



FRANCHISE
BIBLE STUDY

my
franchisehub™

Launch your franchise success plan • MyFranchiseHub.com

Why Franchisors Must Market with Video Stories

By Kevin Campbell, Kevin Campbell Films

Video stories are the most effective first steps in the _____ for a multi-layered purchase like a franchise.

Most of your audience is looking for information on their _____.

Best way to find the right franchisee is to find people who believe in your _____.

You must tell a story of _____ you started your business.

The people who don't share your _____ will not want to buy your franchise.

Those who do, will _____ your video with their other stake-holders and decision-makers.

Another reason to market with video is to reduce your _____ costs.

Video should also be used by your potential _____.

The reason is to get a _____ for the person who wants to be a franchisee.



Kevin is a writer and video producer with 30 years of TV, film, news and commercial production experience. Kevin sold his first feature to Lionsgate Entertainment and has produced for Fortune 500 clients. He now creates story-driven branded advertising and marketing campaigns for franchise companies.

Kevin Campbell: 720.435.0893
Kevin@KevinCampbellFilms.com
KevinCampbellFilms.com