



The Database Reset

*How to Use Social Media & Video to Reconnect with Your Neglected
Customer or Unconverted Prospect Database to Increase Sales, Referrals, Repeat Business &
Client Retention*

By Frank Klesitz CEO VyrAl Marketing

www.getvyrAl.com 1-800-323-9974

Table of Contents

Why Build A Database?	3
The Problem	3
The Database Mindset	5
The Relationship Marketer	5
The Transactional Marketer	6
Which one are you?	6
Next Steps	7
The Database Reset	7
Step #1: Export your database into one master list	7
Step #2: Cleaning and uploading your list	8
Step #3: Send a helpful reconnect email message	9
Example Reconnect Email Message	10
The Vyrat Marketing Plan	11
Step #1: Ask for email addresses to build your database	11
Active Database Building	12
Email Request Script	12
Passive Database Building	13
Example Opt-In Headline	13
Step #2: Publish two short educational videos a month	14
Example Q&A Video	14
Example Educational Q&A Video Script	15
Example Video Blog	16
Example Video Email	16
Example Facebook Video	16
Step #3: Call the people who watch your videos for feedback	18
Example Lead Report Script	18
Example Lead Report Script - Assistant	19
Your Action Plan	19
Do it Yourself	20
Hire Us To Do It	20

Why Build A Database?

What do you think is your #1 biggest existing business asset? Is it your employees? Is it your building? Is it your product? Is it your experience? Is it your systems?

Nope.

Your customer database is your #1 business asset.

Your database, more broadly defined, is a list of people who will buy from you and refer you.

A stronger database means a stronger business.

Your database is a list of customers, clients, referral partners, media contacts, employment recruits, prospects, ideal prospects, and anyone else who could refer you, hire you, buy from you, or add value to your business.

Think about all those people – all those email addresses – sitting in your email marketing accounts, lead generation systems, your business CRM, and even your email inbox.

How many contacts do you have on your mobile phone? That's a database, too. Now, it's not the database itself that's valuable, it's the relationship with your database that's the most valuable asset you own.

You need to consistently communicate with your database in a valuable way to keep your relationship alive and healthy.

And that's where so many professionals and business owners fall short.

The Problem

If you don't commit to building a database as a business owner or professional service provider, you're stuck on the transaction treadmill.

You'll work with one customer, and then you'll be onto the next one.

You're also "held hostage" to buying leads or endless cold outbound prospecting to drum up new business.

Smart business owners build a database along the way to lessen all that risk and to position themselves so eventually, they own the asset, not someone else.

Business from your database will also lessen the grind of prospecting.

You need to get the contact information of every customer, every prospect, and every person who can add value to your business and put that information into a database – which can be as simple as an Excel spreadsheet.

A consistent, long-term communication plan must then immediately be implemented to stay top of mind and maintain expert positioning.

You'll get more referrals, repeat customers, profitable upsells, and convert more prospects to clients.

Here's a quick test to assess the health of your database...

Have past clients hired your competitors?	YES	NO
Have your prospects bought from someone else?	YES	NO
Are your long term leads converting to appointments?	YES	NO
Are customers buying your profitable upsells?	YES	NO
Are you getting a consistent stream of referrals?	YES	NO
Did your perfect recruit take a job with someone else?	YES	NO
Do your PR/media contacts quote you for stories?	YES	NO
Have your friends and family referred someone else?	YES	NO

If you don't have a strong database, either you have not been asking for contact information or your communication fell off a cliff – people stopped hearing from you, so they forgot about you or someone else added more value than you.

Yes, harsh I know – **but there's a battle out there for the attention of your customers, prospects, media contacts, and even your top recruits.**

Think of yourself as the “rancher” of your herd – your database - and you want a fence securely around it to keep all the poachers out!

Your “fence” is a long-term education-based database-marketing plan to provide your database with content they actually want to receive.

Sending out junk, canned content is not going to solve it - which is the typical knee-jerk reaction when business owners need to “touch” their database.

You know all those newsletters you receive and delete? That's junk content.

You need to connect with your database to build and keep the relationship, and later in this report, you'll learn exactly how to do that with The Vyril Marketing Plan.

The Database Mindset

Why do business owners neglect their #1 existing business asset?

Let me introduce myself briefly...

I am Frank Klesitz, co-founder and CEO of [Vyrat Marketing](#).

We're an all-inclusive done-for-you video marketing firm that helps you get more sales from your database with education-based video marketing.

We interview you on an HD webcam once a month to create two educational videos we then edit, optimize, and promote to your database using email and social media for you. We do all the work and it takes minimal time to actually shoot the videos – about 30 minutes a month, in addition to 4 weekly 30-minute strategy calls to ensure everything runs consistently.

We give you a list of all the people who watch the videos and engage with your emails to help prioritize follow-up (this is BIG and we'll talk about it later).

We've helped hundreds of business owners reconnect with and build their database to grow their business.

Over the years, I've found that *the top reason* a customer and prospect database goes neglected is due to the *marketing mindset* of the business owner.

A few other reasons include lack of time to implement, the required knowledge of a specific computer skill (like video editing), or uncertainty surrounding content ideas to send out. For others, they have just never thought about their database!

But back to mindset...

If you have a **transactional mindset** – you work strangers for business (that's okay). If you have a **relationship mindset** – you work with people you know for business.

Most business owners are - unfortunately – one or the other.

The Relationship Marketer

Relationship marketers typically publish newsletters, hold client appreciation events, write books, ask for referrals, network, send birthday cards, and likewise. They generally get their energy from people.

They work the people they've met for business.

The best relationship marketers are truly experts in their field and have no trouble publishing content to attract high-quality business to them.

For most people, however, it's the personal relationship only that drives referrals, not content marketing, that brings them business.

People refer those they like and trust. This is the foundation of any business. It's very profitable, but it takes a long time to build a business this way.

Relationship marketers get quick results when they increase communication with their database since they enjoy an existing relationship.

The Transactional Marketer

Transactional marketers typically buy cold Internet leads, send cold direct mail, make cold calls for business, and buy advertising.

They work the people they *haven't met* for business.

They know how to go into a new market and scale up quickly.

They generate a lot of leads so their business grows quickly, but it costs a lot of money – and it's risky unless you're an experienced marketer.

If a transactional marketer is not building a database along the way by capturing contact information generated by their advertising or prospecting, they are “held ransom” by their very advertising or doomed to grind out prospecting calls to keep the business running until their very last days.

The advertising may not work, too. If you don't have the foundation of a healthy database to fall back on to recover losses – financial pain looms.

If the advertising or prospecting stops, so does their business.

It's the transactional marketer who has often neglected their database. Typically, they are not necessarily comfortable publishing content or working the people they know, such as past customers, for referrals or new business.

They've converted strangers to business so well and for so long it's hard to make the mindset shift to build, nurture, and work a database of relationships. It takes a different approach and way of thinking about how you grow your business.

Which one are you?

Is one approach/mindset better than the other? No.

You can make money either way, but you build a successful business by mastering the art of generating business from people you know and people you don't.

The top 1% of business owners or professional service providers with high, consistent incomes **first** maintain a relationship with their database so they are not held hostage by advertising or reliant entirely on cold prospecting. Through the profits generated from their database, **they then** reinvest that money into advertising efforts to scale their business at less risk than doing so without the foundation of a healthy, responsive database to fall back on.

They are not reliant exclusively on their *mets* or *haven't mets* for business.

That's a consistent, predictable, and growing business that's profitable.

Next Steps

You now know *why* you need to build and work a database. If this is you...

1. You've been neglecting your database and you want to fix and build it
2. Your database(s) are scattered around many different CRMs or systems
3. You need a plan to reconnect and communicate consistently going forward
4. You also don't want to send your database canned, generalized content

...here's what we need to do to get results.

The Database Reset

Step #1: Export your database into one master list

The first step is to export contacts from every database source you have access to, including the contacts saved in your email, mobile phone, and CRM.

Go through all of your contacts, selecting those who would answer the phone and actually talk to you if you called them. This should start with past clients, then to SOI, and then to your best leads.

Most email services have a “Contacts” area or an “Address Book” where you can see all of your contacts. You can also easily export these (A CSV file is ideal for these contact lists). You should be able to export your mobile phone contacts in a similar format.

If you have a business CRM like Salesforce where you store all your customer and prospect contact information - export those, too.

You also want to export the leads you have on file in the back-end of any of your online lead generation programs.

A simple Google search will yield export instructions – just Google “(the system you’re using) + email export CSV)” and I’m sure you’ll find instructions.

Get every database with whom you have a pre-existing relationship – export everything; there will be a lot of duplicates across systems and that’s okay.

You’ll have friends, family, customers, prospects, referral partners, and acquaintances in those lists – literally, everyone you’ve ever communicated with or have possibly known.

That’s okay too. We’re going to adjust our communication strategy for this. Don’t worry about the segmentation.

If you have your databases segmented, great. Make sure to include that in your export so you can reference it in the future, but it’s not necessary.

We want to communicate with everyone – and yes, while “everyone” is not your target market, everyone could potentially refer you to your target market.

More on that in a moment...

You’ll now have a folder on your desktop with all your contact databases.

Step #2: Cleaning and uploading your list

Before you hit launch on the email, you want to get it cleaned and scrub all the bad emails out.

We use a service called [NeverBounce](#) to do just that.

You upload a list, they scrub it, and kick back a report of how clean your list was. Then, you download the clean deliverable list.

Once your list is clean, you'll be ready to upload it to your email service provider. You can use any online email marketing service you like. We use [MyEmma Email Marketing](#).

MyEmma will automatically deduplicate the list to clean it and make sure there aren't two of the same email addresses in there. And of course, if there is anyone who you absolutely do not want to email under any circumstances, you can manually "unsubscribe" them at this point.

Congratulations! Now you have a fully loaded email-marketing program with all your contacts ready to receive your reconnect message.

Step #3: Send a helpful reconnect email message

The last step of The Database Reset plan is to send an email to your entire email list so that everyone knows what you do.

A lot of business owners fall back on using something canned, irrelevant, corporate, etc. Rather, this message needs to be personal, honest, relevant, and stepping into a conversation already in their heads. Nothing corporate, it really needs to look personal like it's directly from you.

It should be a very personal, very honest, text-only, no video, authentic piece of information.

There are a couple of parts to this particular email:

- Explaining why you're emailing them
- Move into why you're in your business, that you're there to help and keep the audience in the loop about what's happening in your industry.
- Let them know that you're going to be continually sending them emails

Even if you've already been sending these videos for a while, it's okay to still send this. You can always announce that you're recommitting to them.

Q&A topics are the best content since you're supplying the demand that's already there, instead of coming up with your own topics no one may want.

The point is – you're not selling anything in your message(s). This is called [education-based marketing](#) where you're [helping, not selling](#).

It attracts business to you and positions you as the trusted authority and expert.

We'll go into this more when we talk about The Vyril Marketing Plan, but our goal right now is to reconnect with everyone you have ever met and let them know you plan to stay in touch and educate them to improve their lives.

If you're in a universally applicable industry like finance, fitness, health, or real estate everyone will benefit from your educational Q&A messages.

Money, health, and real estate are of interest to just about everyone.

If you're in a very niche industry, such as an FAA attorney defending private pilots, not everyone will find your communications of interest, but that's okay.

You're still going to send everyone a reconnect message anyway - and include them in your ongoing communication - because everyone could potentially refer you to someone who you can help.

And who knows – some people may find what you do interesting!

Remember, it's just an email; people can unsubscribe with one click if they don't want to hear from you.

This beats the alternative of “cleaning up your database” which is code for “I am never going to get around to doing any of this.”

And since you have a pre-existing relationship with all these people – it's not spam. A few tips to keep in mind with this message...

Tip #1: Keep it short and personal like you're sending it to one person.

Tip #2: Make sure it's humble with a clear opt-out to unsubscribe.

Tip #3: Tell them your plan to stay in touch and what they will now receive from you, how often, and the benefit to them.

Tip #4: Finally, write it so it's relevant to your customers, prospects, friends, and family – everyone in your big database list.

Example Reconnect Email Message

I wrote this as if I was a tax preparation provider – it could easily be for any other business or profession. Just model this and personalize it for what you do.

SUBJECT: Reconnecting with you

Friends, clients, and colleagues –

I wanted to send you a quick email to connect with you.

I'm helping people prepare their taxes and I'd like to send you 2 quick videos a month answering questions I commonly receive.

This way you can be prepared for tax season and save money.

If you don't want to receive them, no worries, just click the unsubscribe link at the bottom of this message.

If you have any questions I can answer for you, just reply back and let me know.

I want to help you make the best decisions when it comes to your taxes, and this is a way I feel I can really help you.

Your tax preparer,

Bob

That's it!

Your database will get your message and you'll be surprised by how many people respond positively with a question you can answer - or even new business!

You can also remove all the bounced emails and anyone who unsubscribes from your database – **you now know who is interested and who is not**. MyEmma will automatically do this for you.

Now let's get into the plan to communicate with your database now that you've reconnected.

The Vyril Marketing Plan

This is our core database marketing plan. It's produced proven, repeatable results for hundreds of business owners who have hired us to help them implement it.

You'll learn how to build a database and send them useful educational videos to stay in touch. Then, you'll prioritize follow up with the people who watch those videos for feedback, referrals, and new business. So let's get started!

Step #1: Ask for email addresses to build your database

Your database will lose 30% of its names a year if you don't grow it – people move, don't need your services, change email addresses, unsubscribe, bounce, or just get fatigued with your communication and filter or ignore your messages.

You cannot control it. However, you can control adding more people to your database, in this case, adding more email addresses to your database.

Active Database Building

The best way to do this is to go out and talk to people – which can be done in person, over the phone, or online with messaging like email or Facebook.

The point is you have a meaningful conversation with someone using whatever media you're most comfortable with – face-to-face being the absolute best.

Talk to people who are most likely to hire you or buy from you directly, such as a real estate professional talking to people who live in their neighborhood, a fitness trainer talking to people at a nutrition conference, a CPA talking to business owners at the chamber of commerce, or a financial planner talking to HR executives about corporate retirement planning.

People who have the problem you solve are the best people to add to your database. They are the most likely to hire or buy from you!

With that being said, you can add anyone to your database. Everyone you meet may have access or could refer you to your ideal customer or client.

Get the email address of everyone who wants to work for you, media contacts you want to cover your business, even someone you met at the bar, and more.

Anyone who can help you grow your business should go into your database.

How do you ask for their email address?

At the end of a meaningful conversation, let them know you want to stay in touch, and just ask for their email address. It's dead simple.

The key is to simply tell them how it will be used. Make sure you communicate the benefits of giving you their email address.

Then put it in your database!

Email Request Script

Here's exactly what to say...requires customizing for your business of course.

"What's your best email address? I'd like to send you two Q&A videos a month I publish. I think you'll find it helpful to save money on your taxes."

Import your contacts into a CSV, re-export all your databases once a month, and re-import them into MyEmma or whatever email marketing program you choose.

MyEmma Email Marketing will automatically deduplicate, so it's easy.

Let's talk about the compounding effect of doing this every day.

If you add 3 quality new contacts to your database every day – either by adding a new person to your database or getting the correct contact information from someone in your database already, that's 15 people a week you'll add to your database working 5 days a week.

That's 60 people a month, or 720 people a year, you'll add to your database. Imagine if you had 720 high-quality contacts in your database after a year!

These are people you met, who gave you permission to communicate, and you sent them 2 valuable communications a month along the way.

You are virtually GUARANTEED to have a strong and healthy business!

The problem is few people are disciplined enough to keep that up (like working out 3 times a week to lose weight.) These people are running around chasing shiny objects trying to be the jack of all trades but, in the end, being the master of none.

If that's the case I suggest you hire a business coach who will hold you accountable every week to make sure you're on track and accountable for getting it done.

Be the master of your database – what else is there to be the master of?

Add 3 high-quality people a day to your database and the benefits will dramatically compound overtime so you enjoy a predictable, consistent business.

Passive Database Building

The next best way to collect emails is passively online – put an opt-in form on your website so people can subscribe to your communications.

Example Opt-In Headline

Here's an example opt-in headline you can customize for your business.

“Get two Q&A videos a month to help you save taxes. Enter your best email address below to sign up.”

You can also ask referral partners to send an email to their database to drive traffic to your opt-in, run Facebook ads to promote it and implement more advanced Internet marketing list building techniques. But don't be fooled...

The emails you get with passive methods are rarely as good as the emails you get when you talk to people face to face. Start by actively asking for emails and then complement your results with passive email capture strategies.

If you're only passively collecting email addresses on your website, and you're not going out and talking to people actively to build your database; you're missing out.

IMPORTANT: Don't go rip off a bunch of email addresses of people you don't know and add them to your database. Yes, you can get away with it for now until the laws tighten up; but it rarely works. It's pure spam. Rather, go ahead and build yourself a target list of prospects and reach out to them with a personal email, phone call, or direct mailer to *ask them* if you can send them your educational videos to stay in touch and solve problems in their life. That's the correct way to do it.

Step #2: Publish two short educational videos a month

Now comes the fun part – publishing content your database wants to receive!

We recommend you send 2 educational Q&A videos a month to your database as it's the perfect frequency to stay top of mind for a general list.

Remember, you're helping – not selling. Two messages a month is not too much.

I like video since it's personal and fast – you can turn on your webcam, answer a question right into your computer, and you're done.

If you get the [Logitech c920 HD Webcam](#) and a [microphone](#) with an [audio recorder](#), you'll look and sound amazing. Just make sure you're NOT sitting in front of a window (you'll be dark).

Professional quality production isn't necessary – it only adds stress and expense. Your audience only wants a personal, useful video from you talking to them like a real person. You don't need fancy graphics and equipment to start; it just slows down the process and complicates your results.

Example Q&A Video

How do you come up with questions to answer for your database?

First, you'll get responses from your initial reconnect email.

Second, put a notebook next to your phone to write down questions customers and prospects ask.

Third, search Google for frequently asked questions about what you do; you can even find a book on Amazon about what you do for great ideas.

The beauty of answering real customer questions is there's EXISTING DEMAND for your answers. These are real questions people who pay you ask; not random topics you come up with and "think" your database wants to hear about.

It's hard to go wrong when you supply existing demand!

Example Educational Q&A Video Script

Now turn on your webcam and it's time to record. Here's the format for your video:

"Hi! This is Bob your tax preparer and I'm going to answer a question I was asked by a client last week "Can I use passive losses to lower my earned Income?"

So here's the answer I shared with my client so you can benefit from the advice.....

Thank you for watching and stay tuned for my next video!"

That's it! No need to sell anything – people know what you do and how to contact you. The more you try to "sell them" the more you'll only lower your value.

I recommend you time-block 30 minutes once a month to record two educational video tips at one time so you're always one step ahead. If you record too many at one time (like all your videos upfront for the year), you'll lose out on providing timely, relevant content.

Upload your video to YouTube and your video blog, then send an email out and update your social media accounts so people know you just made a new video.

Here's what it looks like:

Example Video Blog

[Home](#)
[5 Star Vendors List](#)
[Testimonials](#)
[About](#)
[Our Team](#)
[Contact](#)

[Home Valuation](#)
[Home Search](#)

Brought to you by: **REAL ESTATE EXPERTS**

How Work From Home Is Changing Real Estate

Mackenzie Buchholz joins me to discuss HomeLight's fantastic Trade-In program.

[Read More](#)

We Wish You a Bright Holiday Season

Thank you for making our 2020 great; have a marvelous holiday season!

[Read More](#)

While the Economy is Falling, Home Prices Keep Rising

An in-depth overview of the market.

[Read More](#)

3 Reasons Our Market Is on Fire

What's Your Silicon Valley Home Worth?

Are you thinking of selling your home or interested in learning about home prices in your neighborhood? We can help you.

[Free Home Value Report](#)

Looking for a Silicon Valley Home?

How to Sell Your Home Without a Realtor

Apr 5, 2019

Since we're real estate professionals ourselves, you may be wondering why we'd want to tell you how to sell a home without us. Because we're in such a hot market, plenty of people have been asking us how to sell a home on their own, so we figured we'd provide the information for doing so. Here are the five steps for selling your home without a Realtor:

1. Prepare your home for the market. Well-prepared homes are selling for 5% to 7% more than unprepared homes. Clean up your home, declutter, and paint rooms that you feel need it. Keep in mind that the money you put into preparing the property will often yield a 200% to 300% return when

What's Your Silicon Valley Home Worth?

Are you thinking of selling your home or interested in learning about home prices in your neighborhood? We can help you.

[Free Home Value Report](#)

Map of Silicon Valley

Example Video Email

Brought to you by: **REAL ESTATE EXPERTS**

How to Sell Your Home Without a Realtor

Watch My Video

Looking to buy a home?

[Search All Homes](#)

Looking to sell a home?

[Home Value Report](#)


Brett Jennings
Brett Jennings Real Estate Experts
910 E Hamilton Ave, Suite 130, Campbell Ca 95008
[408-596-4490](tel:408-596-4490)
Brett@TheRealExperts.com

Example Facebook Video

Real Estate Experts posted a video to playlist **Market Updates** — at **Silicon Valley**.
 March 9, 2020 · San Jose, CA · 🌐

The number of open houses in a market can be a good indicator of the market's health. So the fact that we recently had 181 buyers come through a property, which ended up selling for more than \$100,000 over asking price, ought to tell you that our market is on fire. But what's causing this surge in real estate? Today I'll discuss the three key factors, as well as how market conditions impact buyers and sellers. To learn more, watch our latest video.


Learn More → <https://silic> ✓... See More



0:16 / 3:27


2

Example YouTube Channel



Brought to you by: **REAL ESTATE EXPERTS**

The Brett Jennings Team [f](#) [t](#) [in](#)



Brett Jennings
291 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT 🔍

Why Hire Brett Jennings Real Estate Experts?


602 views · 4 years ago

Selling Your Los Gatos Home? See Your Home Value Instantly:
<http://www.siliconvalleyrealestatesea...> ✓


Buying a Los Gatos Home? Search All Homes on MLS:
<http://brett.siliconvalleyrealestates...> ✓

Brett Jennings
 READ MORE


Uploads ▶ PLAY ALL




How Work From Home Is Changing Real Estate 11:08




Happy Holidays From Real Estate Experts 1:01




3 Reasons Our Market Is on Fire 3:27



Brett Jennings Real Estate Experts team is hiring! 4:54



How to Sell Your Home for 18% More Money 6:09



How to Buy Your Dream Home at a Great Price 6:12

NOTE: It's smart to communicate to your database with a monthly printed personal letter as well. You can easily snail mail a simple letter to your database every month with a quick summary of your videos, even a transcript. I like letters instead of postcards because you can be more useful. A postcard is usually very "salesly" with an offer for immediate response. Your database does not want that – it's junk mail. You can educate people with a letter. Friends send you letters. Remember, if someone would not pay money to receive your marketing, it's not worth sending.

Step #3: Call the people who watch your videos for feedback

There are two types of business owners, those who wait for business (reactive) and those who go out and get it (proactive).

You'll grow your business more quickly if you're the latter.

People will call you eventually if you follow the first two steps – building a database and sending them educational videos twice a month to maintain the relationship.

But, did you know you can track who in your database clicks through to watch your videos by downloading an email "lead report" in MyEmma?

When you send an email through MyEmma, or any professional email marketing software for that matter, it puts a unique ID in each link. So when someone clicks a link you'll know who it was and what link they clicked.

This is great news for you!

You can get a list of everyone in your database who are the most engaged with you.

These are people in your database who took the time to watch your video. They are the most likely to start a conversation when you reach out to talk to them. Plus, you can tailor your message based on the specific link they clicked.

I highly recommend you call (a Facebook message or personal email is fine, too) everyone who watches your videos in your database.

It's the proactive thing to do.

Example Lead Report Script

Here's what to say....

“Hi, this is Bob, your tax preparer. I see you subscribe to my videos, and I’m calling to get your feedback on questions I could answer for you. Any frustrations I can help you solve?”

That’s it – that will open the conversation. You’re leading with value first, and after a quality conversation, you can certainly ask them for a referral.

Maybe they will buy from you or hire you!

The key is your videos help get conversations started, and when you’re calling on the people who watch your videos you’re well-positioned as an expert already.

Example Lead Report Script - Assistant

You can also hire a calling assistant to make these calls. It changes the script slightly...

“Hi, this is Mary and Bob, your tax preparer asked me to call you. I see you subscribe to Bob’s videos, and I want to know if there are any questions he can answer for you in his next video. Any frustrations he can help you solve?”

Then your calling assistant would pass all the information, including any referrals they generate, your way at the end of the day!

Your Action Plan

So that’s the plan – export your database, reconnect with them, start building your database, send them two educational Q&A videos a month, and then follow up with the people who watch them for referrals, feedback, and new business.

If you do this, it will take your business to the next level.

It’s exciting, to say the least.

Putting yourself on camera for the first time is frightening for everyone. But it’s no different than talking on the phone – honestly; you just have to get comfortable with how you look and see yourself on video.

Once you overcome that fear, it will be easy to record your two videos a month as it is to answer two customer questions over the phone.

Make no mistake about it – there’s a good amount of personal development necessary to implement this plan. Being authentic on video is a skill.

Using a webcam is the perfect way to get started. It's nowhere near as nerve-racking as a professional video shoot.

You can do it all by yourself in your office when no one is looking and shoot as many "takes" as you want. Simply be yourself and tell your viewer on the other end of the video an answer to a question just as if they were sitting across from you.

The more authentic, personal, helpful, and useful you are in your videos, the better results you'll get.

So what's next? How do you implement it? Here's what I recommend when you're ready to take action on The Database Reset and The Viral Marketing Plan.

The first option is you can do it yourself.

Do it Yourself

It's simple to do this yourself. However, it does take a lot of time to edit videos, write corresponding blog posts, send emails, update social media correctly, and more.

Business owners typically hire marketing assistants to do all this work.

I'd like you to first go to our website www.getviral.com and review all the success stories and interviews with business owners on how they are using education-based database video marketing to grow their businesses so you can learn exactly how the Viral Marketing Plan is applied for results.

You'll see many businesses and professionals in various industries so you can learn something new to apply to yours.

When you're ready we'll supply you with the specific technical knowledge you'll need to execute The Viral Marketing Plan on your own - or with the help of a marketing assistant. We recorded all our internal training videos. They are available for you to use during implementation.

This package will teach you exactly how to do what we do at Viral Marketing.

Hire Us To Do It

You can also hire us to do all this work for you.

We interview you once a month on an HD webcam to personally coach you through the process of recording two short educational videos.

We then edit, optimize, and promote them to your database – as well as online to get found on search engines – using email and social media.

The investment to hire us is very affordable. It's a flat monthly rate with a one-time build fee to get everything custom built.

All of the details are on our website: www.getviral.com

[Request a free marketing strategy session.](#)

We'll learn your business and ask questions to determine the results you could reasonably expect if you hired us to implement everything discussed today.

Thanks for reading – we're here to help you get results if you need the help.

Sincerely,

Frank Klesitz, CEO Vyrat Marketing