



JOHN REGISTER

INSPIRED COMMUNICATIONS INTERNATIONAL

## John Register's Lead Generation Video Scripts

### POST-EVENT VIDEO SCRIPT

#### **A polite attention-grabbing opener.**

Good day to all the inspirers at {insert company name}. I had a wonderful time at the {insert name of conference}.

JR's Note: Try to share an interesting or humorous observation you made. Try to insert a person's name who was the life of the conference.

#### **Remind them of your key points.**

I wanted to remind you of some of the key points from the presentation.

Note: Try to share three points. Relate the third point to a humorous part of your presentation they remember.

#### **Remind them of your action step.**

Ask if anyone has done your action step.

#### **Remind them how they can follow you on social media.**

Remember, you can follow me at John Register dot com to find the social media platform that best allows us to communicate.

#### **End with a nice close. Maybe insert their mission statement here as well.**

Have an amazing day! Go forth and inspire your world. See you on social!

#### **Insert an afterthought if appropriate.**

Oh, I almost forgot. I am going to be live on {insert media platform} on {insert date}, We are going to be talking about {insert the topic}. I'd love for you to join me. If you are interested {insert your lead generation process.}

Take care and bye for now.