



The 6 Stories You Need to Make Money

Your company will thrive or die based on the story you tell.

www.ripmediagroup.com
888.899.8910



You've got a big problem!

Your prospects get confused. So they leave you... forever.

You'd love to find a faster, less frustrating way to get more customers and while you've considered 'marketing videos' maybe even 'brand stories', all you can see is the initial Ka-ching.

Sure, getting quality may seem a bit spendy. But over time – not very much time – quality videos that generate the right customers will **DO THE WORK FOR YOU**, and **INSTEAD OF YOU**. will actually make you money and save you time.

Ugh, the struggles of lead generation & marketing...

Are you one of the many that are frustrated by growing ad budgets, agency promises, and website visitors that leave (without a trace)?

Are your salespeople chasing cold prospects because the be-buyer got confused by your actual value and benefits?

That won't be a problem soon because the right videos will job for them – so your sales team can focus on creating high revenue, nurturing relationships, and closing more deals.

A New Way to Think About Marketing

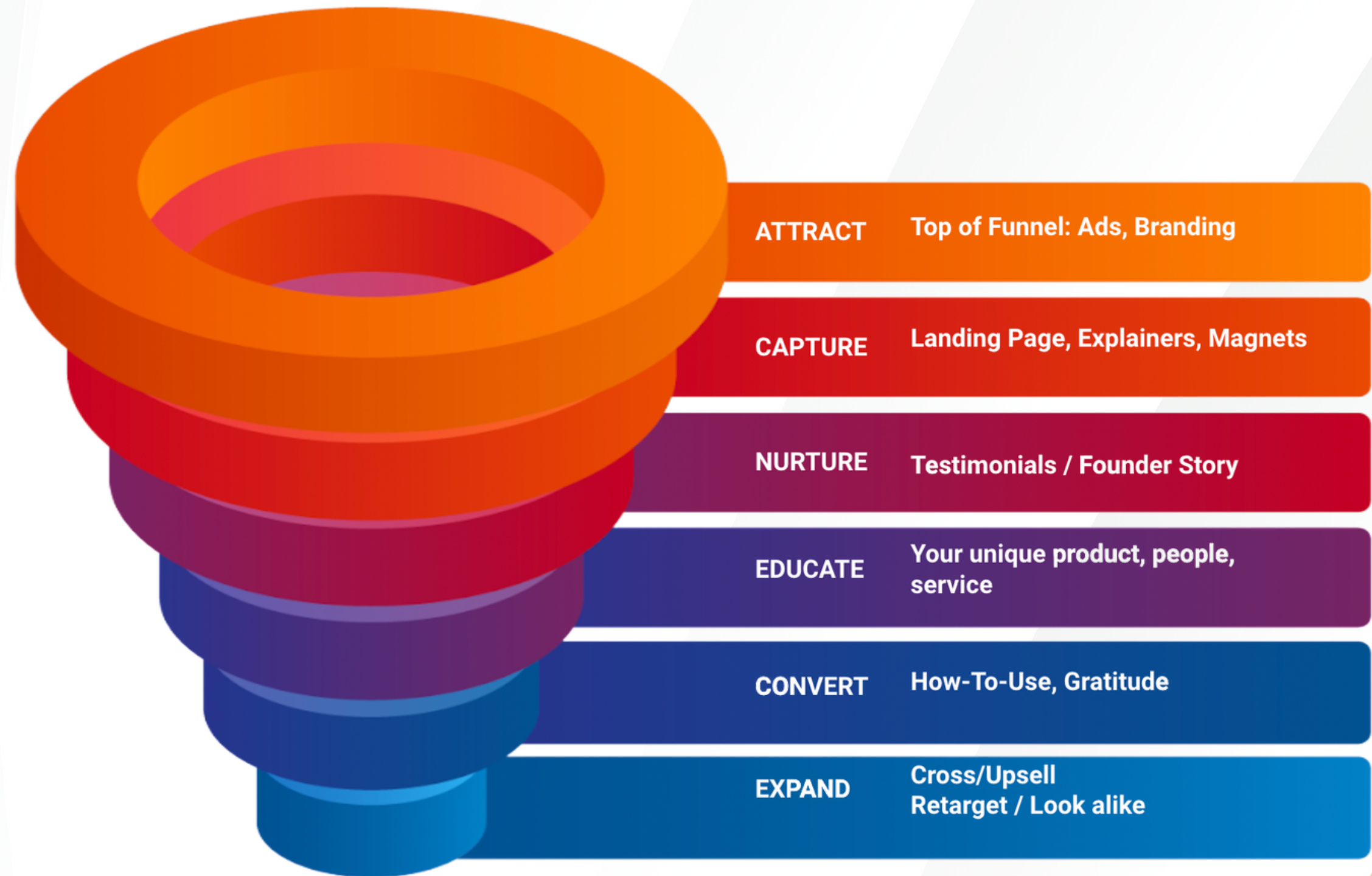
We all know that video is engaging if done right. But did you know that video can help you achieve your marketing and revenue goals, too?

The following 6 video stories will advance your career and ease the path for customers to purchase:



Marketing Funnel

Story Needed to Speed Sale



Advance and automate your marketing funnel.

**The right consumer.
The right story.
The right time.**

First, get them to see they have a problem.



Now, maybe you realize that you've got a problem: your marketing pages/videos aren't generating leads... they aren't converting.

You're thinking, "Well, they just are not seeing what we offer – so great. If we could just get the word out."

The problem may be your focus.

Right now you are focused on YOU, YOUR COMPANY, YOUR PRODUCT, YOUR SOLUTION? ARE YOU SCREAMING "I'M SO GREAT!"?

The truth is you need to be focused on **SOLVING THEIR PROBLEMS**. That's easy to say; right? but it's not so easy to do. Let me let you in on a secret: when you're trying to attract new prospects, there are three things you need to do.

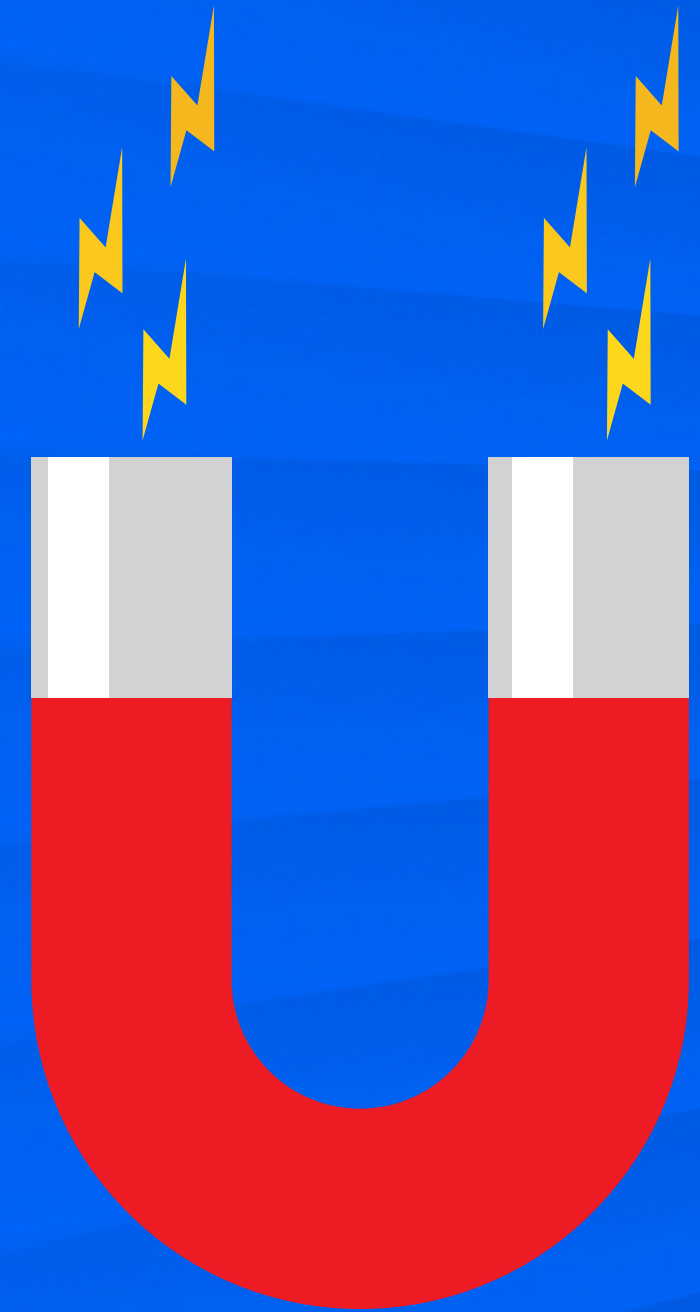
1 *Attract Your Prospect*

The first video in your toolkit must grab your prospects attention.

The focus is on their problems – not you. You understand the cost in their life or career by not solving a problem.

Your goal is to:

1. Identify your prospects pain
2. Inspire them to take action and care
3. Excite them in some way



**The best next step
is to **give value** to
solve that problem.**



Getting someone to give you their email address is worth about \$20 to the person GIVING IT.

That means THEY WANT \$20 of value in exchange for their personal contact info...

That's why putting 'subscribe here' on your website doesn't work. You need to provide a lot of VALUE - and you're thinking - I don't spend a lot on my home page, let alone a landing page...there's an old video up there - sure it's a little out of date... but it's fine.

Will this help you sell more? Think of it like this: A customer walked into your 'store' and you are throwing brochures at them. Wouldn't this person rather have a guide take them on along and solve their issues with the solutions inside?

What you need is the right story at this time.

2

Capture Your Prospect's Information

This video will be on a landing page, capture page, or squeeze page designed to give value and get that return.

You need to deliver or lose them forever.

Make sure you have value for them in a video of:

1. Your Best Elevator Pitch
2. Why you do what you do and serve who you serve
3. Your most valuable benefits (not features)



Losing to your competition?

Why are you losing customers to the competition? There's a little secret – **those who get the attention, win the attention.** Attention is time spent with you. Time spent watching your videos, with your sales team, means less time with another competitor.

70% of the sales process is done WITHOUT YOUR SALES TEAM. HOW ARE YOU PERSONALIZING their experience and grabbing attention? (Hint, are you using personalization to grab and keep them interested in what you do next).

That's why adding value, having great stories, and great videos will do the work for you. You need them because of the 50% of people that left your website last week, half of those could become customers if you have the right video-based stories.

People watch and learn, and have limited time.

What you need are the right stories to nurture and educate along the path to purchase.

Nurture Your New Relationship

You have now established some trust, so build on that.

Where do you add value that your competition is lacking? How do you make the path easiest? You need to deliver:

1. Your Unique Sales Proposition and benefits
2. Benefits focused in a 'Deep Dive' into their problem
3. Case Studies, Success Stories, and Testimonials. Other people's experience is CRITICAL.



4 *Educate Your Prospect*

Your prospect is engaged and now actively searching for a solution all across the web and through connections.

Passion and dedication to service and support is critical to buyers. You need to deliver:

1. Passion: Your Founders Story
2. Price, Quality, and Speed Advantages
3. Share Your Culture (Your team's passion)



The easy path to closing deals

When you are losing to the competition it tells me: You need to show passion and dedication to serve and support the people that make your living for you.

Remember: 70% of the sales process is done WITHOUT YOUR SALES TEAM.

- Are you giving a free trial out?
- Do you have a customized, personalized demonstration you can create?
- Are you walking them through the PAIN RELIEF and what that transformation is like?
- What are you doing to create a 1:1 relationship?

People need assurance before they buy. Don't you?

5 Convert Your Prospect Into a Customer

You are about to close the deal and open a new relationship. The more valuable stories you have told before this point, the easier it is to close.

To guide your prospect along the journey, you need to:

1. Amplify F.O.M.O., or The 'Fear of Missing Out'
2. Detail the best steps with you (training... free trial)
3. How to most effectively use your product:
Hands on



The cheapest path to growth



Brands can grow at an 85% DISCOUNT under what you spend today on new business marketing and sales.

After all, you've done to get customers to buy from you, they move on, and you move on after integration or installation...

You are leaving customers when they need you MOST! And, when you need THEM most.

To grow your business at an 85% DISCOUNT you need to expand your relationship in an automated way.

By putting the most important stories out there customers will love you and buy from you with little to no extra marketing or sales costs. They will refer customers to you, they will give you reviews that matter.

So how do you expand on the trust you've built, the money and time you've spent? It takes well-crafted videos that carry your best message.

6 *Expand Your Relationship*

You have a customer; ring the bell! Wait, You are not done unless you like spending 700% more to find new customers.

Expand this relationship with well-crafted videos that carry your message forward, like:

1. We appreciate you because _____
2. Grow via your ambassadors' loyalty. Why they must share with others
3. The larger family of solutions they have just joined that will help them (Upsell/Cross sell)



What Now?

Now you have the 6 story formulas that every business needs to grow and are on your way to solving marketing, sales, and conversion issues.

If your business can capture leads using a website, you'll find that 75% of the typical buying journey is done WITHOUT sales people. (You want this!) This is why having the right story at the right time along your customers' journey is an absolute must.

Your stories built in video are the oxygen your business needs to grow.

Let's save you time and make you money today with quality video and speed your prospects through the buying cycle.

The logo for rip media group, featuring the text "rip media" in white and "group" in a smaller font below it, all contained within a light blue speech bubble shape.

Your brand will **thrive** or **die** based on the story you tell.

A white curved arrow pointing from the left towards the call to action box.

Set up a consultation call to see what the best story is for you.

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