

# Episode #200: How to Make Money with Money Script Monday Videos

## Video Transcription

Hey there, my name is Kevin Nuber. Thank you so much for watching today's Money Script Monday video, which is a guide on how to share Money Script Monday content. Now, this happens to also be our 200th Money Script Monday video. We've done this 200 times over the last four years, once every single week. While I'm going to be talking about some of the stuff about our stats, and what we do, and how we've used these videos, and what the purpose is for us, and why we spent all this time creating them, we need to think about yourself. And if the role was reversed, and you were standing here talking about all the great content you've created, all the great content that you have shared, because that's really what I want to focus on today.

Over the last four years in creating these 200 different videos, we've created this fantastic series. We've created over 20,000 minutes of content for advisors to consume. We've had thousands of different advisors watch our videos, and they've shared them thousands of different times on the internet. The whole reason why we do this is because we had this idea that if we just created completely free, useful content that had great information, and at the same time reflected our brand in a professional way that showed high production quality videos, that featured our employees as experts and professionals and knowledgeable, then maybe at some point, the advisor who's watching our video, might pick up the phone and call us if they had a new case to work on, or they needed some assistance. Now, the same is true for you. The point I want you to take away from this video is that if you share these videos, and you use these videos that are completely free, that you can do the same thing for your practice. You have 20,000 minutes of content, 200 different videos, you can create thousands and thousands of client engagement opportunities so that at some point, while they're watching your videos when they decide that they have a problem where they need help, they pick up the phone, and they call you.

What I want to talk about is how you can share these videos to create your own content or to share your own content, create your own engagement, and in the end, create more sales and make more money because that's why you're watching this video. I'd like to talk just a little bit about the videos, I mean, we have 200 videos that you can choose from, you can share all the videos. Some

of them might not be completely appropriate for sharing, but many of them are very appropriate for sharing and getting out to your prospects. There are 20,000 minutes of content, and sometimes we appeal to the really complex type of personality and sometimes we keep it very simple and conceptual. The point is, there's a wide range of content on everything from life insurance, investments, annuities, conceptual stuff, sales and marketing, whatever you want to share on that particular week, there's a total library for you to access in order to get that content out there.

Out of these 200 episodes, we definitely have some favorite videos, and we have some of the favorite ones of mine actually, ours is a recent one, which is called "One of the Best IULs You've Never Heard of." Many people are attracted to something that's scarce or that people don't know about and so that attracts a lot of people watching videos. The 7702 tax code unleashed the floodgates on insurance. This is big news, and it's a huge tax code that clients can take advantage of. Then "How an Indexed IUL Earned Over a Million Dollar Interest Credit" - this is great to share to clients to show them that IUL actually works. In fact, this is an actual policy where someone earned a million dollar interest credit and if it worked for them, that can work for the client too. We have many more that cover how to generate tax-free income or guaranteed lifetime income, and many other topics. So no matter what you're looking for, it's super easy to go to this library and quickly find a video that you can start sharing. In fact, you can do it on a weekly basis.

Let's talk about exactly how to share those because this is the most important part. We want you to be able to take these videos and share them. The first thing that you have to do is, we have to set up the branding for you. When we create these pages, all of the LifePro information is completely removed because this is now your content for you to share. You have to contact us somehow, you need to give us a logo, a photo, and your contact information. If you do that there are no strings attached, we don't require that you get contracted with us, we don't require that you write a case with us, none of that. It's completely free, it takes us minutes to set up. Once we do that, we'll have your branded page set up.

The next thing you want to do is you want to go to [lifepro.com](http://lifepro.com) and you want to log in to the website. If you don't have an account, you can easily create an account. Once you log in, the landing place is the My LifePro dashboard. On My LifePro dashboard right in the center, you're going to see a link that says, "View your branded posts here." You just go ahead and click that link and

notice the page load, and it lists all of our episodes, and there are three links on the right-hand side. The first one I'd like you to click on is the Preview button. When you click this, it opens up a new window. The page is a completely branded page with all of your company information on it, there's your photo up there, your logo on there, nothing LifePro is on this page, this is your content for you to share.

If you want to share it, there are two different ways that you can do it. If you click the Share button, you can actually go and email it directly to a client from our system. If you want to email it or share it outside of our system, you can just click on where it says "Link," generate your own link, copy and paste that into your own email program, constant contact, whatever you use, and you can incorporate that into your own newsletter, you can put it into a blog on your website. Most importantly, you can share this on Facebook and LinkedIn.

To share on Facebook, it's as easy as logging into your Facebook account. It could be your personal Facebook account, or it could be your business Facebook account. In the post section, all you have to do is copy and paste the link into the browser, and it will automatically load a pre-populated post that we created. It has the photo, the title, and a description, and you can put in your own information that you want to communicate as well, you hit "Post" and just like that, it posts that video, that the client can click on and land on your branded page that has your information on it.

Let's say Facebook isn't your thing, that's fine. Perhaps LinkedIn is the space that you choose to dominate. You go to LinkedIn and it's exactly the same process. You just log in, you go to your page, you paste the link into the post section, the same automatically generated post, it comes up then now you can quickly share on LinkedIn. It's that easy.

Now that you know how to share these posts, I'm hoping that everybody can go do it. The reason is, and the reason why we created this in the first place is, it wasn't all about us. We needed to help our advisors get in front of more people, create useful professional content to enhance their brand, and to help clients overcome objections because we wanted to make the advisors the ability to market information and create their own following amongst a client base, whether it's on Facebook, LinkedIn, their email list or anything else. I hope everybody now can see how easy it is to share these videos and I hope that now you can take these videos, use them on your own platforms and generate more sales. So thank you so much for watching.