

**PHIL GRAHAM DIGITAL**

**VALUE TISING  
CHEAT SHEET  
& TEMPLATE**

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# MY "EED" VIDEO AD FORMULA & FRAMEWORK

**VIDEO ADS - 60  
SECONDS OR LESS**

**USE ONLY 1 PAIN POINT  
PER VIDEO AD**

**USE "EED" IN YOUR VIDEO:**

**E**DUcate

**E**NTERTAIN

**D**IFFERENTIATE

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# **5 STEP FORMULA**

**STEP 1: HOOK/AWARENESS**

**STEP 2: CREDIBILITY INTRO**

**STEP 3: MAIN CONTENT  
USING "EED" FORMULA:  
EDUCATE - ENTERTAIN-  
DIFFERENTIATE**

# **5 STEP FORMULA**

**STEP 4: CTA / CALL TO ACTION**

**STEP 5: SMART SEGMENTED  
RE-TARGETING**