



Speak to Camera



CALL PREPARATION MANUAL

Things to review before your call.

JOHN KEEDWELL



John worked for 40 years in 71 countries around the World in the tough world of Film and TV as cinematographer to become the creator and trainer selling winning digital products.

Not only did he sell and use his existing knowledge online, he has also been instrumental in helping business owners across the globe, in practically any niche, to sell their programs and coaching services online and also scale their traditional products businesses.

SPEAK TO CAMERA

This is the proven blueprint on how to create, grow & scale a business to new heights-skipping the trial and error. You'll discover how you can duplicate his success and turn your knowledge into a profitable online business.

John has interviewed over 3,700 famous people over many years, and many in business from all walks of life. In that time he noticed shifts in people when confronted with a video camera.

He developed his unique system to help the interviewees calm their thoughts and give great interviews.

He has then built a proven program with in-depth support designed to help overwhelmed, technology confused entrepreneurs get unstuck and moving forward fast.

THINGS TO REVIEW BEFORE YOUR CALL!

Thank you for booking a call !

We appreciate your interest in working with John Keedwell to grow your online business.

Ultimately the purpose of the call is to see if we can help you.

If we believe you would be a good fit for us, then we will show you what we can do for you, based on your specific situation

Then you can decide whether or not you want to become one of our latest success stories.

At this point you're probably wondering,

"Will this work for ME?"

SPEAK TO CAMERA

Whilst John does have a high level personal coaching for some select people, most people start with our Speak to Camera online coaching program.

In order to further help you make a decision about Speak to Camera , we have included several sections that address common questions and concerns, a program overview, and frequently asked questions (FAQ).

Whether or not our program will work for you will be determined on the call after we ask you some deeper questions, but you will get more out of the call if you review these video prior to speaking with our team!

SPEAK TO CAMERA

What's Included ?

How to Prepare for Your Call

See a Walkthrough of the Dashboard

(A MUST Watch Before Our Call)

[CLICK HERE FOR THE VIDEO](#)

If you are yet to book your free Strategy Call

[CLICK HERE](#)

CALL BOOKED ! WHAT NEXT?

1/ WATCH MASTERCLASS

2/ BRING A PARTNER

3/ BE IN A QUIET PLACE

4/ TIME VS MONEY

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Frequently Asked Questions

Q: Do I have to be an expert or already own a business?

A: This program has been purposefully designed to apply to the entrepreneur at ANY level. If you simply have an idea and nothing more, this will hold your hand from start to finish. Already have a business and want to scale up? Apply the training to help you level up and take it to the next level.

Q: How much time do I need? Can this be done around a full-time job?

A: Yes! Everybody has to start from somewhere and the end goal is to either quit the job, promote it for further business, or make life easier to gain new leads and attention of the right people. Am I correct?

We understand that most people are very busy and have full-time jobs, families, commutes, and hardly any free time. The program is designed so that you can work through it even if you're hard-pressed for time. It doesn't matter what your schedule is like, if you can set aside at least 2 hours per week you will be able to work your way through it. Even if you can't start right away...reserve your spot and go at your own pace. These lessons aren't live, they're pre-recorded and available online inside the training portal. You can log in whenever you want, on your own time and on your own schedule.

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Q: I don't know what I need to say on camera, should I wait until I do?

A: That's not a problem, the training will help you identify and qualify your ideas and detail, giving you the confidence to create & launch your first online videos without the worry that there might not be an audience for it (We teach you exactly how to find out). Q: Will this work in my country?

A: We have students around the World and the program has been proven to work worldwide. That's the beauty of it, there are no limits to where you are. Don't let the fear of where you live stop you from getting started!

Q: Do I need to have an existing following to sell my offer?

A: Nope! John started with ZERO following too. In SPEAK TO CAMERA, you are taught how to grow your audience fast and easy from SCRATCH. Simply follow the steps and most clients generate their first sales WITHOUT having much of an audience!

Q: What businesses can benefit from Speaking to a camera?

A: Just about any business! There are many diverse businesses such as manufacturers and service providers, entrepreneurs, cleaning companies, gardeners, nail bars, start-up companies with inventions, to CEO's and Marketing people in large organisations. The idea is to get videos online and promote the business by making the potential client know like and trust you to do business with. It's information delivered by a person, not just a faceless corporate website

SPEAK TO CAMERA

Q: Is John on the coaching calls himself?

A: Yes, of course! John really wants to ensure you succeed at every available part of your journey and these calls serve as your direct line to get instant help, clarity and support from John LIVE. It's on these calls that any issues are explained, and new concepts can be possibly introduced to the course going forward.

Q: Is SPEAK TO CAMERA a course or a personal coaching program?

A: Speak to Camera is an online and also personal coaching program that comes with an on-demand course. This includes scripts, templates, and video training to build out your audience, create your online videos and ultimately sell your products and services with it using free organic traffic. The weekly coaching calls are there to help you if you get stuck, and to overcome any issues when you implement what you learn in the program.

Q: Is this program up to date?

A: Yes! Of course. John is continually updating and adding to the program. Facebook and all program designers often to like to "improve and update" their settings and layouts, which means the video walkthroughs will become slightly different. This keeps us on our toes, so John is always updating the content to make it as up to the minute and relevant as possible. John also adds totally new areas of interest that arrive as technology changes. This is a premium product and is continuously updated and upgraded to ensure the SPEAK TO CAMERA clients are always one step ahead.

SPEAK TO CAMERA

Q: How often (and long) are the coaching calls?

A: Currently they occur once per week and are on average 40-60 minutes long, or until everyone gets their questions answered. We have yet to have a situation where someone didn't have enough time to get their questions answered. The time to get in-depth help and support is on the weekly coaching calls, however, if you have a quick question and want to engage with the other members, John will always be on hand to answer your questions. If you can't make the calls, you can submit question ahead of time as they are all recorded and uploaded into the membership area.

Q: How long until I see results from the training?

A: This training only works if you do. That said, it totally depends on how quickly you work through the training program and how quickly you take action. Some people are up and running and start making money within the first two weeks of joining the program, others work their way through slowly and it takes a little longer.

Q: For how long do I have access to the program and calls?

A: **You get a Lifetime account.** This is the last program you will ever need. You will have access to the live coaching calls, the on-demand program, Facebook group, and coaching call recordings forever. John takes his commitment to you seriously and it would be a disservice to leave you hanging without support. In addition, new parts and modules will be added as technology changes, so its an ongoing learning platform.

SPEAK TO CAMERA

Q: Are there any upsells?

A: No, there are no upsells with SPEAK TO CAMERA. John has put everything you need into the program and it is more than enough to get you incredible results. John has put his decades of experience into his coaching program and it would be dishonest to then sell you something else to enable you to get the full experience and the results you were looking for. Everything you need to promote or launch a business is waiting for you in Speak to Camera !

Q: How in-depth and technical does the training go?

A: Whilst John believes technology is vitally important, he also understands it can often be the reason so many people never get their speaking to camera ideas and businesses off the ground due to overwhelm and confusion on how it all works. Technology is there to make things easier, or even make things happen that wouldn't without the technology. Such as an aircraft or a motor vehicle.

It is a means to an end, and whilst there are beautiful designs of cars and aircraft, such as Concorde or a Ferrari, we don't need to know the intricacies of how the jet engine works to gain the benefit of taking a flight to another country. SPEAK TO CAMERA is built from the ground up to make the entire process SIMPLE to understand and follow.

There are some technical elements involved but they are very easy to implement. Simply follow each video along and copy what John does to get set up without the stress! The program is for everyone at ANY skill level.

SPEAK TO CAMERA

Q: What niches work best with SPEAK TO CAMERA? Will mine work?

A: The training in SPEAK TO CAMERA can be applied to any niche or industry. This includes financial, dating, personal development, fitness, fashion, media, musicians, food...anything you can think of! A: The only way to be sure that this program is a fit for you, and you are a fit for this program is to book and att

Q: Finally, is SPEAK TO CAMERA for me?

A: The only way to be sure that this program is a fit for you, and you are a fit for this program is to book and attend a call, and the team will evaluate your situation and see if we can help.

We will never sell you anything unless we believe you will get a massive return on investment and the only way we can both know that is by attending our call together!

We look forward to speaking with you! John & the SPEAK TO CAMERA team.



YOUR NEXT STEPS

- 1/ Watch the masterclass video walkthrough
- 2/ Think of any questions you have outside of the ones answered.
- 3/ Make sure the questionnaire has been answered accurately
- 5/ Get ready to have new learning experiences and knowledge you can use

In addition

Order a nice handmade paper diary/ bound Journal online
You can get a handmade one for around £20-£25

Sit down in a quiet room and visualise what you want to achieve
Think about the next 6 months, 12 months. Think Big.
Set goals, personal, monetary, lifestyle, travel, health, family, charity.
Don't try to rationalise how you will get them.
Think Big. Write them down in your journal. Think Big.

Get pictures printed of what you want and print then to fit the journal
Keep it safe and add to it.
Keep it visible, by your bed ideally, and look at it each day.

Keep on working with the Speak To Camera course.
Things will start to happen. Trust me. JK



Speak to
Camera