

3 WAYS

YOU CAN FUTURE PROOF YOUR BUSINESS RIGHT NOW



Whenever you put new content on your website, you're secretly hoping it will bring tons of new sales. But hope is not enough. Right?

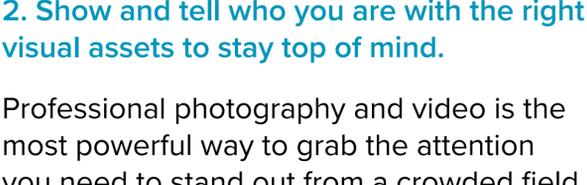
Having web traffic on your site is excellent – but it's not your end goal. Sales are your end goal.

Here are 3 ways you can future proof your business

1. Let people see and hear the real you.

Your audience wants to connect with you and feel good about doing business with you. By sharing the real you in your images and videos, you will humanise your brand, build trust and nurture authentic relationships.

It's great to see that people are landing on your site, but unless your business gives them what they want to see – they won't stay on your site; they'll go straight to your competitors.



Your audience is the people who already know about you. Widen your net and widen your audience and make sure that you grab and keep their attention when new people find you.

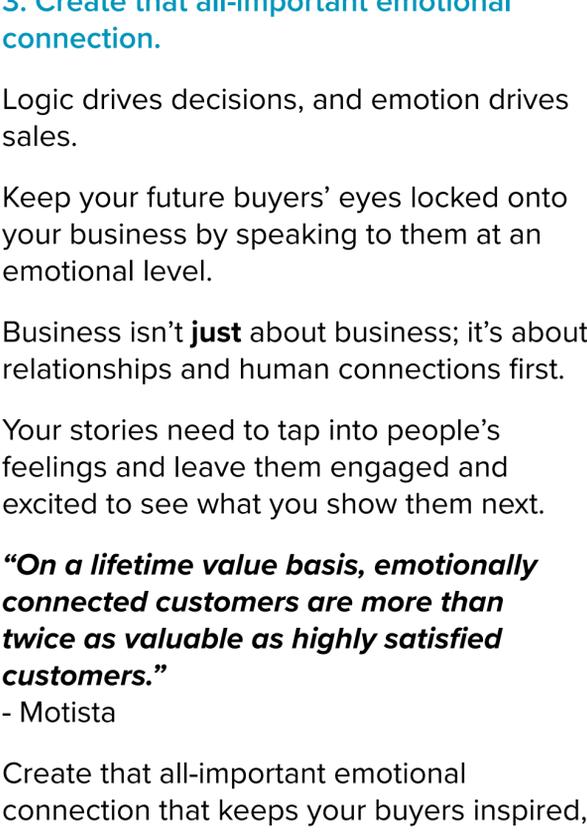
People want to see, hear and know you, the person behind your brand, before they decide to work with you.

2. Show and tell who you are with the right visual assets to stay top of mind.

Professional photography and video is the most powerful way to grab the attention you need to stand out from a crowded field of competitors and put the attention onto you and what you have to say.

Great photography and videography position your brand for influence and connects with your audience to amplify your impact. Play a bigger game, level up, stand out in the marketplace, and be remembered over your competitors.

The power of video can't be denied.



Video is a powerful tool to grab attention and keep all eyes on you.

Watching video provides both audio and visual stimulation which quickly engages your audience.

So your images and videos will keep you memorable, in demand, booked up and paid your worth.

They'll speak for you even when you're not there!

3. Create that all-important emotional connection.

Logic drives decisions, and emotion drives sales.

Keep your future buyers' eyes locked onto your business by speaking to them at an emotional level.

Business isn't **just** about business; it's about relationships and human connections first.

Your stories need to tap into people's feelings and leave them engaged and excited to see what you show them next.

“On a lifetime value basis, emotionally connected customers are more than twice as valuable as highly satisfied customers.”

- Motista

Create that all-important emotional connection that keeps your buyers inspired, informed and motivated to keep watching YOU.



Employ the power of selling an emotional story.

People **love** video – give them what they want.

Create evergreen content that will sell for you over and over again, with video.

Share your stories, and show how you're different from your competitors. You'll be delighted at how quickly you start to move away from the pack into a category of success that's all your own.

More video is being consumed right now than ever before. Your future buyers are searching for businesses who show videos on their websites and social platforms.

Don't let your message get lost in the flood of information fighting for your buyers' attention every day. Cut through the noise and show your story.

The best way you can do that is with video.

Storytelling style videos are becoming more and more popular as a sales tool for business for one simple reason; **they work**.

They're shared, liked and commented on.

And they're more likely to go viral and be remembered.

Stories help us empathise and build trust. And that's why stories are **the most effective way to communicate your brand**.

All the world loves a story. Tell a great story. Need help showing your story? We've got you covered!

The Brilliant team will help unlock your business' maximum potential with video and amazing photography that will put you in front of your competitors.



We use the latest technology to produce quality videos and outstanding photography to put you ahead of the pack.

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.

Your videos will be yours forever. They'll be like silent salespeople for your business, selling out on the web 24/7.

Our goal is to make you and your business look great.

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 company in Victoria qualified in construction and experienced in photography and videography for the building industry.

We're Not Just For Construction!

To meet demand, we've broadened our reach to offer the same services to every business, not just construction! So, no matter what business you're in, you can show what your business delivers with visual storytelling and get a steady stream of pre-sold buyers.

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 start helping you future proof your business with visual assets.

[BOOK A CALL](#)



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