Hello and welcome back to Video #4. This is what I call medium-to-medium strategy. So, we’re going to talk about why similar mediums to the product tend to be better. So, what I mean by that is, when you're selling a video course, when you're selling a report, when you're selling an audio course or software, you're attracting a specific type of person that medium attracts. This will all make more sense in just a minute.

But you can also test and always test different mediums to reach different people, because there are different types of learning styles, which is what I'm trying to get at. More on that in just a minute.

Let’s say for example, if you had a lead magnet and a front-end offer. Lead magnet could be a video and if that’s the case, you're attracting somebody who is most likely to be visual, kinesthetic and stuff like that. It depends on what kind of video it is. So, you attract a certain type of person with that video. If you're going to sell them a video course, then that will actually help them. What I mean by that is if the lead magnet is a video, somebody’s watching a video and they know that the lead magnet is free, they signed up, they're watching the video, they're more likely to be expecting a video course. But not necessarily, you can use a video to sell software, other things like that, eBooks as well.

But though testing, what we found is that if your lead magnet is a video and you're selling a video course – it has to be a very short video, of course, but showing the best parts of your video course, you have a report as a lead magnet, and then somebody goes through it, they use the report; they're probably going to be expecting an eBook or report. So, it could be a report or report with an action workbook. So, what I'm trying to say here is you stick with the similar medium – video, video; report, report; report; report with action workbook. So, something related to written material, you sell a written material; written material, written material, and so forth and so forth.

Now, you can mix it up to test it yourself. It really depends on your niche and market. But over the years, I found that this works pretty well as far as providing a lead magnet related to a video and a video course. And then of course, an audio to an audio course.

Actually, behind the scenes, you will actually lower your refund rate because you're attracting a very specific type of person with a very specific learning style. So, I don’t know if you're aware of this or not but there are three different types of learning styles. There are many others but three main learning styles. There's kinesthetic – who are these types of people? Generally speaking, they like video, they like hands-on type of stuff, they like to watch the video and do it themselves at the same time, they like action-based type of stuff, visual tests, screen capture video.

And then you got visual. These people tend to prefer videos, screen capture, images, and screenshot. How could you apply that to an audio report or something; or how can you apply that to software? Well, what I'm saying here is you don’t have to necessarily do a video course as your product. What I'm saying here is you got to understand the different types of learning styles. If you understand the different types of learning styles and you know that your audience tends to lean more towards the auditory side, then the auditory side tends to prefer audio than text. There are some people that just hate videos. And maybe your audience prefers more text than auditory and things like that. Maybe your audience prefers visual. So, if they do that, you can apply this to lead magnet. And then if you're selling software, you can apply this lead magnet, then have a video or have a report with screenshots in it so that people can see it and know how to apply it in their heads and then you can solve the front-end offer. So, that’s really what I'm trying to get at.