

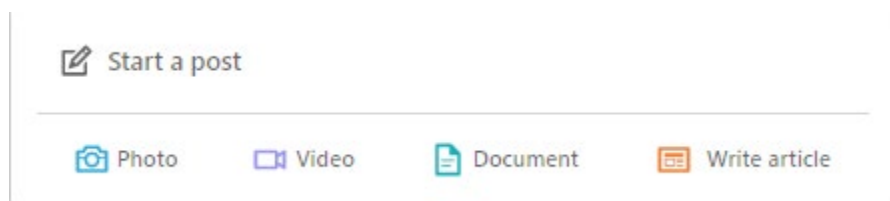
BUILDING TRUST ONLINE WITH VIDEO MESSAGES

KEEP IT SIMPLE!

Record a 2-minute or less video message using Zoom and save to your computer

Upload the MP4 video file to your YouTube Channel (how to upload <https://youtu.be/ULnRaLPvewA>). Make it unlisted, for adults only, closed captions (close caption <https://youtu.be/nEsEHSZYJgo>) and if you prefer, upload a thumbnail of your bio picture.

Also upload the MP4 file from your computer to your LI Profile by clicking "Start a Post" and Video on your LI profile. Write a short blurb to go with the video and post.



Copy the YouTube video URL into an email template in your CRM or system like Mailchimp. Personalize the message by adding "Dear (Mail Merge first name)", insert the blurb you created on LI, your Scheduler 15-minute call link if they want to ask a finance question or talk, and send the email to all non-client contacts.