

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: Mastering Bonjoro

1. Objectives

- a. Learn how to send with Bonjoro and how to get set up
- b. Learn specific ways to increase your opens, watches, clicks and responses with personal video
- c. Learn top recording tips for personal video so you can always leave an impression.

Lesson Resources

1. Bonjoro Video Fundamentals Series:
https://www.youtube.com/watch?v=I6GkXLaz3qU&list=PL21-w5ekeYr_JU1WMvI72SFfp_DXgiCBh&ab_channel=BonjoroBonjoro
2. Bonjoro Case Studies: <https://www.bonjoro.com/blog/topic/success-stories>
3. Bonjoro Video Tips: <https://www.bonjoro.com/blog/topic/video-tips>