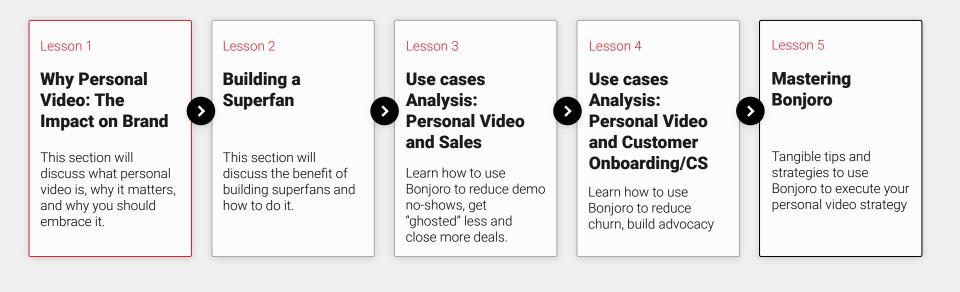
The journey of this course



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

