

Intro Video 2: Practical Application of the Momentum Method

When you're launching a video (or any kind of training program, really), go to your community and ask for help. This engages your people and builds anticipation for what you're doing, and gives your people an example to follow when it's time for them to do the same.

Here are some sample questions you might post on a Facebook page or group. Use your own words and your own style, but remember WHY WHAT HOW and ACTION.

“Why” Posts

- I'm putting together a video about the Premium Starter Kit. When you first got your kit, how did you feel?
- When you first got your Premium Starter Kit, did you use all the oils? Which ones did you use up right away, and which ones didn't you use at all? Why do you think that happened?
- What changes did you make in your life right after you got your Premium Starter Kit?
- OK, I'm nearly done figuring out what to talk about in my video on the Premium Starter Kit. Thanks for your input! I feel this information will be so helpful to new folks who are excited to get their kits and get started with the oils. Can you think of anything else I should add?

“What” Posts

- Besides talking about the oils in the Premium Starter Kit, what else would you have liked to know before getting started on the oily lifestyle? I was thinking X and X (fill in the blank: Seed to Seal, distillation process, safety, YL farms, but don't suggest more than two). What can you suggest that would make the video stronger?
- Further questions will arise from the conversation with your community. Ask another two to three questions before moving on to the next step.

“How” Posts

- I'm so excited! This Premium Starter Kit video is turning out great! Even if you've watched other people's presentations about the kit, I think you'll enjoy this one and get a lot of new tips out of it. Thanks for helping me develop the video, and when it's completed I hope you share it with everyone in your community. It'll be finished soon!
- Further conversation will naturally arise because you've engaged with your community. Create another two to three posts to keep the conversation going before moving on to the next step.

“Call to Action” Posts

- OK, here you go! I'm very proud of this video, and I'm so grateful for all your help in making it. After you've had a chance to watch, please let me know what you think! <link to video>
- I appreciate all your support for the Premium Starter Kit video. It feels good to be part of such a great community. If you haven't had a chance to watch, here's the link again. And please share with people you know, too! Thanks again. <link to video>

Followup Posts

- What do you think I should make a video about next?
- If you shared the video with anyone on your team, what comments did they make?