

# Multiple FAQ “Talking Head Video Tracks” Blueprint

Conversion Goal: Instead of having multiple videos on your page, have one video player with several short videos so viewers can get many, (if not all) of their questions answered in one clearly defined area.

Hire local videographer to film five short talking head videos on the key points to the right. If you have decent enough camera, sound and atmosphere, you can do it yourself.

Have video guy upload (or send through yousendit.com) to the web in high quality MP4 format for your web guy to download and encode. Alternatively, have them already encoded at the right specs if the videographer knows how to do this.

Have multitrack video player on your website to put all the videos in. The two strategies of doing this are that viewers can get all your videos in one player and you can give each video a headline. **I have supplied headlines to the right in yellow for your video player** so your viewers will know what each is about.

Use one of the following ways to publish the videos:

1. [www.mediamentuproducer.com](http://www.mediamentuproducer.com)
2. [www.triggerplayers.com](http://www.triggerplayers.com)
3. Contact Scott at [www.videoproduceronline.com](http://www.videoproduceronline.com) to do it for you

Mutiple “Talking Head Video Tracks” Blueprint provided by Scott Lundergan of [www.optimizeyourvideo.com](http://www.optimizeyourvideo.com) and for customer/subscriber use only. Blueprint created from successful client marketing funnels.

## Product Overview:

“Thanks for stopping by” and quick overview of your relationship to the product

## What You Should Know:

What they may not be aware of and why your product is different from others

## Customer Success Stories:

Mention “a few of many” client related success stories

## Why Choose Us:

What gives you the “authority factor” rather than just a random person at a website

## Being A Customer:

“Thanks for stopping by, I look forward to having you as a customer” (and include offer)