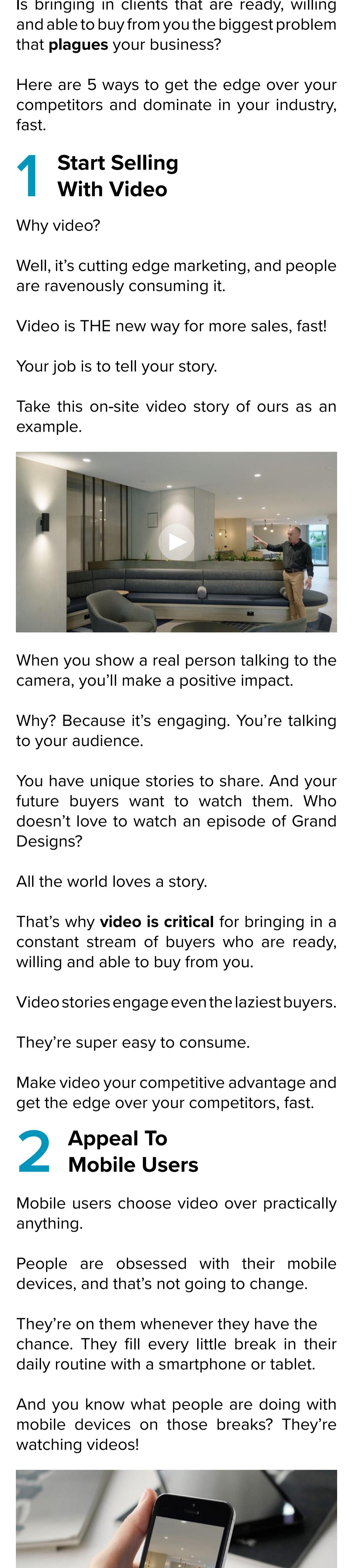


5 WAYS TO GET SALES - FAST!



Tired of worrying about lack of sales?

Is bringing in clients that are ready, willing and able to buy from you the biggest problem that **plagues** your business?

Here are 5 ways to get the edge over your competitors and dominate in your industry, fast.

1 Start Selling With Video

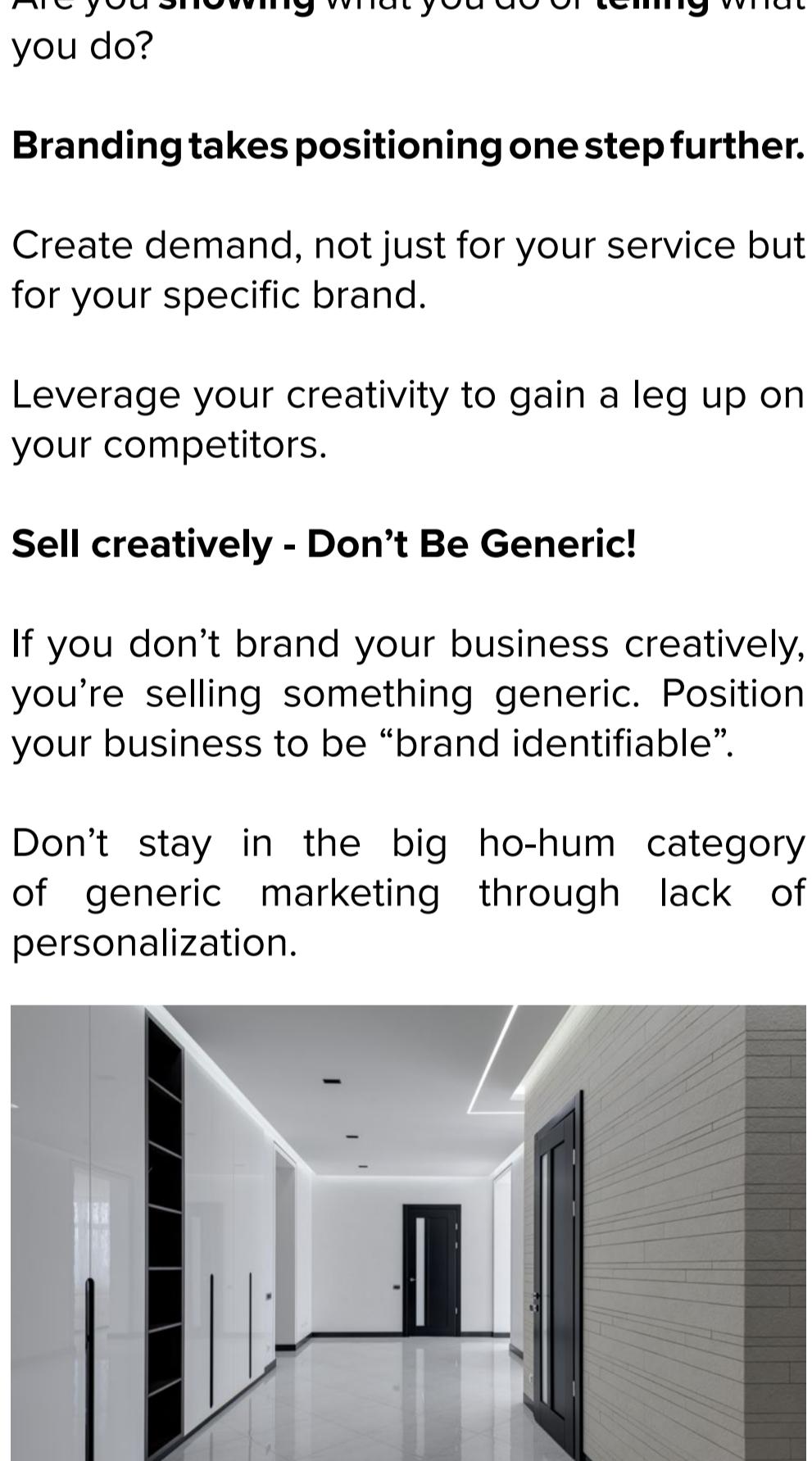
Why video?

Well, it's cutting edge marketing, and people are ravenously consuming it.

Video is THE new way for more sales, fast!

Your job is to tell your story.

Take this on-site video story of ours as an example.



When you show a real person talking to the camera, you'll make a positive impact.

Why? Because it's engaging. You're talking to your audience.

You have unique stories to share. And your future buyers want to watch them. Who doesn't love to watch an episode of Grand Designs?

All the world loves a story.

That's why **video is critical** for bringing in a constant stream of buyers who are ready, willing and able to buy from you.

Video stories engage even the laziest buyers.

They're super easy to consume.

Make video your competitive advantage and get the edge over your competitors, fast.

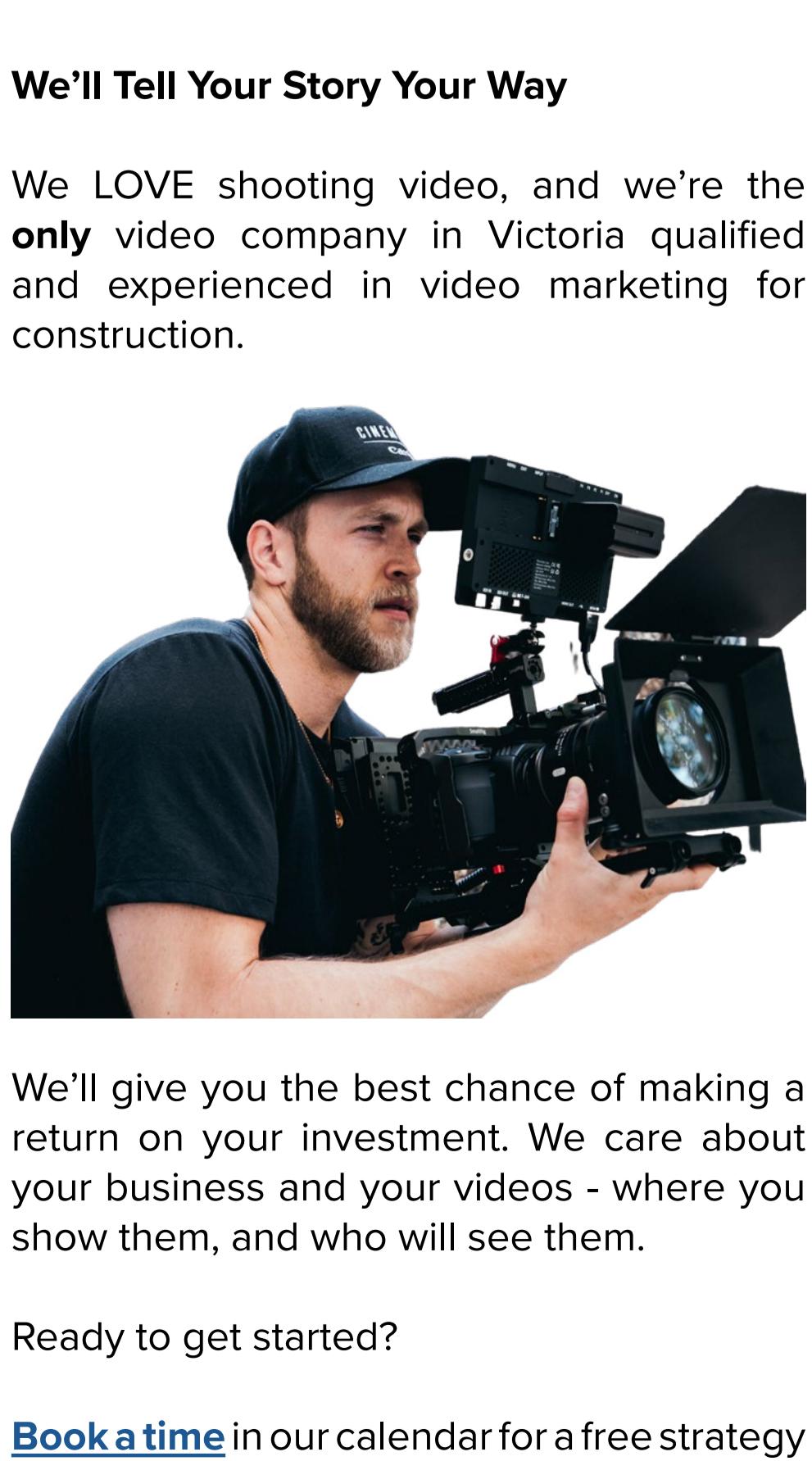
2 Appeal To Mobile Users

Mobile users choose video over practically anything.

People are obsessed with their mobile devices, and that's not going to change.

They're on them whenever they have the chance. They fill every little break in their daily routine with a smartphone or tablet.

And you know what people are doing with mobile devices on those breaks? They're watching videos!



Since people like to watch videos on the go, and the number of smartphone users just keeps rising, your video audience keeps getting bigger and bigger.

So, video and mobile go hand in hand.

Take advantage of that!

Be where your buyers are searching.

3 Create a point of difference that customers care about

In business, it's **vital** that you have a point of difference. But when you're selling the same service as everyone else in your industry, it can be hard to find a way to differentiate yourself that doesn't include competing on price. And lowering your prices is a quick fix.

Are you showing the world what you do in a way that comes across as ... well, out of date?

Text and images? Really, that's no different from your competitors.

So how do you find your point of difference when you have the same offering as the businesses you're competing with?

There's a sure way to get and keep your edge.

That's with a site video marketing strategy. That's a fact!

Show your projects at milestone stages as you're building them – take your customers on the journey with you.

Inspire them, thrill them and motivate them to spend their money with you.

Create the value your buyers are searching for, and you'll be able to bring in a steady stream of sales, without lowering your prices.

Showing is more powerful than telling.

That's why video traffic will make up to **eighty per cent** of all traffic online by the end of 2021.

So, shortcut your sales. Every minute you're talking to your target audience is a minute that they understand what you're about, what you do and why they should buy from you.

Use video to communicate and magnify the value of your business to potential customers.

It's worth it. Video will be the most powerful and **profitable selling tool** you'll ever have.

Your fans will binge watch your videos and share them with friends, and you'll convince them to buy from you, through videos.

Embrace the incredible power of video and bring in more sales and more ideal projects.

4 Sell Your Brand, Not Your Service

Get creative!

Creativity is your secret weapon for sales.

Branding is the ultimate positioning

Positioning is how you differentiate your business from your competitors.

The way your market views you depends on how you position yourself.

Are you **showing** what you do or **telling** what you do?

Branding takes positioning one step further.

Create demand, not just for your service but for your specific brand.

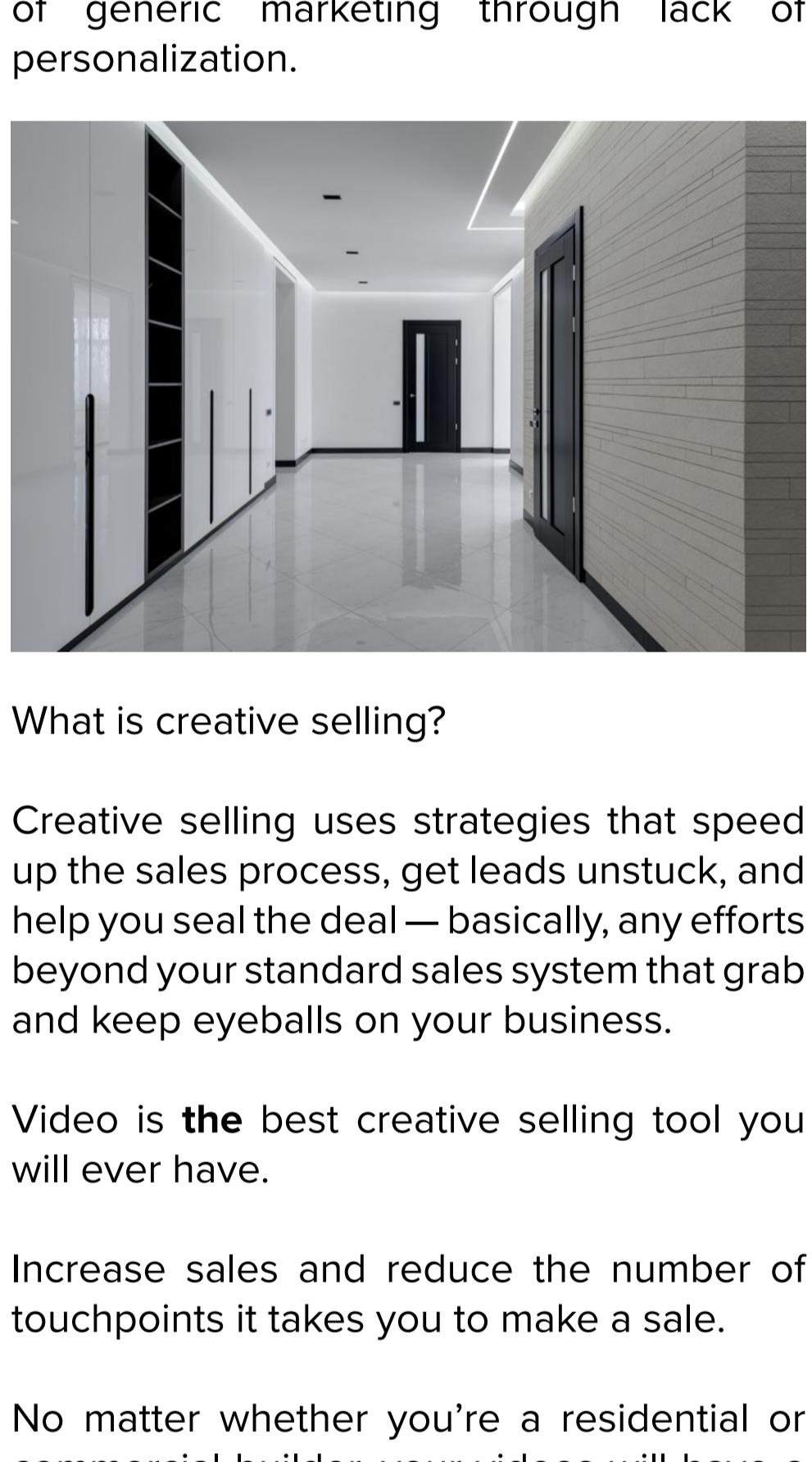
Leverage your creativity to gain a leg up on your competitors.

Sell creatively - Don't Be Generic!

If you don't brand your business creatively, you're selling something generic. Position your business to be "brand identifiable".

Don't stay in the big ho-hum category of generic marketing through lack of personalization.

And you know what people are doing with mobile devices on those breaks? They're watching videos!



What is creative selling?

Creative selling uses strategies that speed up the sales process, get leads unstuck, and help you seal the deal — basically, any efforts beyond your standard sales system that grab and keep eyeballs on your business.

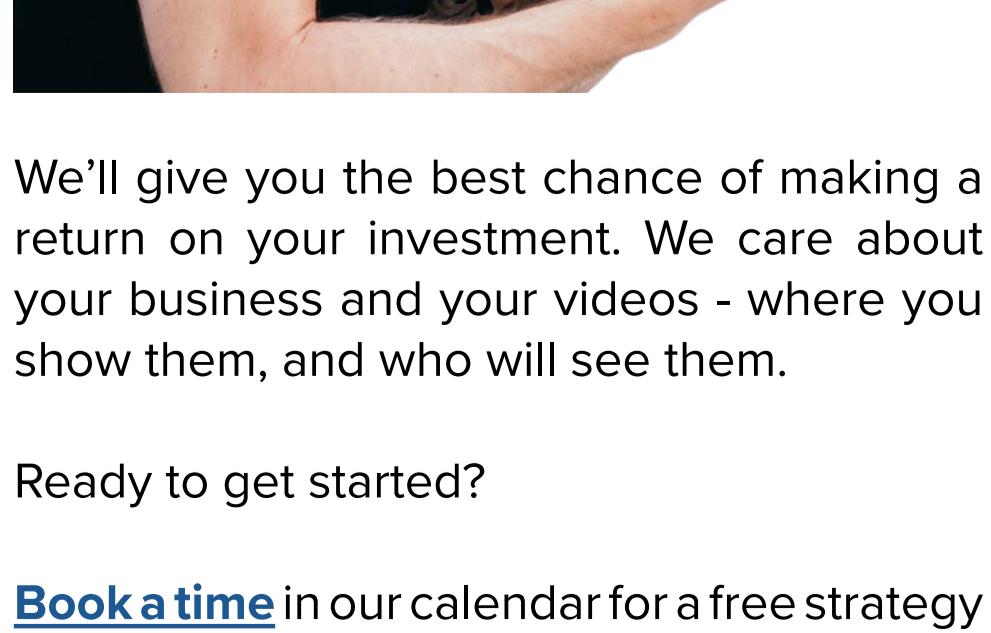
Video is the best creative selling tool you will ever have.

Increase sales and reduce the number of touchpoints it takes you to make a sale.

No matter whether you're a residential or commercial builder, your videos will have a direct impact on converting leads to sales, fast!

They guide the viewer to take the next step, and prompt them to take immediate action.

Whether you want your viewer to visit your website, request a free quote, or book a time in your calendar to discuss their project, make it easy for them to know what you want them to do next.



Turn your audience into believers and your believers into customers

So the only question is, are you ready for quick sales?

The team at [Brilliant Building Marketing](#) will help unlock your business' maximum potential with video.

We use the latest technology to produce quality videos, fast!

Our objective is simple:

Get your future customers to your website and keep them there as long as possible.

We break client attraction and conversion down to its simplest form, using emotional storytelling.

As expert storytellers, we extract your stories and craft them into valuable sales content pieces, ready to connect and engage your ideal clients.

You don't need to worry about being in front of the camera; our crews are experts at making you feel comfortable, natural and authentic.

We'll Tell Your Story Your Way

We LOVE shooting video, and we're the **only** video company in Victoria qualified and experienced in video marketing for construction.

We'll give you the best chance of making a return on your investment. We care about your business and your videos - where you show them, and who will see them.

Ready to get started?

Book a time in our calendar for a free strategy call, and let's chat about how we can help you get sales fast.

CTAs and sales funnels go hand in hand. Calls to action serve as transitions between the phases of your buyer's journey.

They guide the viewer to take the next step, and prompt them to take immediate action.

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5 Never Forget Your Call To Action

Every piece of marketing needs a call to action.

Your videos are no exception.

Feature a relevant call to action (CTA) at the end of all your videos so your viewers know what you want them to do next.

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