

Date of Live Call: July 31<sup>st</sup>  
Guest Speaker: Carrie Wilkerson  
Topic of Discussion: List Building

### **Carrie Wilkerson's Notes On How to Produce a Free Movie That Acts as a Lead Generator**

1. To start producing your own free movie you will need to write several phrases that are meaningful and seem to have a theme (for an example go to thebossmovie.com and you will see what she means) - you can also use a poem or prose if it is public domain or un-copyrighted
2. Then go to <http://www.jdoqocy.com/kp97xfnbjm037413740213A6199> and choose royalty free images - this is the most reasonable service and you can choose a one WEEK subscription for unlimited images. It's important that these not be personal pictures or have anything to do with you or your business. It needs to be objective.
3. Then you will need to go to <http://www.cartserver.com/afl.cgi?c=a8673&a=carriebarefoot^carrie@unitnews.com> - the music bakery and chose royalty free music. Carrie chose a 30 second clip and looped it.
4. Put a file together of your chosen image with your chosen phrase and email it to a flash programmer. A flash programmer will put the effects, music, and images all together for a reasonable price (and fast too!) Carrie did not use a movie software, Camtasia or any of that because in order for it to be delivered quickly, effectively and universally, flash is still the best application. ALSO - if you tell your flash programmer that you want it to be on YouTube, they should be able to make it most effective for there too. This is the programmer that we use: Bruno Quintela, [bruno@reimostwanted.com](mailto:bruno@reimostwanted.com).

**Note:** Carrie said that it's important to keep your movie under 3 minutes. Even 2 minutes is NOT too short...we're dealing with attention spans here!

And to touch heartstrings

5. And then your last page should be an opt-in page (remember the list-building call? VERY IMPORTANT or you're wasting the movie)

Carrie said that completing these steps is about a full day process unless you already have the script ready - but that it is fun and very rewarding!

#### **Kimberly Dudley's Resources:**

If you would like to learn how to build an opt in page go to

<http://www.workathomewealthteam.com/optinpage>.

To have your flash website template designed for you go to:

<http://www.workathomewealthteam.com/flash>