



WORKBOOK 40:  
**HOW TO MAKE VIDEO MAGIC**

WITH  
**RACHAEL KAY ALBERS**



Jill's talking with expert **Rachael Kay Albers** about video marketing for your biz!

## **THIS IS HOW THE FOUNDING MOMS DOES IT!**

### **How to make video magic:**

- It's never too late to start video marketing.
- Show, don't tell.
- When looking for content, start with the most FAQs you get and answer them.
- Start with the basics and upgrade tools over time.
- Practice makes perfect. Revisit your strategy once a year!

### **About Rachael Kay Albers**

Rachael is the host of Awkward Marketing, and the founder/creative director of RKA Ink. Find her here: [kaink.com](http://kaink.com)

**Got Qs for Rachael Kay Albers? [Let's talk about it in the FMC!](#)**

## **WHEN THINKING ABOUT VIDEO MARKETING, ASK YOURSELF THESE QUESTIONS:**

- 1.** Write down when you're going to start your video marketing for your biz: the date, the time, is it going to be a weekly Facebook live, or prerecorded?
- 2.** Need ideas for video content? A good place to start is to answer your Frequently Asked Questions as videos. Write them down here.
- 3.** What does a "day in the life" look like for you? Tell us 5 things your behind-the-scenes video might cover!



