

Video

Workshop



WHY?



John Landy



Opportunity

Problem:

**You want MORE
clients...**

faster with less work.





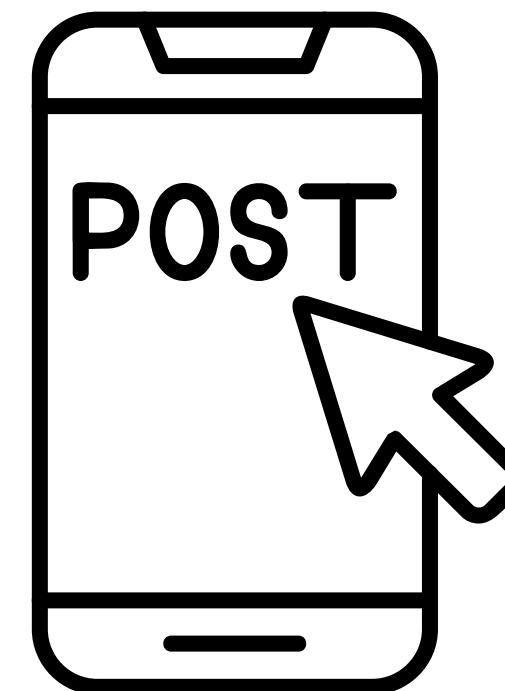
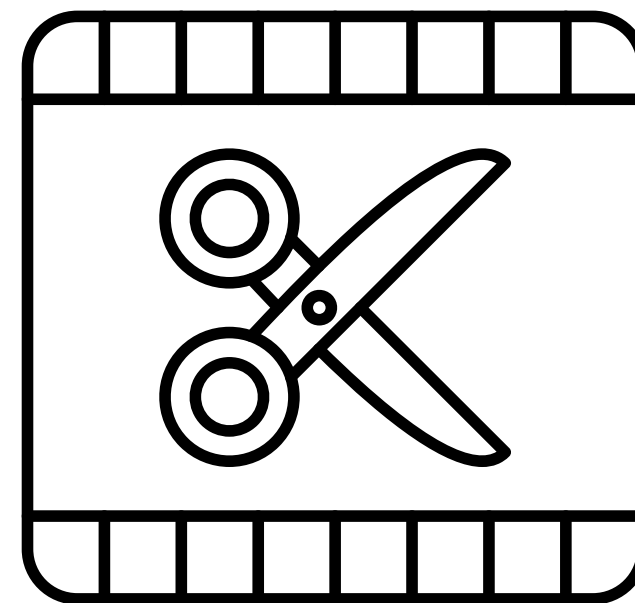
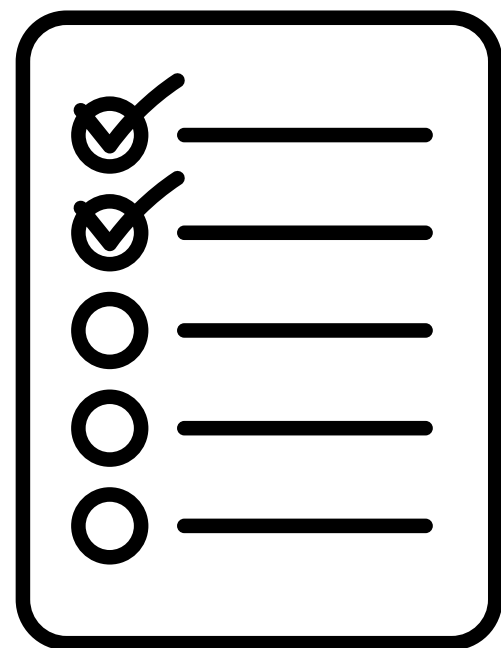
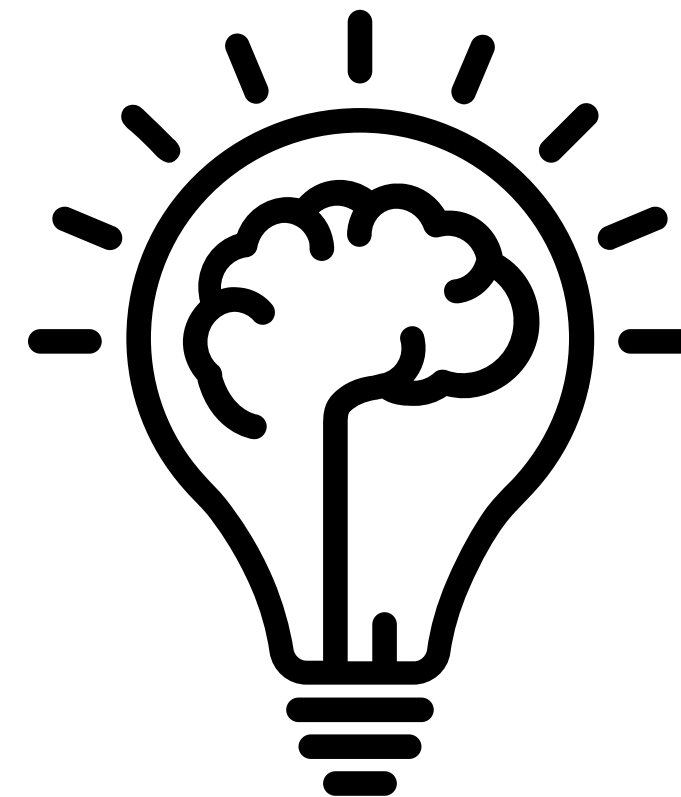


Don't wait for it
to be ***NORMAL.***

Agenda

Part 1 - Introduction & Mindset

Part 2 - PREP Video Process





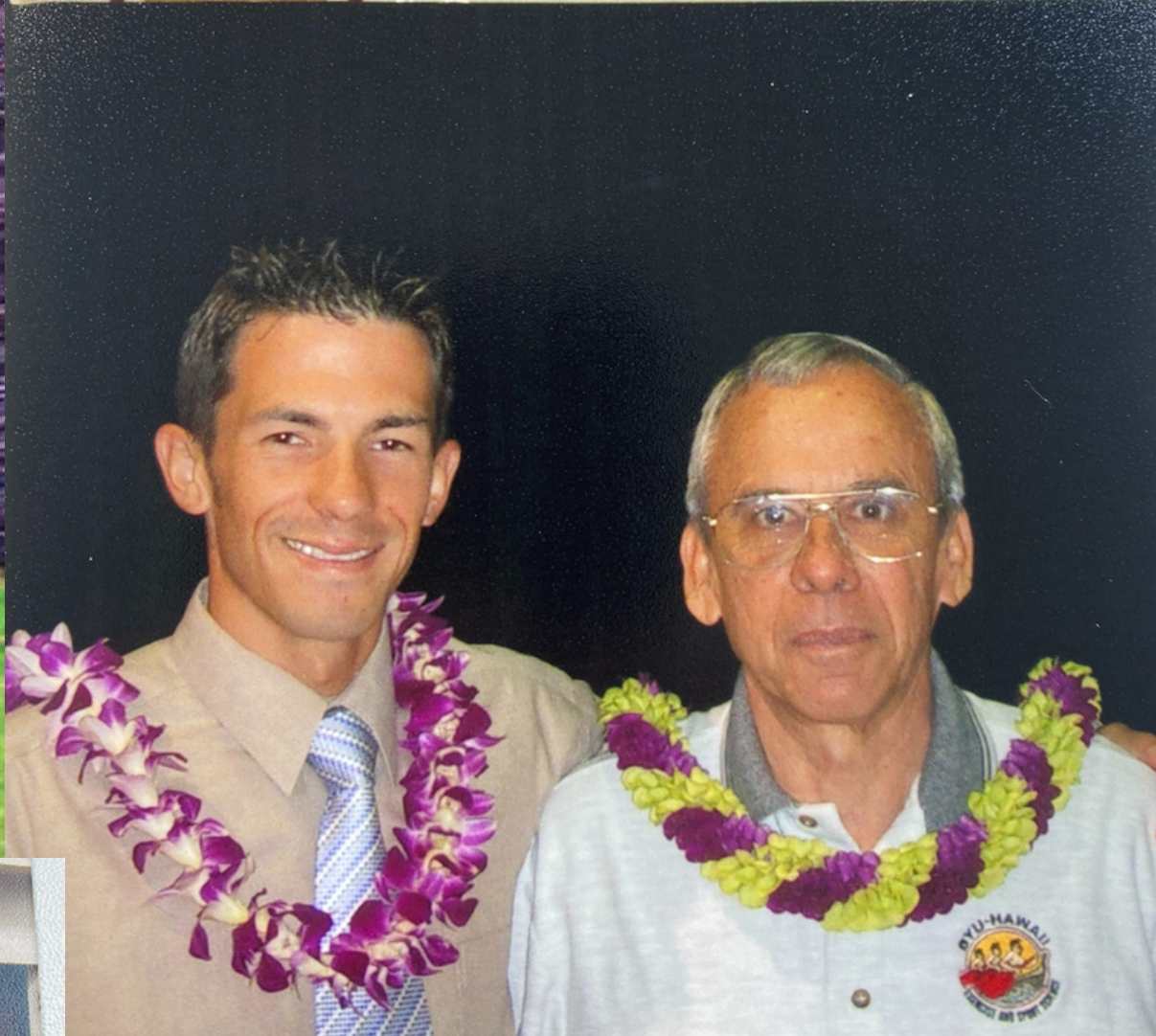
Who is
401JACK(k)E?

How I **FELL** into 401(k)





CROSS COUNTRY
CHAMPION
2004



**NOT ONE 401(K)
THOUGHT**

E **TRADE**®

**Goldman
Sachs**



BENEFICIAL LIFE
INSURANCE COMPANY



**WEALTH
NAVIGATION**
— ADVISORS™

2015



401(k) Assets Under Management

\$ 250,000,000

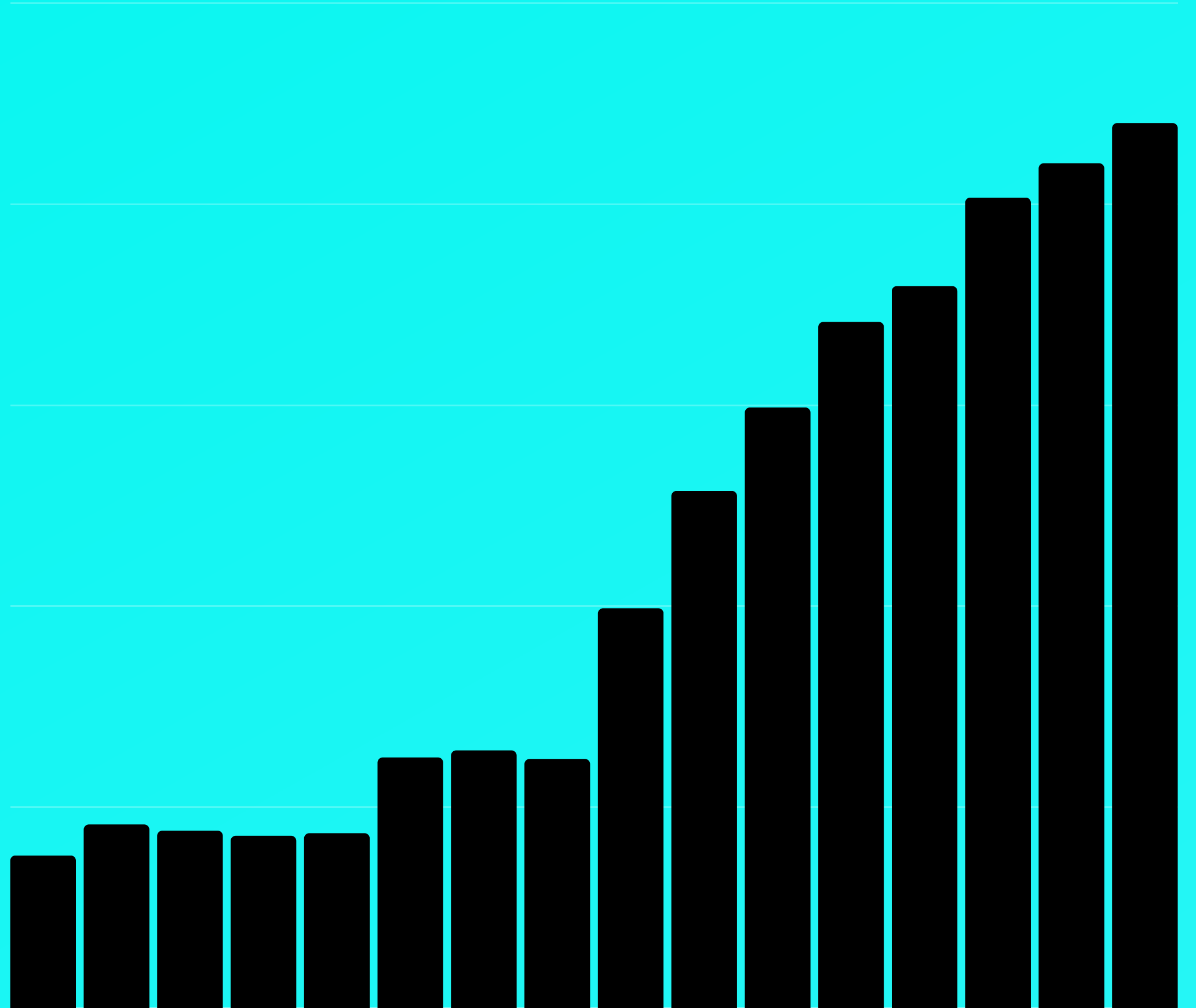
\$ 200,000,000

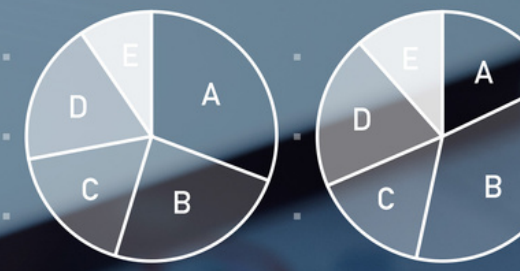
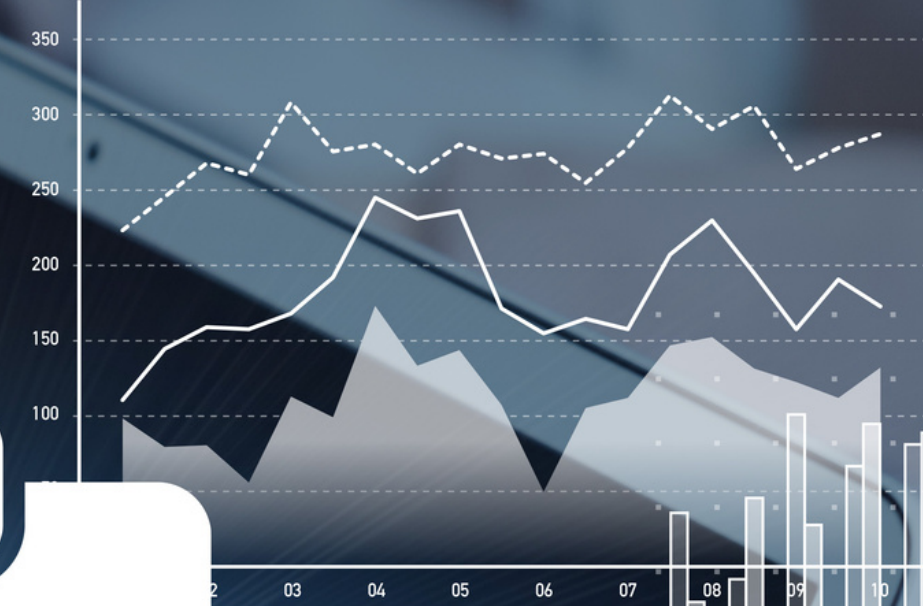
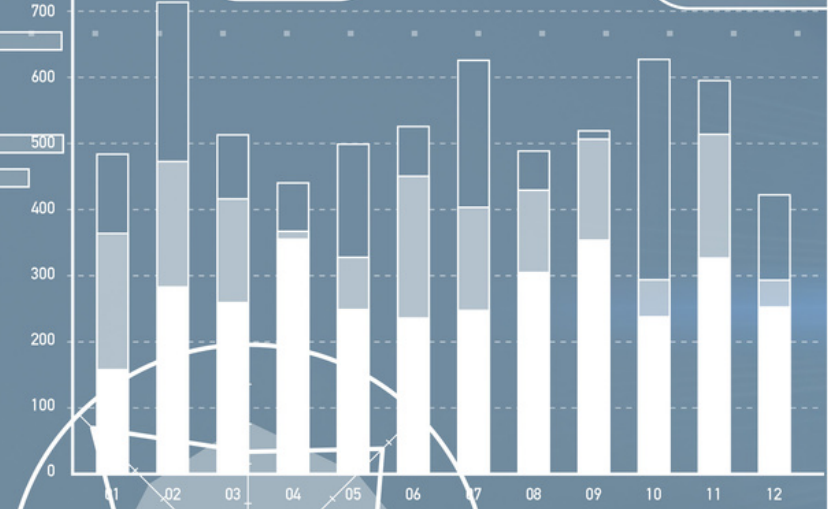
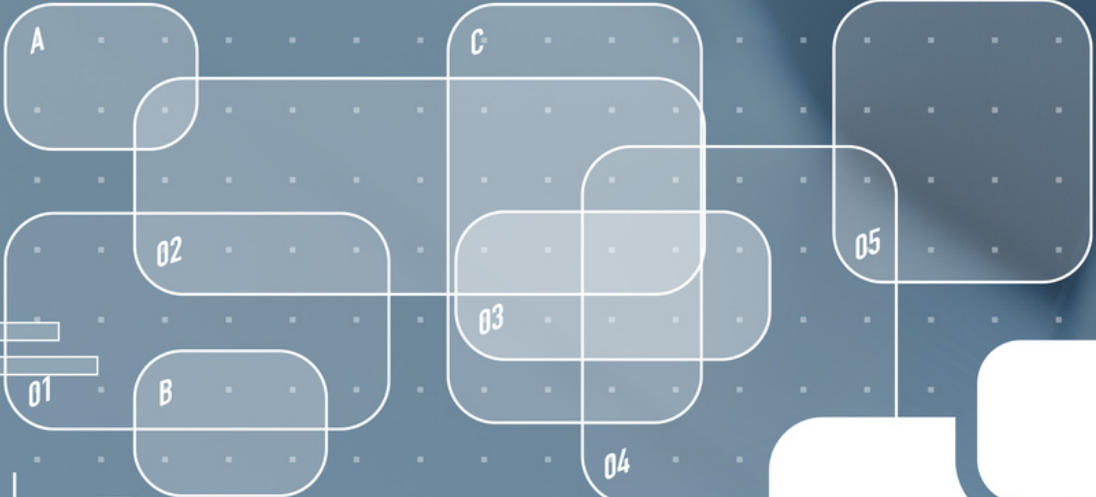
\$ 150,000,000

\$ 100,000,000

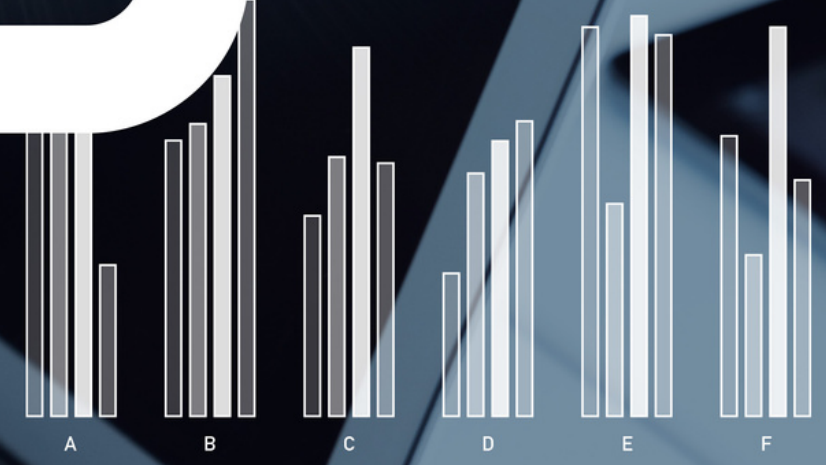
\$ 50,000,000

\$ 0





HJI 20,369 (+580)	WWE 890 (-20)	PLO 6,350 (-200)	EER 10,985 (+580)	QRT 665 (-15)	OPY 6,800 (-115)
LJH 9,542 (-128)	MJB 2,609 (+35)	PON 7,654 (+169)	NFR 6,522 (+122)	UGH 1,632 (-54)	OMJ 3,652 (+182)
QMN 5,211 (+156)	MMJ 7,100 (-60)	IIT 7,150 (-150)	KLM 782 (+74)	CCX 1,901 (+101)	EMH 3,280 (-120)
WFF 712 (+12)	HJM 134 (+5)	QLC 2,022 (-18)	LSD 631 (+40)	SDH 6,287 (-57)	GHS 12,630 (+330)



AIU	1,822	12,349.00
EJK	3,680	238,681.00
HPL	1,062	85,678.00
KEE	485	8,369.00
NAH	8,569	189,301.00
QOP	6,602	102,698.00
TIK	890	24,697.00
WIG	6,280	76,002.00
AHD	2,436	57,610.00

MINDSET

**Jimmy
Donaldson**





MrBeast ✓

@MrBeast 148M subscribers 740 videos

SUBSCRIBE FOR A COOKIE! >

Khaby Lama





khabby.lame ✓

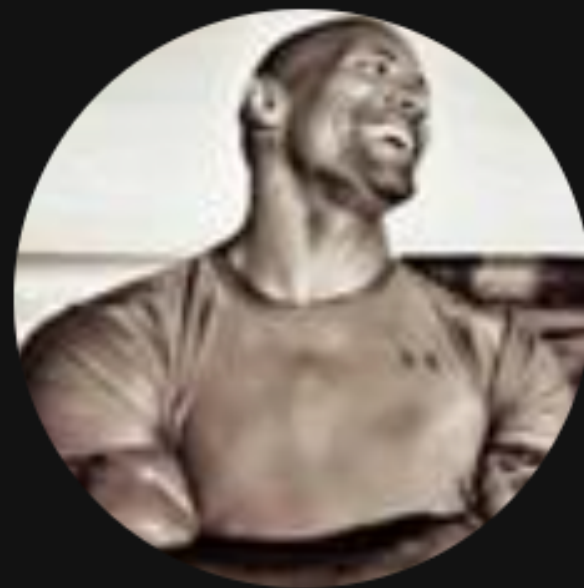
Khabane lame

Follow

77 Following

157M Followers

2.3B Likes



therock ✓

The Rock

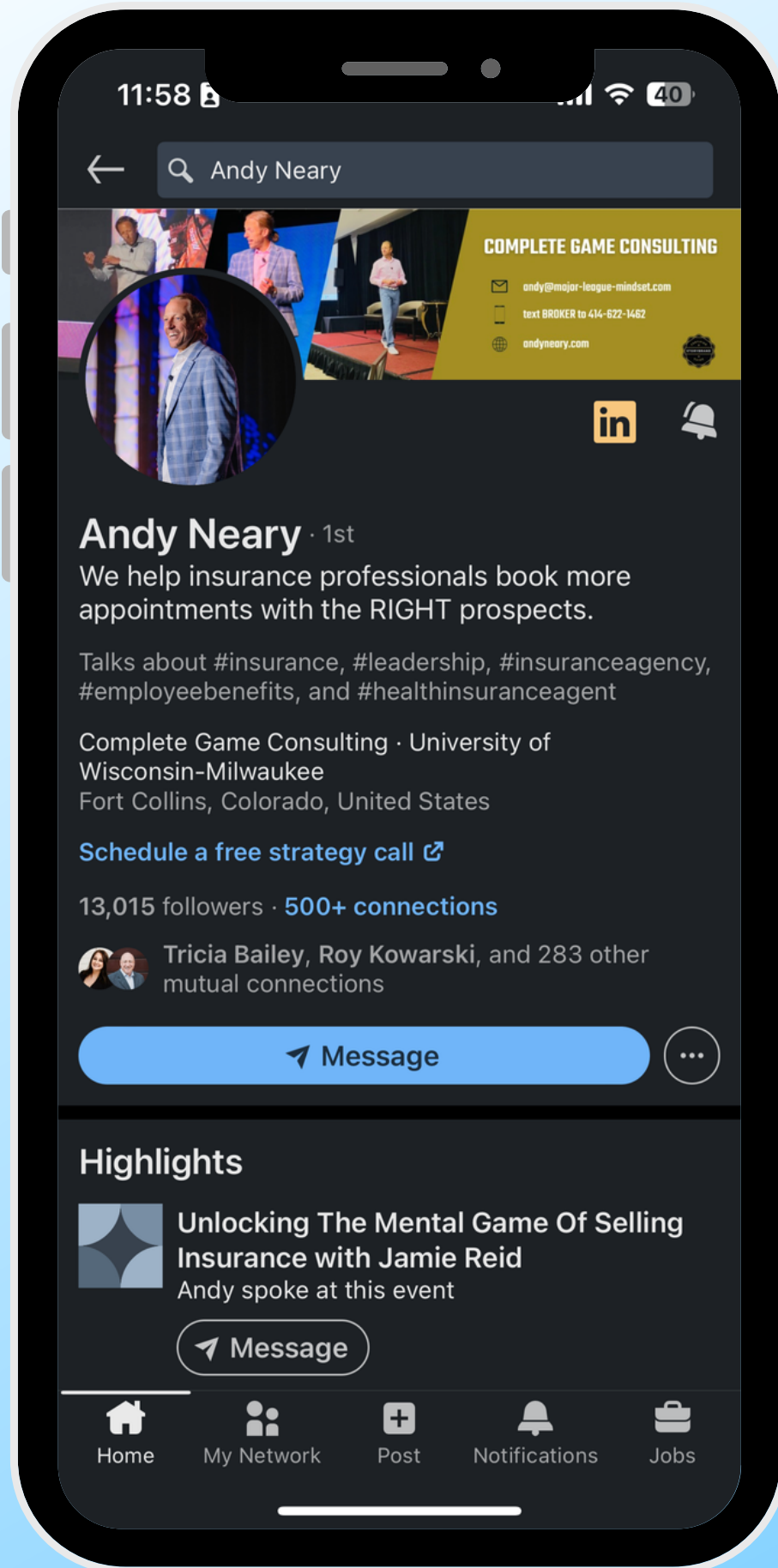
Follow

1 Following

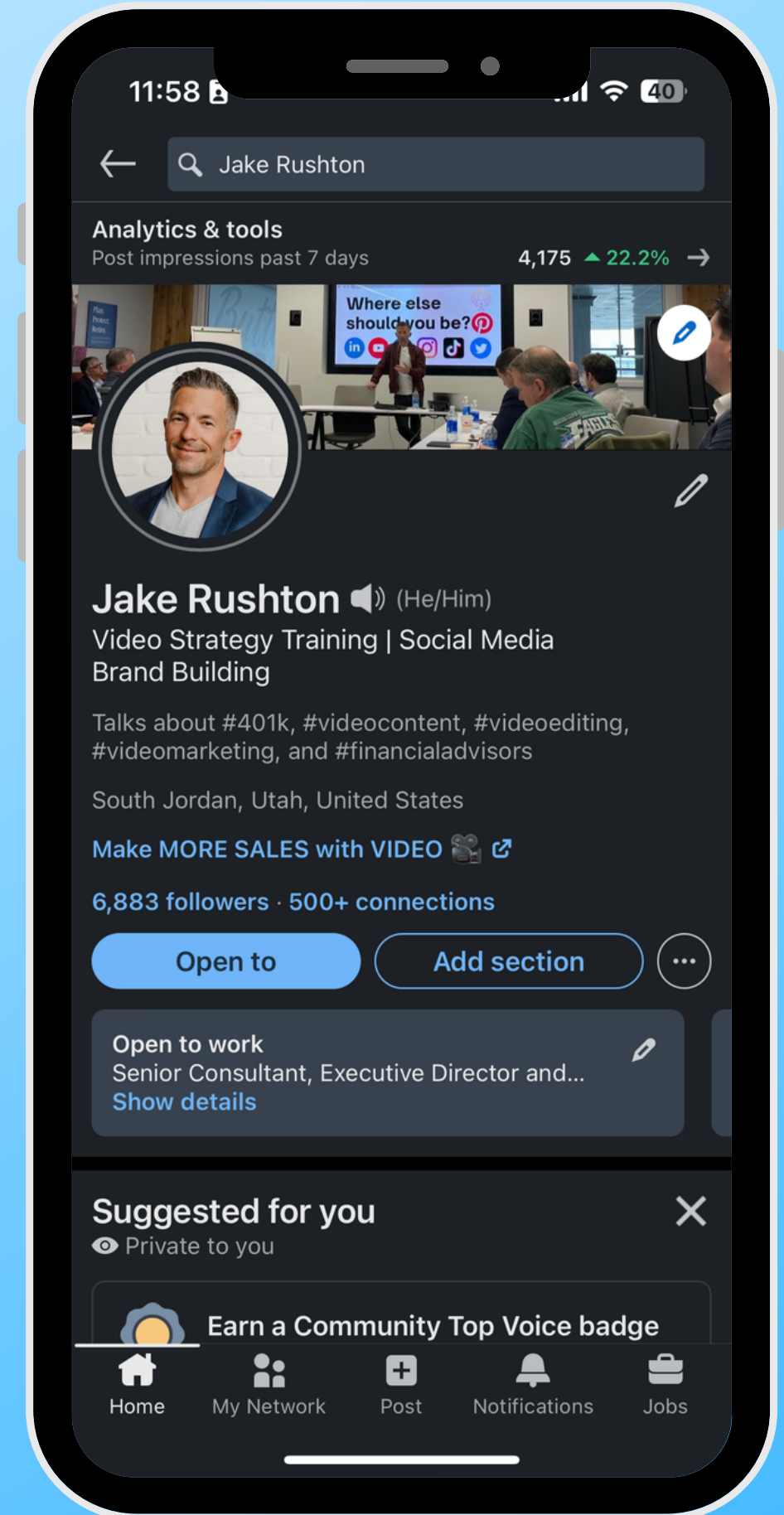
70.1M Followers

468.6M Likes





Personal Brand





HOW ARE YOU

DIFFERENT?

Niche?

Niche



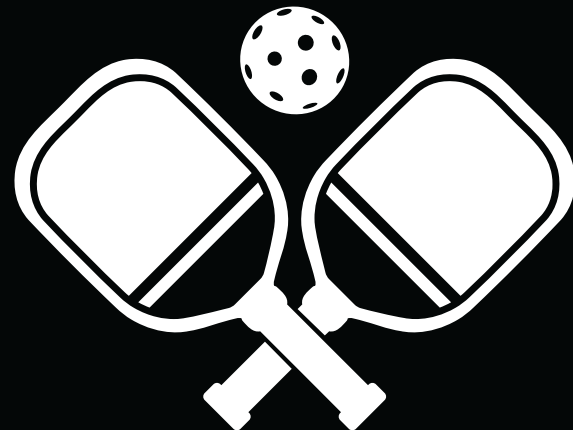
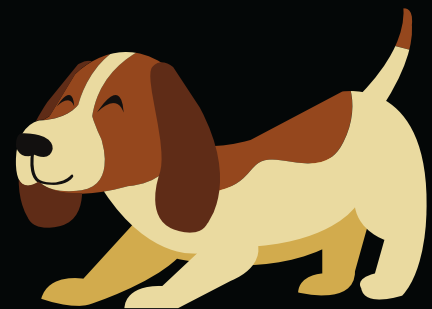
Demographics

Psychographics

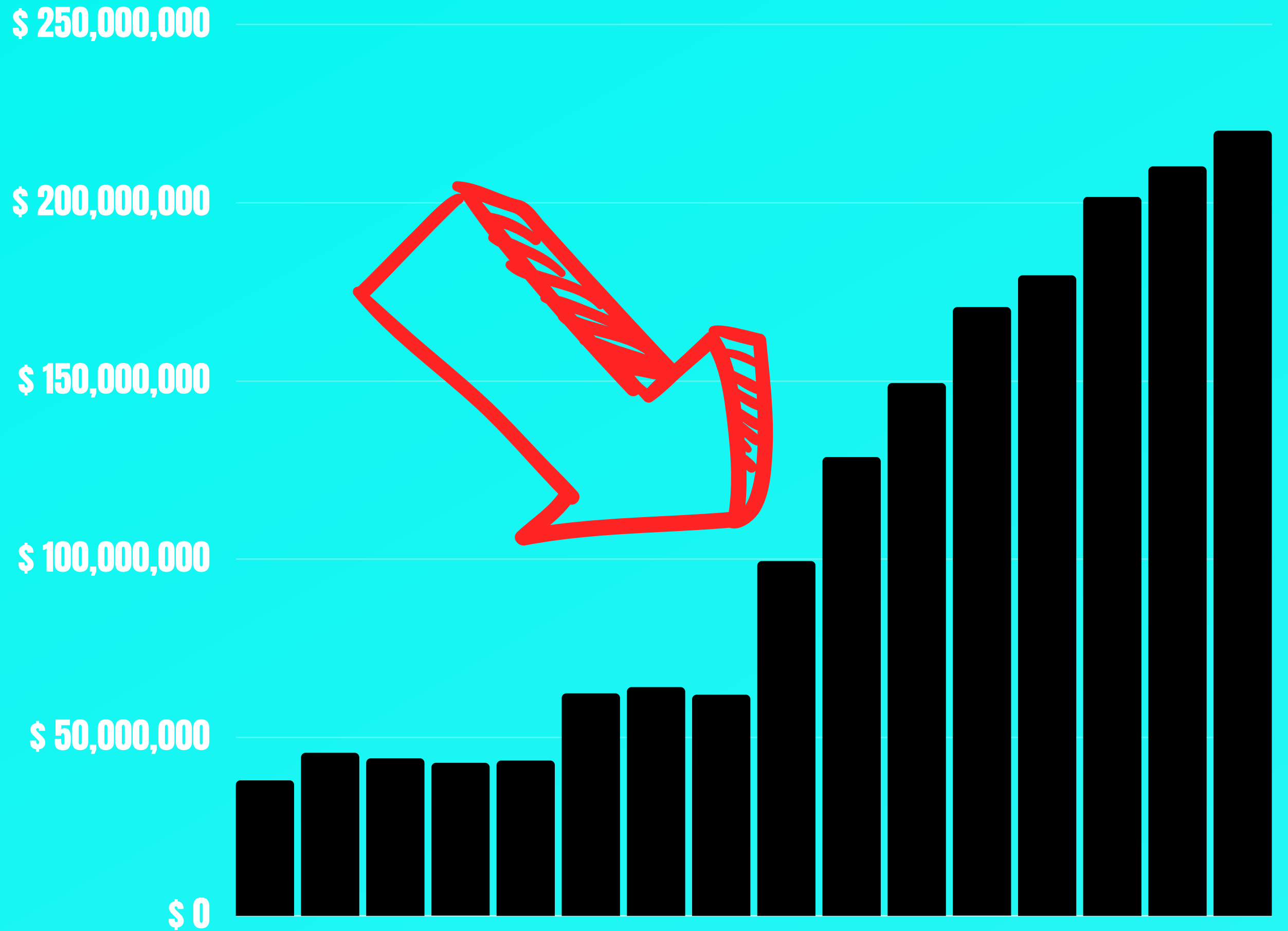


AGE



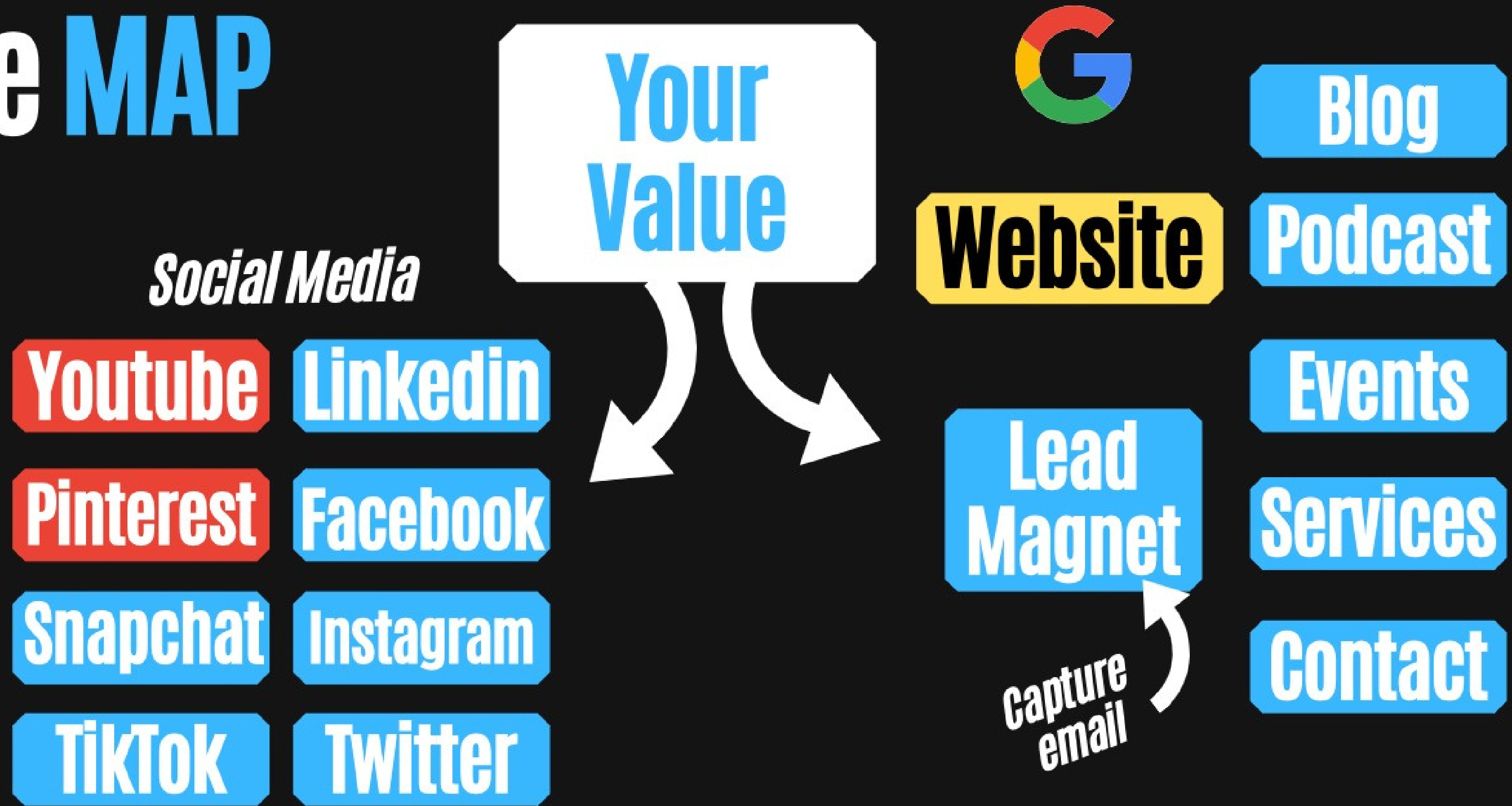


401(k) Assets Under Management



People buy with
emotions and use
logic to explain why.

The MAP



This is where the attention is

This is where you want attention

content?

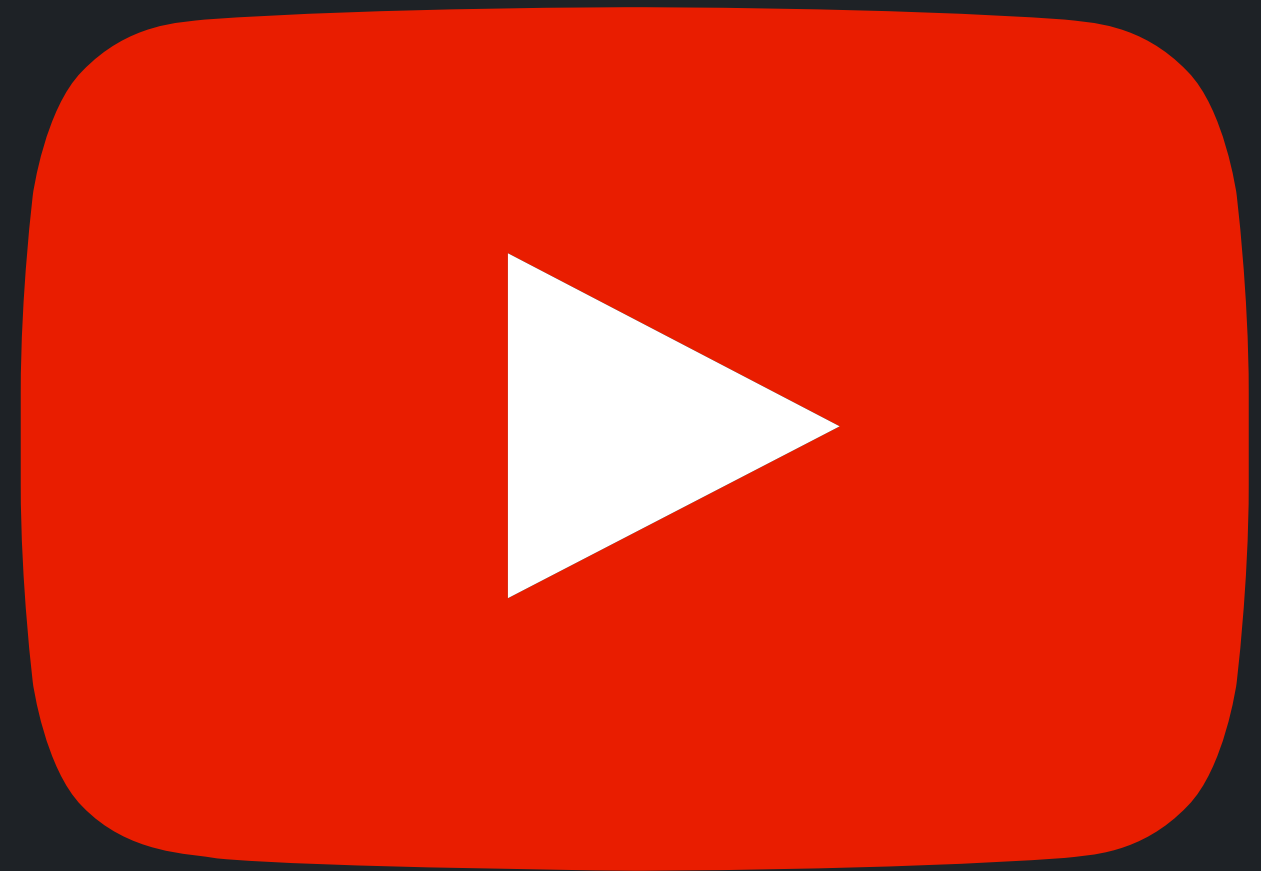
Digital Assets

Direct



Social

Search



Creativity & Consistency

Read Listen Watch



4-STEP VIDEO CRASH COURSE



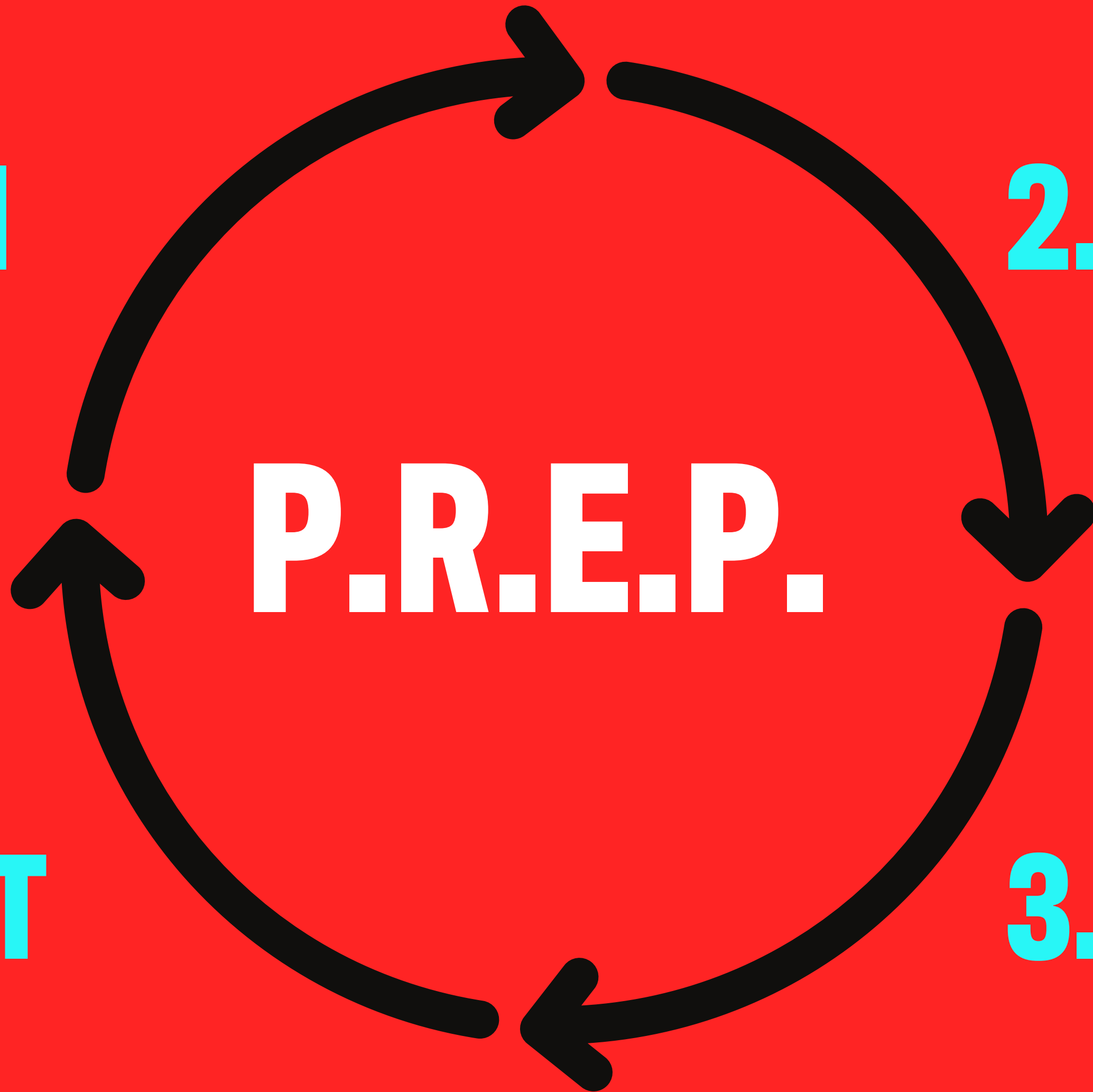
1. PLAN

2. RECORD

P.R.E.P.

3. EDIT

4. POST









STEP 1 PLAN



VIDEO PLANNING GUIDE

WHY are you making this video?

WHO is this video for?

WHERE will you post this video?

 Email  Website

Other:

What is the **VALUE** in the message?

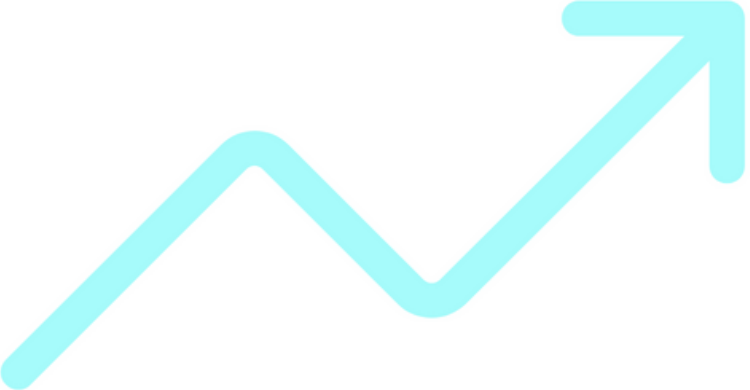
How do you want them to **FEEL**?

What **OBJECTIONS** do you expect?

VIDEO PLANNING GUIDE

HOOK: (Value +Objection)

STORY: (Highlight their struggle & light up the path to overcome it)



OFFER: (Call to act, think, or follow)

WHO?



ONE



MANY

WHAT SHOULD

THEY FEEL?

HOOK

VALUE+ OBJECTION

STORY

STRUGGLE -> HOW TO OVERCOME IT.

OFFER

CALL TO ACTION

STEP 2 RECORD





A person is editing a video on a computer. The background is a red overlay. The person's hands are visible at the bottom, typing on a keyboard. The computer monitor shows a video editing software interface with various panels and controls. The text 'STEP 3' is overlaid on the left side of the image.

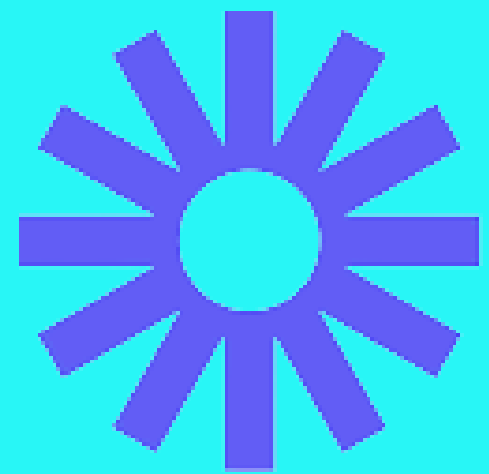
STEP 3

EDITING



STEP 4

POSTING



loom



**Video can
also be
Audio and
Written**



JAKE'S

20%

Strategy

Chose 1-2



LINKEDIN ALGORITHM 2023:

Key findings to remember

Rate of publication

 **1 to 3** Posts per week.
Minimum 18 hours between posts.









the most important thing is regularity

Best moment to publish



Engagement during the first 90 minutes is key !

Reach per format

 PDF document	2,2x to 3,7x reach
 Carousel	1,8x to 2,3x reach
 Text and pictures	1,3x to 1,7x reach
 Video	0,8x to 1,5x reach
 Survey	0,9x to 1,2x reach
 Post with external link	0,4x to 0,5x reach
 Newsletter	0,2x to 0,9x reach
 Article	0,1x to 0,2x reach



Number of hashtags

Most efficient: 2 < # > 6

Weight of engagement

1 like	=	1 extra view
1 click on "see more"	=	4 extra views
1 share	=	7 extra views
1 comment	=	12 extra views

Commenting your own post

-  Not as first !
-  But when there's a few comments
Already, DO IT.
+20% growth in the first hour!

Creator mode bonus


Reach increase
Between 15 and 35%

Activate creator mode if you publish more than 2X week.

6 key Recommendations

1. Generate engagement within the first 90 minutes.
2. Don't mention more than 15 accounts per post.
3. Max 10 emoji per post. Not more than 4 per line.
4. Text between 1200 and 1800 characters.
5. Answer comment within 12 hours.
6. Don't change your post during the 10 first minutes after publication.

Impact of SSI

 **+25%**
reach if your SSI > 70/100



A close-up, low-angle shot of Rocky Balboa's arms raised in a victory pose. He is wearing his signature green boxing gloves and green boxing trunks. The background is a bright, overcast sky.

ROCKY BALBOA

IT AINT ABOUT
HOW HARD YOU

HIT

IT'S ABOUT HOW
HARD YOU CAN

GET HIT

AND

KEEP MOVING
FORWARD



QUESTIONS?

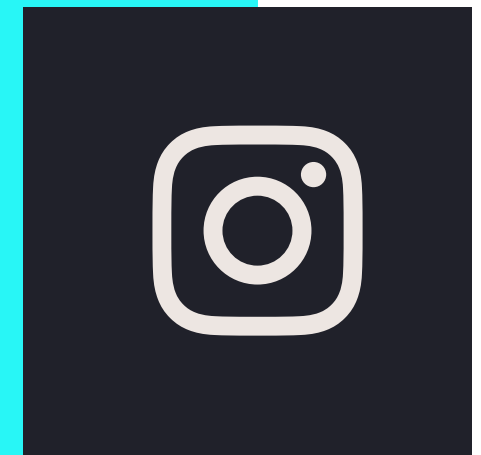
CALL OR TEXT:
801-916-1040

JAKE@**ZekeDigital**.COM

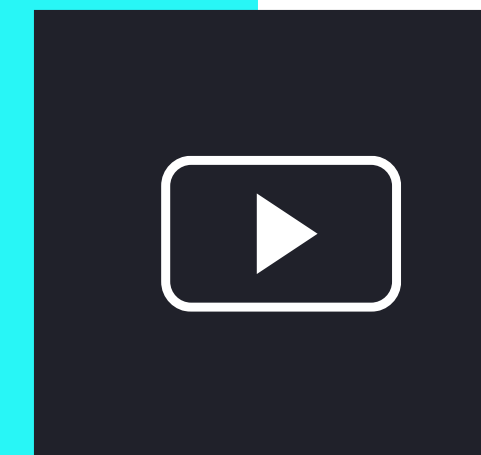
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