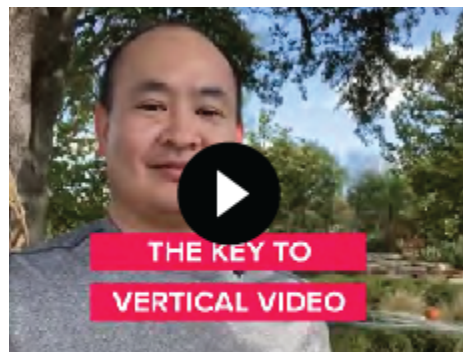
[Overview of the Major Services](#)



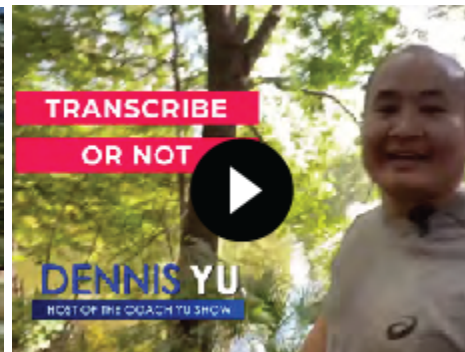
[Show Them Your Face](#)



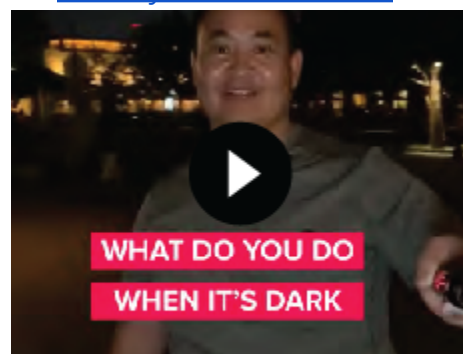
[Templates & Processes](#)



[The Key to Vertical Video](#)



[Transcribe or Not](#)



[What To Do When It's Dark](#)



[Where to Post Your 15 Second Video](#)



[Where Do We Use Our 15 Sec Videos](#)



[Who Should Be Making 15 Sec Video](#)

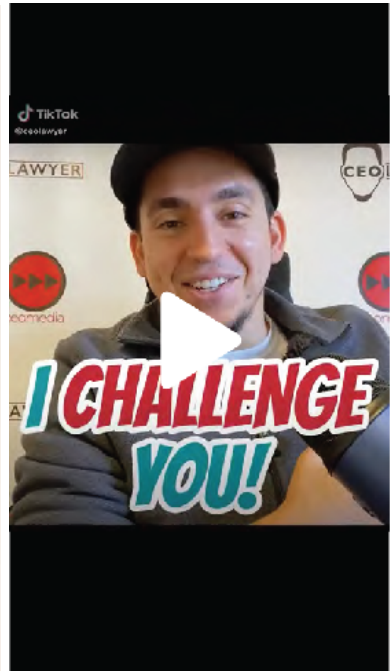
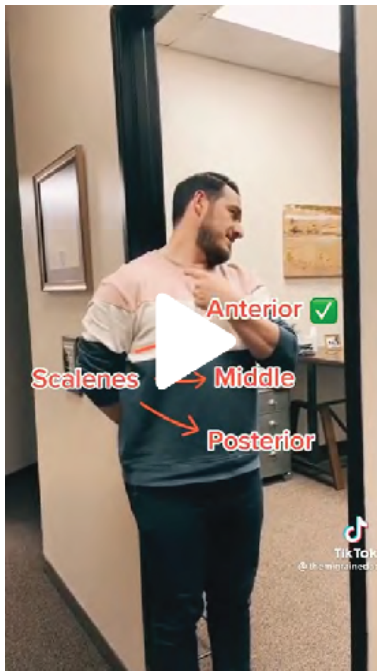
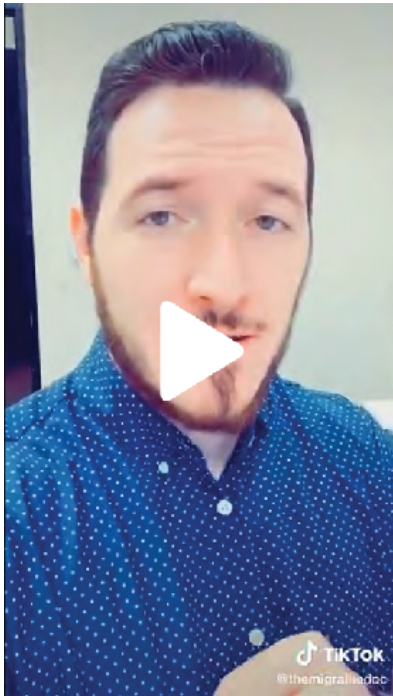


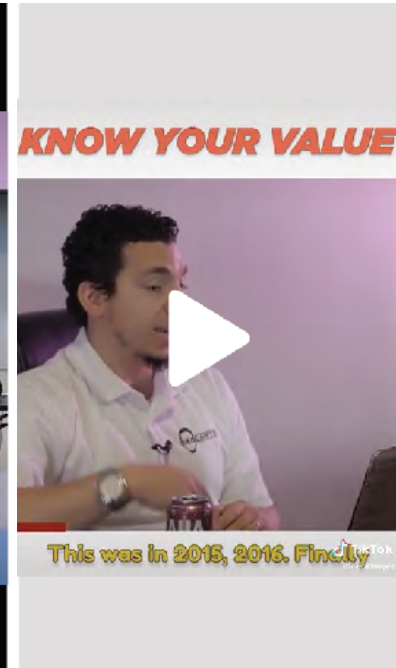
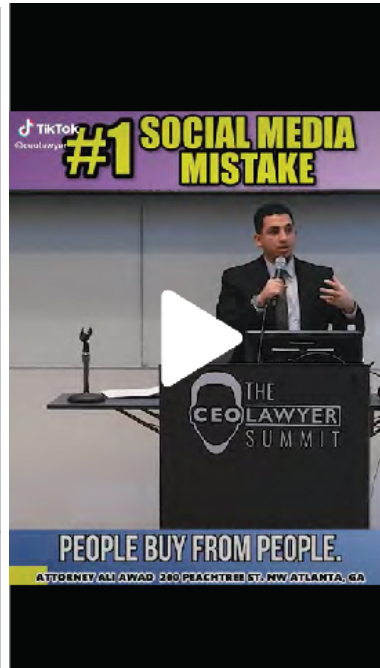
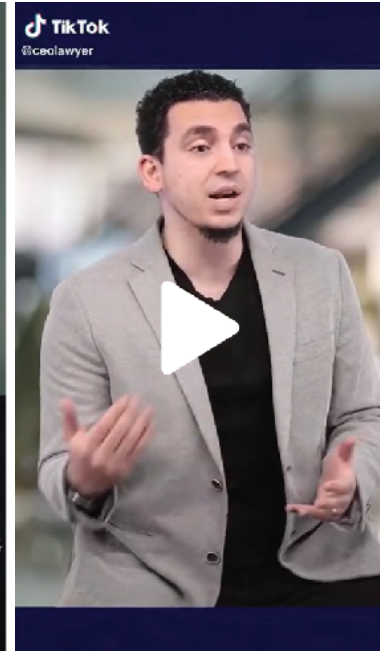
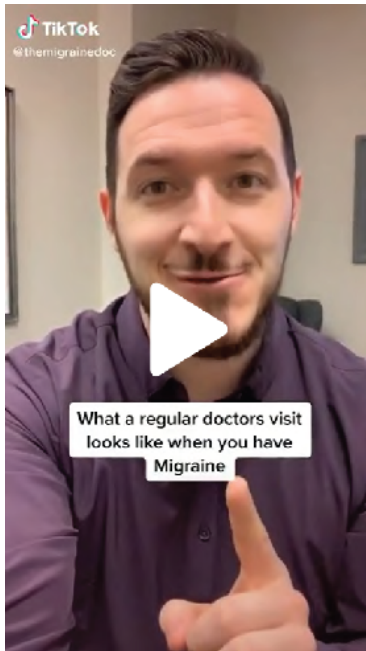
[Why Make 15 Sec Video](#)

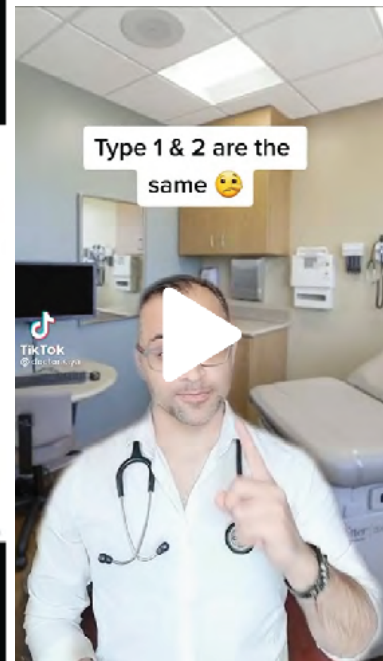
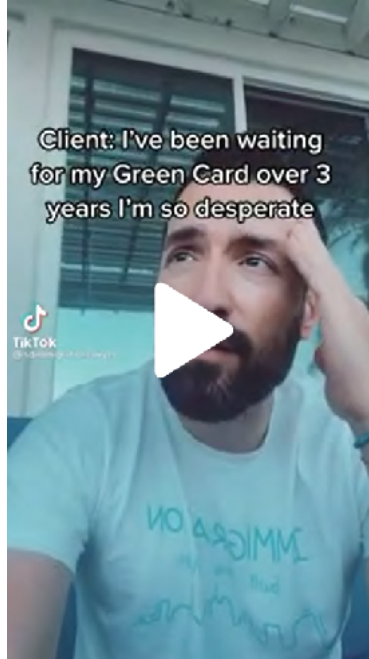


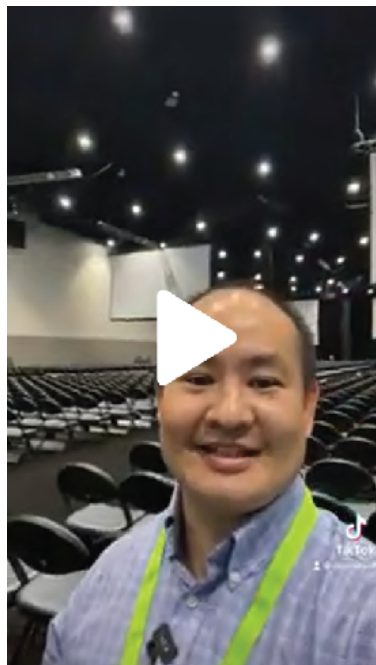
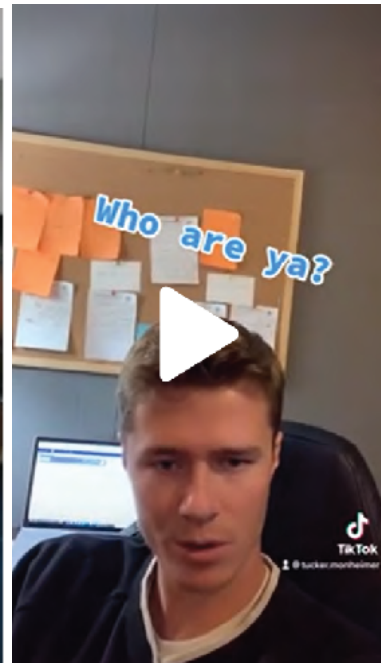
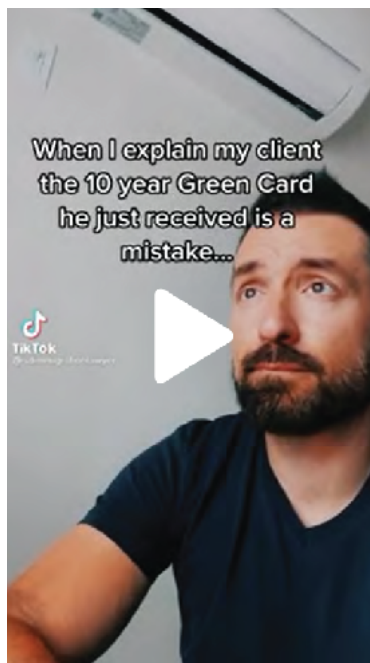
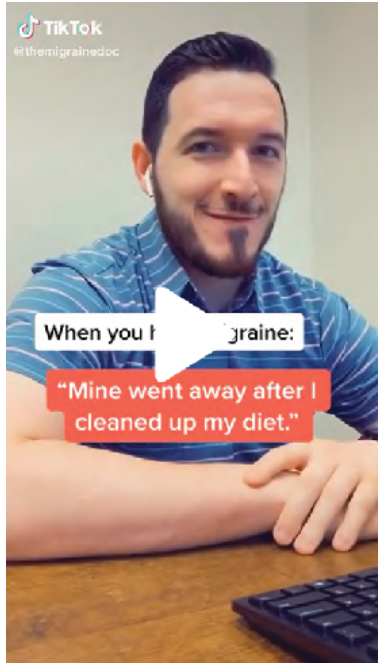
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15 Second Videos





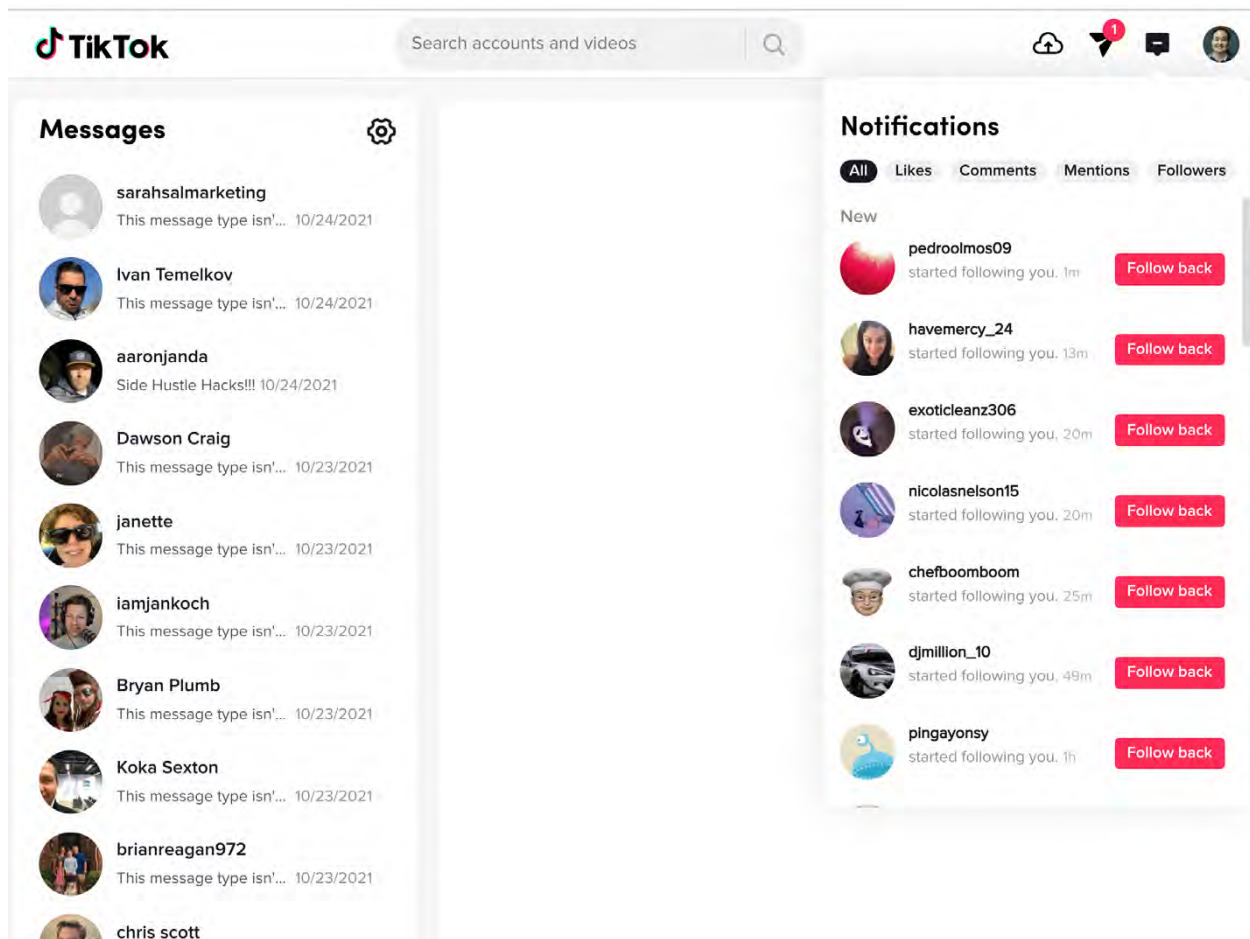




Need to Know

- Create a TikTok as a business account (convert personal to business).
- Buy \$50 of credits to be able to boost, which is not as good as the Spark Ads or even regular ads manager ads (3 ways to make ads).
- Understand the general structure of TikTok-- that in-feed ads are everything and that the FYP (for you page) has all the traffic.
- Set general settings in TikTok as a user, which is separate from the Business Center.
- How most of our engagement is mobile, instead of desktop-- though ads we run on desktop.

Organic or Paid



Goals of the 15 Second Video Course

If you want people to engage your business or your brand, you have to start investing in the currency of digital platforms, attention. People are trading hours of their day scrolling through Facebook and you have to fight for every bit of attention you can get. The easiest way to get people's attention is through video. Specifically, 15 second videos. No one is going to watch a 3 minute video if they don't know who you are. Attention spans on social channels are brief. The average watch time for a video on Facebook is only 6 seconds. You must learn to grab their attention quickly and pull them into the story you are trying to tell.

This isn't as hard as it seems, you just have to start. So, pick up your phone, point it at yourself and tell us why you're doing the work that you're doing. Start with, **"when I was..."** then tell us, **"what I learned..."** and nally, **"what I believe..."** and how that led you to the work you do now. This course teaches you how to make engaging 15 second videos so you can generate the attention you desire for your brand or business. No one made a good 15 second video on their first try, so start now, make a lot of them.

You can test them and compare them against our Standards of Excellence, put money behind the winners, and capitalize on your most engaged videos. Before you know it, you'll have hours of content generating interest for your business or brand.



Click To Join Facebook Group

JOIN NOW

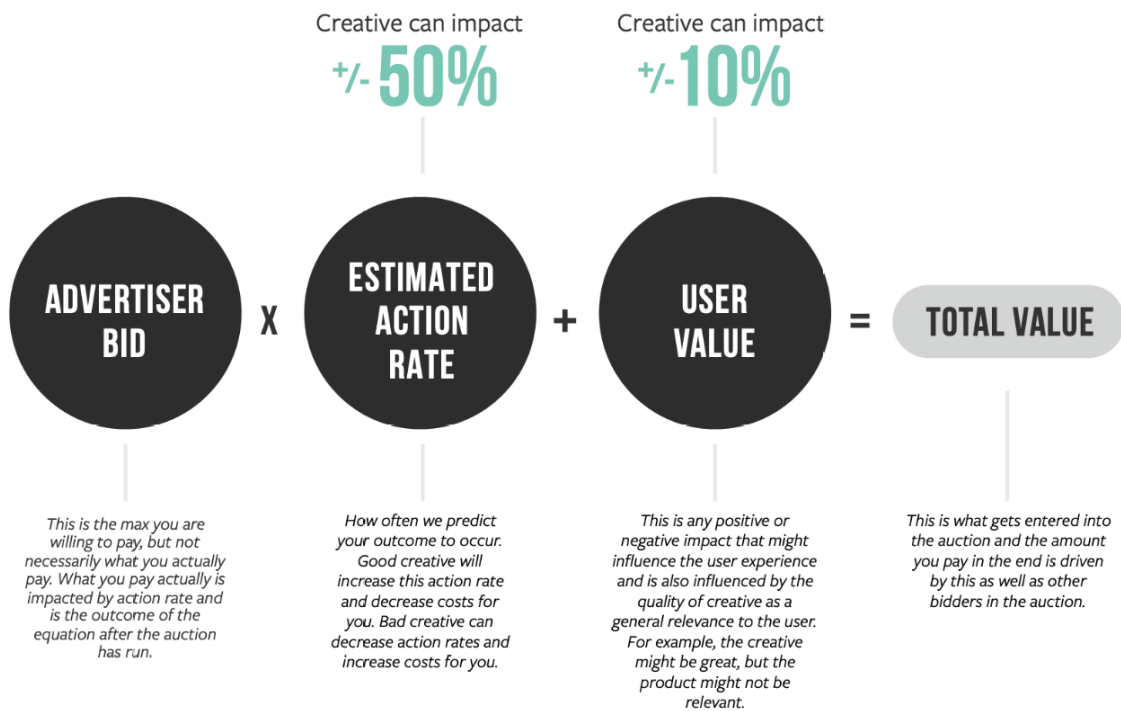
We have created a private group on Facebook where members can post videos to get feedback from BlitzMetrics along with the other students.

This group is a place where you can post videos to ask for help, critiques, and test against an audience that will provide constructive criticism.

You can post into the group to get feedback before you release a video publicly.

Assignment:

- ☐ Post a 15 second video in the group to introduce yourself to other members and the BlitzMetrics team. You must mention you got the 15 Second Video course, since no response to the required field is automatic rejection.



Facebook's Creative Shop, 2019

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