

Show Off Your Expertise™

Professional Video Services by Tomas Soto Marketing

Stop Being the Best-Kept Secret in Your Industry.

Turn cold prospects into educated, ready-to-buy clients before their first conversation with you.

What This Service Is

Show Off Your Expertise™ is a professional video service designed to turn your knowledge into clear, trust-building content.

We combine structured video production with the **EBYS Method™ (Educate Before You Sell)** to help professionals clearly explain what they do, how they think, and how they help—**before any sales conversation takes place.**

This isn't about performing for the camera or chasing trends. It's about capturing your real expertise through guided, professional video content that positions you as the authority in your field.

Using a structured, conversational approach, we help you record **a full month of educational video content in a single session**—assets that answer common questions, reduce confusion, and build credibility at scale.

People don't want to be sold—they want to understand. When your audience is educated before they reach out, trust is already in place and conversations begin warmer, clearer, and more productive.

Our Approach – The EBYS Method™

This service is built on the EBYS Method™ (Educate Before You Sell), a proprietary framework developed by Tomas Soto Marketing.

The idea is simple: instead of leading with promotion, you lead with explanation.

By consistently educating your audience—answering real questions and clearly explaining your process—you position yourself as the teacher and guide. Trust is built long before a decision is made.

This approach replaces cold introductions with informed, confident conversations.

What To Expect

Most professionals we work with have never created video content before—and that's exactly who this process is designed for.

You do **not** need to:

- Memorize scripts
- Know anything about social media
- Worry about what to say

Before the session, we develop the talking points and discussion topics for you, based on your expertise and the real questions your clients typically ask. This removes guesswork and helps you feel prepared and confident.

The recording itself feels like a guided conversation. We ask clear questions, provide direction throughout, and help you explain what you already do every day—clearly and naturally.

You simply show up and speak as yourself.

We handle the structure, guidance, and professional production.

A Full Month of Authority Content

We capture a complete set of high-quality video content in a single, focused session — eliminating the need for ongoing filming, planning, or guesswork throughout the month.

Professional Production

- On-location **4K video recording** at your office or selected environment
- Professional camera systems (**not iPhones**)
- Professional lighting and audio for clean, consistent results
- Direction throughout the session to ensure polished, usable footage

Strategic Guidance

- Talking points and interview-style questions developed in advance
- A structured, conversational format—no scripts to memorize
- Real-time guidance during recording to help you feel comfortable, confident, and natural on camera

This approach allows professionals with no prior video or social media experience to communicate clearly and confidently.

The Content Set

Delivered via **Google Drive or Dropbox**:

- **1 long-form authority video**
Ideal for YouTube, LinkedIn, Facebook, or your website's About page
- **12 short-form professional videos**
Professionally edited and captioned

Dual-Format Delivery

Every video is provided in:

- **Vertical format** (social platforms)
- **Horizontal format** (website, LinkedIn, and feeds)

Graphic Design

- **12 custom-designed graphics** (one per topic)
- Designed to reinforce authority and visual consistency across all platforms
- **Vertical and horizontal sizes included**

The 30-Day Visibility Strategy

With the full content set delivered, your monthly visibility plan is already defined.

The long-form authority video serves as your cornerstone piece across platforms such as YouTube, LinkedIn, Facebook, or your website. Short-form videos are posted consistently throughout the month to maintain steady, professional visibility.

Graphics can be used on non-video days to reinforce key messages and maintain presence without repeating the same format.

This structure removes the need to understand algorithms or chase trends—**consistency does the work**, eliminating guesswork around what to post.

Using Your Content for Paid Reach (Optional)

All video content is delivered in **ad-ready formats**, making it easy to extend your reach beyond organic posting.

These same videos can be used in paid campaigns targeting your ideal audience, allowing multiple videos to run simultaneously as creative variations. Platforms like Facebook and Instagram automatically prioritize the strongest-performing content, helping your most effective messages reach more people over time.

This allows your educational content to work harder and reach further—**without requiring additional production.**

TOMAS SOTO MARKETING™

Investment: \$1,500

For most professionals, the lifetime value of a single new client often exceeds this investment.

Beyond immediate financial return, this service saves you time, removes friction, and provides a solid foundation for long-term professional visibility.

With this investment, you don't just get videos.

You gain **clarity, structure, and expert guidance throughout the entire process.**

Each piece of content is designed to:

- Communicate your expertise clearly and professionally
- Build trust before the first point of contact
- Position you as an authority in your industry
- Attract more informed, better-qualified prospects

The entire process is **simple and fully guided.**

You do not need to:

- Know what to say
- Know how to record
- Understand social media, formats, or platforms

I guide you every step of the way.

Before recording, we structure the topics.

During the session, I guide you with clear questions and professional direction.


Afterward, you receive content that is ready to use, reuse, and scale.

The result is a visibility system that works for you every day—without relying on trends, without improvising, and without constantly creating new content.

This service is ideal for professionals who want their expertise to **speak for itself**—clearly, consistently, and professionally—**before any sales conversation begins.**

If you have questions or would like to take the next step with confidence, **let's talk.** I'm here to guide you.

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