



BOSS VIDEO CONTEST

ABOUT THE BOSS VIDEO CONTEST

In our years of business, we have found that sharing your passion results in more people interested in your products. BOSS videos are an amazing opportunity to share with people what you do and your value. When the focus is on information and education, people are more likely to engage and feel less like they have been sold. Its also a great way to show people how easy it is to build a Bedroom Kandi business!

The developments in technology have made it even more important for us to adapt to our audience's needs and attention spans. With more people interacting on social media and sharing videos and posts, its important that we develop the skill sets necessary to capture an audience. The more you are comfortable sharing

your experiences and educating others on the usefulness of your products, the easier it is for people to get behind what you do and promote on your behalf.

In 2012, Bedroom Kandi was founded with a mission to empower people in all areas of their lives. For 2020, the primary focus for BOSS videos is Health & Wellness. We will be looking for videos that place an emphasis on Health & Wellness while still being professional, engaging, and entertaining.

Each month the BKBP Team will give a theme to prompt creativity. However, there is no limit to your imagination! If you are inspired to share about something other than the offered theme, we encourage you to submit your BOSS Videos!

All qualified entries will receive \$10 in Product Credit.*

To qualify, entries must adhere to all guidelines where applicable:

- Under 3 minutes
- Professional (Name, BKBC ID#, website)
- Heart-selling vs Up-selling
- Use of Sex positive language
- Use of Sex Ed facts
- Use of medical terminology (as opposed to slang)
- Use of gender neutral terminology (they, them, lover, partner)
- Use of accurate product specs (hint-use sell sheets in the BKRC)

Upload your videos to YouTube, Facebook (public setting), or another video hosting platform and submit the link to your video submission through the Contact BK Home Office section of the BKRC, with dropdown option: "Boss Video Submission"

Winner of the month will receive \$25 in Product Credit!

*only one submission will be rewarded per consultant per month