

# LifterLMS Intro Video

## Contact Details:

<b>Name:</b>	Chris Badgett
<b>Email:</b>	<a href="mailto:chris@lifterlms.com">chris@lifterlms.com</a>
<b>Phone:</b>	(207) 381-7607

## Project Details:

<b>Due:</b>	Thursday, February 14 2019
<b>Priority:</b>	low
<b>Videos:</b>	1
<b>Services:</b>	Script, Voiceover, Intro, Music

## Project Brief

### About the Project:

We're looking for a professional LifterLMS intro "commercial" video for the top of our website homepage.

We need a solid visual and vocal introduction to LifterLMS, what is, what makes it unique, who it's for, and why it's awesome. This video is particularly important for **first time visitors** to the website who perhaps are just hearing of LifterLMS for the first time.

In addition to first-timers, we also get a lot of people **switching** to LifterLMS from a hosted solution that they outgrew (Teachable, Thinkific, Udemy) or from another membership or LMS solution that they were not satisfied with.

### Business goal:

Increase in trial sign ups (30 day demo) & Overall revenue

### Audience:

Course creators, training based membership site builders, experts, coaches, entrepreneurs, education companies, organizations & institutions.

### Audience goal:

Build an engaging flexible learning platform that they own and control.

**The problem being solved:**

The ability to simply create, sell, and protect engaging online courses with design freedom, functionality freedom, and platform ownership.

**The solution:**

LifterLMS helps online course creators convert their expertise and life experiences into income by creating impactful online courses.

**The CTA:**

Buy now or sign up for a 30 day demo site.

**Top 3 talking points:**

- 1) Works for a simple **one course** website and can **scale** up to a **multi-instructor** online school with a massive user base
- 2) Caring and helpful company behind the product as well as engaged supportive user community
- 3) **All-in-one solution** to help you avoid stringing together too many tools made by different companies so that you can avoid the "Software Frankenstein"