



# 21- Day *Challenge*



*By AJ Mirzad*

**ONLINE**  
- SUPERCOACH -

# “**Online Coaches... This One’s For YOU!**”

**Let’s face the facts...** In today’s hyper-competitive online markets, it’s getting increasingly difficult to compete and make the kind of profits you KNOW you deserve.

As more coaches hit social media on a daily basis and more two-bit operations enter your niche vying for the attention (and the wallets!) of your potential audience, you see your profits diminishing...or at a bare minimum, somewhere deep inside...

**...You know you should be getting a bigger slice of the pie!**

That’s why it is so crucial that reading these words will be the most **thing you do all year!**

In the following pages, I’ll reveal exactly how to leverage the power of your business’s most important (and underutilized) resource... how you can uncover a virtual treasure of profit buried just beneath the surface...

*...NO, it’s not a flashy website with an outrageous mobile-responsive design...*

*...NO, it’s not a complicated online funnel...*

*...And NO, it’s not even about paid marketing that drives viewers to your products or services...*

Nope, nothing *weird* or *fancy* like that.

What I’m talking about here is just good old-fashioned **video marketing!**

There’s simply NOTHING as direct, personal, intimate, and cost effective as sending the right kind of videos to your list.

Plain and simple, the only thing you need to ensure you’re receiving money in your bank account is a great relationship with your followers. Every other marketing is a mere distraction from where you could be leveraging and drawing the most money for your business.

In this brief guide, I will reveal a **21 Day Game Plan** so you can put the principles into play... for fun and (most importantly) profit!

This absolutely indispensable skill is definitely for you whether as a business owner in order to spike demand for your services OR for limited and lucrative joint ventures with whatever businesses you see fit.

Either way, you win.

At this point, I think it wise to introduce myself...



Hi, I'm AJ Mirzad. I'm the founder of Online Supercoach.

My mission is to help small businesses create cash-generating campaigns leveraging the power of video.

I've helped dozens of forward-thinking entrepreneurs increase their revenue and develop more stable and predictable cash flows.

One thing I've found is that most businesses don't know what it takes to create solid video marketing campaigns...In fact, most companies are doing absolutely nothing with the video list they've worked so hard to build.

This is a tragedy!

If this is you, I can honestly say it's probably not your fault.

"Video Marketing 101" wasn't offered when I went to college and most of the programs being peddled by the "gurus" nowadays are filled with misinformation and phony advice.

Really, I only stumbled upon this diamond-in-the-rough by accident.

... When a friend advised me to look into the idea of video as a fearless, lone, and free sales vessel.

I'll be totally honest with you, I thought it sounded stupid and I investigated initially with much doubt at such a '90s "has-been" innovation.

It wasn't long, however, before I found myself fully immersed in a world I hadn't realized existed... a world of marketing so direct, so honed, so intensely focused it had been staring me in the face the whole time and I'd been too foolishly distracted to take notice...

And the more time I invested sharpening my video marketing skills, the more comfortable I became...

Its effectiveness was  
unmatched.

Its raw marketing potential completely unmatched as I proved to myself scaling my sales and my business ten-fold...

To my own shock, I'd become a believer.

That's why, as my own video marketing creator, I'm going to set you straight today on a handful of those marketing myths that are eating away at the hidden profits you're likely sitting on at this very moment.

## 21 Days To Making Videos A Habit

Create fresh videos every day...I mean EVERY day! This is your new daily habit.

Some psychologists claim that it takes 21 days to make or break a habit. Whether or not that's true is beside the point.

The real point here is that you MUST build the habit of connecting with your list of contacts every day.

What do you write about, you ask?

Fear not!

I've got 21 ideas you can use over the next 21 days while you're building the habit of crafting messages that get your audience hitting the buy button consistently.

# 21 Ideas For Daily Videos

## 1. **Anything that happens to you.**

Anything that happens to you throughout the day can and should be tied into some sort of a video. Were you served lumpy oatmeal for breakfast, did you fall down the stairs this afternoon, did you fart in a crowded elevator just now? Write about it! Just be sure to tie it in somehow to your product or service.

## 2. **Testimonials.**

Do you have a kickass product or service? One that people love? One that got your clients and customers the results they're after? I know you do or you wouldn't be reading this right now. Share what awesome things people have said about your program in a video.

## 3. **Tell a joke.**

It doesn't even have to be a particularly funny one, but if you can tell a joke that's related to your offer... one that's more than those corporate stiff's are sending out... Then you'll stand out.

## 4. **Tell a story.**

This can be a personal story or a client's story. It can be historical or fictional. Doesn't matter. People LOVE a good story. That's why they go to the movies, read a book, or chat with their friends.

## 5. **Use a metaphor.**

Drawing parallels from the natural world, theoretical physics, or any source that can be tied into the bad-ass-ness that is your product or service. Be creative and this will fetch you rewards in the form of mega-sales. Period.

## 6. **Pop culture or current event commentary.**

Demonstrate you're not one of those used car salesman types who relies on crappy messages they wrote 4 ½ years ago and loaded them into an autoresponder? Reference current events or pop culture and you'll always be fresh and relevant to your list.

## 7. **“Make the skeleton dance.”**

Does your product or service have a glaring flaw in it? Hey nothing is perfect out there. If you can't fix it, feature it! Tell them why your apparent disadvantage is actually a good thing and watch your sales soar.

**8. Blatant pitch.**

Use this type of message extremely sparingly... but every once in a while it's totally fine to pitch your stuff in an inappropriate manner. You provide an awesome solution to the problems your audience is experiencing, so pander that out occasionally...but do it with style!

**9. Talk about the “what” and “why” NOT the “how.”**

This ties in closely with the shortcomings of content marketing... that you shouldn't be giving away your “secret sauce.” But you certainly can let them “take a whiff” of it. Tell them what they should do but not how to do it. Tell them why they should apply a certain practice, but don't tell them how to do it. They can get that when they slap down their debit card and purchase your goodies.

**10. Laundry lists.**

Come up with a quick list of 5-10 things related to the topic at hand. (Hint: I'm doing it in this very document!)

**11. Acronyms.**

Some of my highest-performing videos have come from this one. Take a word whose face value has nothing to do with the solution I offer. Explain how that word is an acronym for a principle or concept they can apply to their own benefit when they become your client or customer. Further, I've found these work best if the acronym is a bit shocking, even borderline crude.

**12. Controversy.**

Got beef with some “popular wisdom” or the nonsense all those other “self-proclaimed industry gurus” are saying? Great! Vent to your list about it. Everyone loves some good controversy or gossip. Have you ever noticed that the Facebook posts which vent with the intensity of emotion or conviction receive a disproportionate number of “likes?” Do the same with your list.

**13. Telling people why they shouldn't buy from you.**

NOBODY expects to hear this from a salesman or a sales page! I frequently disqualify myself to my audience and give them ample reasons they shouldn't buy from me. Hey, there are certain people I flat out won't work with and there ought to be people you won't sell to either! Lay it out who should NOT buy your products/services and you'll find those who still qualify are all-the-more apt to pull out their checkbook.

**14. Tell people they should unfollow.**

Hey, if they're not getting value from your daily communications, there's no reason for them to linger and lurch on your list. Simple. Tell them to unfollow if they aren't getting value from you. This is a great way to eliminate the time-wasters.

Just don't forget to offer a buy link for those smart enough to stay on your list!

**15. "Tell me your biggest frustration."**

This style of message and the next one (#16) employ a tactic that not only increases sales but increases engagement and deliverability. I occasionally send out messages asking them to "click reply" to this message and perform an action. I'll ask them to tell me what their biggest frustration is and when they respond I subtly recommend the program that best suits them. Feel free to get an assistant or 2 to help you with this if it gets a bit overwhelming.

**16. "Tell me you're interested in my product/service."**

Same as above, but here I mention a product or service I have, what it will do for them, and why it's awesome. Once again, simple instructions... I tell them to click "Reply" and write "I'm interested!" This video is particularly effective if you're considering launching a new product or service and want to gauge or stimulate interest.

**17. Q&A from your inbox.**

If you do video marketing the way I do and you're building a relationship with you list, then expect questions from prospective buyers to be hitting your inbox. Those questions are always great food of thought for your marketing! Why answer it for just that one person when you can add some praise to the mix by complimenting them on a great question and broadcasting your response to everyone?!

**18. Call out complainers/bad customers.**

Have a nagging customer or someone complaining to you about XYZ? Call them out in a tactful way. Don't mention their name, but discuss a story about someone who did you wrong. It will be a good example to repel those type of people out of your business!

**19. The "Urban Dictionary" message.**

This is a fun practice I only recently started that you should definitely take for a spin. Find some funny term on UrbanDictionary.com and tie that into your marketing message.

**20. “Kick'em in the butt.”**

Some people simply aren't motivated to take action until you give them a swift kick in the butt and you make them feel the pain that will be or is their life. They just won't take action. Bring all that pain into sharp focus and watch them sign up without thinking twice.

**21. Symptom diagnosis.**

There's an old marketing saying that you should never talk about the “weed-killer you have,” talk instead about the “crabgrass growing in their petunias.” People LOVE to talk about their own problems so tell them all about their problems and soon they'll look to you to solve them.

## Feeling Overwhelmed?

Understandably so.

This is just the tip of the iceberg. The real art of it all is in communicating with your audience in a well-orchestrated, highly-strategic, and down-right entertaining way...EVERY DAY!

I won't candy coat this....

This is HARD WORK and took me many years to master!

But imagine something for a moment, if you will...What if you were able to blow the dust off any old program you have lying around and turn it into \$5,000, \$10,000 or even \$15,000 over the course of 2-3 weeks?

Does that make you a bit excited?

How would you like to extract \$1,000-5,000 from every contact on your list, in just 14 days?

No new product development or advertising costs. And no collateral brand damage whatsoever.

Impossible, you say?

For most fitness entrepreneurs it would be... because creating these video campaigns is hard work.

The first dozen or so times you try, you're likely to fall flat on your face...

But, if you're the kind of guy who's willing to put in the patient and persistent work...

Who's willing to burn the midnight oil and candle at both ends...

Who rolls up his sleeves and willing to do whatever it takes.

Then no doubt about it...

*Committed to Helping You Grow your Online Fitness Coaching Business!*

AJ Mirhzad  
**Your Authority Video Go-To Guy**

[OnlineSupercoach.com](http://OnlineSupercoach.com) PS...

Questions, comments, concerns, ideas, or stories?

I'd love to hear them and I'd love to help you with any video marketing dilemma's on your plate.

Always feel free to reach out by [email here](#), though I also frequent Facebook, so come pay me a visit and you'll get to see my videos!