



TOP 10 REASONS BUSINESS OWNERS DON'T LEVERAGE VIDEO: THE MOST POWERFUL TOOL ON THE INTERNET

- 1. I DON'T KNOW WHERE TO START**
 - UNIVERSITY OF CEO WILL ASSIST YOU IN PICKING THE VIDEO TOPICS THAT ARE RIGHT FOR YOUR COMPANY-
- 2. I DON'T KNOW WHAT TO SAY**
 - WITH OUR VAST EXPERIENCE IN PRODUCING VIDEOS, OUR TEAM WILL WALK YOU THROUGH ANY SCRIPTING NEEDS.
- 3. IT COST TOO MUCH**
 - IN TODAYS VISUAL WORLD, IT'S COSTING YOU MORE IF YOUR NOT USING VIDEO.
- 4. WHAT DO I DO WITH THEM**
 - IF YOUR WEBSITE DOES NOT USE VIDEOS THEN YOU ARE MISSING OUT ON HUGE OPPORTUNITIES. (READ THE BENEFITS ON THE BACK OF THIS BROCHURE).
- 5. PROCESS TAKES TOO LONG**
 - UNIVERSITY OF CEO HAS DEVELOPED A 5 HOUR PROGRAM TO GET YOU ONE OR MORE FINISHED VIDEOS.
- 6. NOBODY WILL WATCH THEM**
 - FACTS: 20% OF PEOPLE READ PRINTED MATERIAL, 40% WILL LISTEN TO A RECORDING, 85%+ WILL WATCH A VIDEO. (NUMBERS DON'T LIE)
- 7. I DON'T HAVE THE EQUIPMENT**
 - UNIVERSITY OF CEO PROVIDES ALL NECESSARY PRODUCTION EQUIPMENT INCLUDING TELEPROMPTERS, LIGHTING, CAMERA, CREW AND MORE.
- 8. I DON'T WANT TO BE ON CAMERA**
 - THERE'S NO NEED! WITH OUR PROFESSIONALS ON STAFF, WE CAN SUPPLY YOU WITH A FINALIZED PRODUCT WITH OR WITHOUT THE HASSLES OF BEING ON CAMERA-
- 9. MY PRODUCT ISN'T VISUAL.**
 - VIDEOS CAN BE PRODUCED FOR MANY PURPOSES AND SERVICES EVEN IF THERE IS NO IMAGERY ASSOCIATED WE CAN MAKE YOUR PRODUCT VISUAL.
- 10. MY MARKETING DOLLARS ARE SPENT ELSEWHERE**
 - DOLLARS SPENT IN OTHER AREAS CAN BE REDIRECTED TO A MORE EFFECTIVE AND EFFICIENT MARKETING TOOL.

FOR MORE INFORMATION VISIT: WWW.UNIVERSITYOFCEO.COM



BENEFITS OF VIDEO

1. **HIGHER GOOGLE RANKING** - VIDEOS INCREASE YOUR GOOGLE SEARCH RANK
2. **PEOPLE DON'T READ** - IN A WORLD OF "NOW," VIDEO IS INSTANT AND EFFORTLESS
3. **FACETIME** - ALLOW FOR FACE TO FACE MEETINGS AND NEVER BE IN THE ROOM
4. **24/7 AVAILABILITY** - WITH VIDEO YOU ARE CONSTANTLY AVAILABLE TO MAKE A SALE.
5. **GET PEOPLE TO LISTEN** - PEOPLE ARE 4 TIMES MORE LIKELY TO WATCH YOUR VIDEO THAN READ YOUR BROCHURE. VIDEOS GRAB ATTENTION AND KEEP IT.
6. **CONSISTENCY** - YOU GET THE CORRECT MESSAGE OUT EVERY TIME. NO ERRORS, NO REDO'S, NO WASTE.
7. **HIGH-PERFORMANCE SALES PERSON** - HIGH ENERGY, NO BAD DAYS, AND ALWAYS INFORMED OF PRODUCTS.
8. **LOW COST EXPOSURE** - ONCE A VIDEO IS PRODUCED IT CAN BE VIEWED REPEATEDLY AT LITTLE TO NO ADDITIONAL CHARGE.
9. **BETTER TRAINING** - NO MISTAKES, EASILY UNDERSTANDABLE, EFFECTIVE.
10. **INTERNATIONAL MARKETING** - BREAK INTERNATIONAL BARRIERS, YOUR VIDEOS CAN BE VIEWED ANYWHERE IN THE WORLD!

