**Personal Videos For Prospects**

Sending personal videos to prospects is an excellent way to increase attendence in webinars, as well as increasing your appointments scheduled with any prospect. It is an excellent way to build rapport, branding, and posturing.

You can record a quick video message (30 seconds-5 minutes) and email that to any individual or list of your choice. The video is embedded in the email, so they don’t have to get redirected to another landing page or website, which increases the viewership.

Several of our advisors are currently using [**BombBomb**](https://bombbomb.com/plus/) for this video email service. They have all spoken very highly about it and have had great results increasing attendence, appointment scheduling ratios, and helping to close more prospects. Here is a list of ways it can be utilized:

* **Webinar/Workshop Prospects** 
  + Day before the webinar/workshop to increase attendence ratios
  + Day after the appointment to cover key issues discussed
* **Radio Prospects**
  + Day the lead is received or first workday, after leaving a voice message, to increase appointments/calls scheduled
* **RIS Prospects**
  + Day before the scheduled call to increase calls kept
* **Hot Prospects**
  + Personal video to reengage them based on their specific situation
* **Cold Prospects**
  + Generic video to reengage them to schedule another appointment/call

BombBomb also has other ways these videos can be used and is inculded in the package. Here is a list of their integrations and platforms the videos can be used:

* **Text Messages**
* **Social Media** (Facebook/LinkedIn)
* **YouTube**
* **Google**
* **Gmail/Outlook**









