

## BOOK MARKETING VIDEO SCRIPT EXCERPT

Are you a first-time or aspiring executive? Or an executive striving to improve performance?

Did you know that some studies show 40% of new and first-time executives fail or quit in their first 18 months?

And while batting .400 is great for baseball.... it's not good for leadership.

So what's going on?

Why are the numbers so bad? And most important, how can you keep from becoming a statistic?

In Erin Soto's new book, *Sharing Secrets*, she answers these questions – and offers an up close look at some of the characteristics required for successful leadership.

(shortened for sample purposes)

## EXPLAINER VIDEO SAMPLE

It's 2021 – are you using the power of video marketing yet? It's no longer a “nice to have” in marketing – it's now a “must have.”

Carolina Motion Pictures can help you join the video revolution – and start reaping the benefits!

Ready to reach more customers?

- 95% of people have watched an explainer video to learn more about a product or service.
- 76% of businesses using video marketing say it's helped them increase sales.

Are you missing out?

Let Carolina Motion Pictures create a video that speaks to your audience, shows off your products or services, and invites customers to take the next step. Our professional scriptwriters know how to tell your story in a compelling way - and our production team excels at turning the words into entertaining and engaging video – like this one! Every business has a story to tell; let us tell yours!