

The journey of this course

Lesson 1

Why Personal Video: The Impact on Brand

This section will discuss what personal video is, why it matters, and why you should embrace it.



Lesson 2

Building a Superfan

This section will discuss the benefit of building superfans and how to do it.



Lesson 3

Use cases Analysis: Personal Video and Sales

Learn how to use Bonjoro to reduce demo no-shows, get "ghosted" less and close more deals.



Lesson 4

Use cases Analysis: Personal Video and Customer Onboarding/CS

Learn how to use Bonjoro to reduce churn, build advocacy



Lesson 5

Mastering Bonjoro

Tangible tips and strategies to use Bonjoro to execute your personal video strategy

Lesson Objectives: Why Personal Video - The Impact on Brand

1. Objectives
 - a. Learn what personal video is
 - b. Learn why personal video can be valuable for your brand
 - c. Understand how personal video is being used

Assignment

- Think about one of your favorite brands that you buy from frequently. What do you love about that brand?
- What is a positive memorable experience you had with a brand? What happened?
- What is a negative memorable experience you had with a brand? What happened?
- Write out three areas of your business where you think personal video could be impactful.

Lesson Resources

1. <https://www.linkedin.com/pulse/back-human-casey-hill/>
2. <https://www.amazon.com/Superfans-Stand-Tribe-Successful-Business/dp/1949709469>
3. <https://www.amazon.com/Fanocracy-Turning-Fans-into-Customers/dp/0593084004>