

**SPOKESPERSON  
INFOMERCIAL SCRIPTS  
WRITTEN BY  
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# RAGHAV SURI

## SPOKESPERSON VIDEOS SCRIPT WRITING PORTFOLIO

[www.RaghavSuri.com](http://www.RaghavSuri.com)

***\*Please note:*** Titles, names, locations, and links have been removed/modified to protect client confidentiality.

All these scripts have been produced into spokesperson videos.

Due to client confidentiality, I can't share the links to the videos.

**Please contact my reference for more information about these spokesperson videos:**

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(Letter of Recommendation Attached at end of document)

### **Video Scripts**

|                                                      |    |
|------------------------------------------------------|----|
| 5 Problems With The Smiley Face Emoji .....          | 2  |
| Creating Your Business Plan: The Ultimate Guide..... | 5  |
| Social Media Marketing: Top 4 Tips .....             | 8  |
| Farmland Investing Platforms: The Top 5 .....        | 11 |

## **5 Problems With The Smiley Face Emoji**

### **Video Description:**

Do you often use emojis to offer feedback or to communicate with your customers? If you're using the Smiley Face emoji, you might just be overdoing it.

**[REDACTED]** will show you the problems with always using smiley emojis for feedback - especially if you use them for kiosks and touchscreen services. They're great for feedback, but they can often be excessive or even ineffective.

Now that we have over 3,000 emojis that express some sort of emotion - businesses need to be a bit smarter on how they'll use emojis for offering feedback and interacting with clientele. There are so many benefits to using the smiley face emoji.

It transcends language barriers, it's simple to use, and is expressive - saying many things with just one image. But with so many things said, it can lack nuance or even make things confusing. While its universal, it can also ignore important cultural distinctions.

This video is here to show you how to properly use this emoji and when not to use it.

You can learn more from our article below:

**[REDACTED]**

### **Video Tags:**

smiley face, emoji, smiley face emoji, smiley face images, smiley face symbol

### **Video Script:**

Chances are, you probably use emojis to communicate for business – often with your customers. Among the most common ways we give feedback, is of course, with the smiley face emoji. While there are plenty of reasons to use this emoji, there are actually a few big issues with them as well.

So when should you use this emoji and when should you avoid it altogether? This guide will show you the 5 big issues with the smiley face emoji. Here's what you need to know:

## **1. WHERE'S THE NUANCE?**

It's hard enough to express nuance when using the written word. But one of the challenges of using emojis such as the smiley face emoji is that there's a complete lack of nuance. Suppose you ask a customer how they felt about the experience.

They may select a smiley face, but still have an issue with your product or service. In other words, they might be satisfied but not completely satisfied. Emojis don't show you the full picture when it comes to customer feedback.

## **2. COME AGAIN?**

You might have one interpretation of a smiley face emoji while your customer might have meant something else. There's an ambiguity when it comes to using an emoji.

One person might choose a smile because they're genuinely happy. Others, might feel that it's not genuine and some others will feel that the smile is being sarcastic!

## **3. NO CONTEXT**

Have you ever gone to a horrible restaurant but the waiter was still nice? When you collect feedback via an emoji, you don't understand the context at all. Your customer might like your products but be upset with your customer service. Or vice-versa. Using emojis as a way to collect feedback doesn't give you a chance to understand the full picture.

## **4. POOR REPRESENTATION**

Often, when you use emojis for collecting feedback — you don't get an accurate representation of your customers. You don't know the demographics of your customer base.

You won't know how each demographic group views and uses each emoji. This doesn't give you an idea on who your customers are and how you can cater to them.

## **5. FOLLOWING UP**

If you want to ensure customer retention and loyalty, you need to have constant communication with your clientele. A smiley face emoji gives you the impression that the customer is satisfied — and then you move on.

With detailed feedback, you'll know how to address each customer's individual concerns. This is crucial for building customer relationships.

## **LEARN MORE**

Now that you know the 5 big issues with using the smiley face emoji, you can learn more about how you can get proper customer feedback.

You can reach out to us to learn more about our platforms to collect on-the-spot customer feedback.

If you liked this video, be sure to like, comment, and subscribe!

## **GRAPHIC**

Click our link in the description to see the 5 Big Issues with Smiley Face Feedback.

# **Creating Your Business Plan: The Ultimate Guide**

## **Video Description:**

Have you been dreaming about finally pursuing your entrepreneurial venture? If you're ready to take action, you must make a plan first!

This video is the ultimate guide on how to create a business plan for growing your business. Getting your business off the ground is hard enough. It's even more challenging to scale it and ensure that it has longevity.

We've seen many of our clients grow their companies each year and increase their profits by 50% and even all the way up to 1,500%!

What did they have in common? They all started with a great business plan. These business plans are templates on how you can run your company and work toward increasing your profits.

Before you execute, you want to have a plan of attack. This video will show you how to get started so you can grow your business and outshine the competition.

You can learn more from our article below:

**[REDACTED]**

## **Video Tags:**

business plan, business plan template, business plan writing, business plan elements, entrepreneurship

## **Video Script:**

It's hard enough to start your business. It's even tougher to scale it and ensure continuous growth and longevity.

So what's the solution? How do you go all in but know how to succeed with both offense and defense?

You need to create a great business plan which will serve as a blueprint on how you run your company.

Here's our ultimate guide on how to create your business plan:

## **STRENGTHS AND WEAKNESSES**

The first step is to look at your company's strengths and weaknesses. You have to look at what you need to continue to do and what needs to be fixed.

You have to take an honest look at where you're succeeding but also where you're failing. Use this to plan a strategy on how to improve upon your weaknesses.

## **INITIAL QUESTIONS**

The next step is to ask a few initial questions to help you expand your business operations. For example, are your products and services still as popular with your customers? Are your sales increasing, remaining stagnant, or decreasing?

Does your target market already have access to enough similar products and services? What can you do to differentiate your products and services? This is also when you'll have to ask yourself if your company procedures and guidelines could use a bit of tweaking.

## **IMPROVING YOUR TEAM**

Your employees are the backbone of your company and even one weak link can break the chain. Dedicate one section of your business plan on how to increase productivity among your staff. Be sure to include a section on how to improve hiring practices to attract the best talent in the future.

You also want to plan strategies on how you'll improve employee happiness and ensure employee retention.

## **ANALYZING YOUR FINANCES**

As your business scales, you'll have to be even more careful about managing your finances.

If you've been doing your finances on your own, now's the time to hire a professional bookkeeper.

They'll help you make better decisions when you need to spend lots of money for your company. They'll help you go above your financial goals but will also prevent you from going under.

## **READ THE GUIDE**

So that's our summary on how to create your ultimate business plan. Make sure you visit our website to read the full guide as you embark upon this next journey with your company. And if you liked this video, be sure to like, comment, and subscribe!

## **GRAPHIC**

Check out our website to see the full ultimate guide to creating your business plan.

**[REDACTED]**



## **Social Media Marketing: Top 4 Tips**

### **Video Description:**

Are you looking to promote your brand via social media? There are so many opportunities to market on social media but it's often a challenge to stand out amongst the fierce competition.

We've compiled the top 4 social media tips for small businesses. If you follow these tips, you'll have no problem helping your brand become an authority in your niche - no matter which platforms you use.

As social media platforms gain more users, you'll have to find a way to navigate through the rather complex algorithms and make your profile stand out. You need to find a way to build an audience via social media and then convert your audience into leads.

This video with our social media tips is all you'll need to get started. We can also help you go even further as you grow your brand and digital presence.

You can learn more from our article below:

**[REDACTED]**

### **Video Tags:**

social media tips, social media marketing tips, social media tips for business, social media tips for business, social media marketing tips and tricks

### **Video Script:**

If you run a small business, you know that the best way to get the word out there is through social media. But as social media continues to rise in popularity, it's often a struggle to help your brand stand out. The average American spends about 2 hours per day on social media and you need to grab their attention. Here's what you can do:

## **1. CHOOSE YOUR PLATFORM**

Your first step is to choose the right social media platforms for promoting your small business. Without a doubt, video marketing is the future and YouTube remains the best option for sharing videos.

You can share your videos on YouTube and then use other social media platforms such as Facebook, TikTok, and Instagram for re-purposing your video content.

## **2. CREATE A CALENDAR**

The next step is to create a social media calendar to plan and schedule your posts. This lets you be consistent and lets you share your content whenever you want.

You simply create the content and then schedule it to be posted at the best times. Make sure you research when your target audience is most likely to be on a particular social media platform.

## **3. LINK TO SELL**

Now, the main reason you're promoting your small business on social media is to sell your products or services. Always link to the product or service pages from your website.

You can add these links at the end of each social media post, in a video description, or in the link in bio in the case of Instagram. You'll soon find that this is the fastest way to direct potential customers to your brand.

## **4. PAY FOR ADS**

The final tip for small business social media marketing is to pay for ads on your preferred social media platforms. At least in the beginning, you'll have a tough time competing with similar brands in your niche.

These ads will show up in the social media feeds for anyone who isn't currently following your brand. You can target these ads to your ideal audience — the ones who are likely to become customers.

## **GROW YOUR PRESENCE**

Now you know our top 4 social media tips and can use them to grow your brand's digital presence. As your brand becomes more popular, you'll want to learn the next strategies to stay ahead of the game.

You can always reach out to us to learn more. If you liked this video, be sure to like, comment and subscribe!

## **GRAPHIC**

Visit our website to learn more about social media marketing:

**[REDACTED]**

## **Farmland Investing Platforms: The Top 5**

### **Video Description:**

Are you considering farmland investing across the USA? While there's no shortage of options available, it's often a challenge to find the best platforms to get started.

We've got the top 5 best platforms for farmland investing. While farmland brings many opportunities, it's often intimidating even for seasoned investors. These platforms make it easier to get started.

We did the research so that you don't have to go through the hassle. We looked at the farmland investing platform fees, user reviews, varied of investments, and the investment history. After looking through these platforms for farmland investing, you'll surely find the right option for your needs.

Retirement Investments always brings you the best reviews and guides for online investment platforms. Whether you're a pro at farmland investing or are a novice, we'll help you find the best platform.

We've done the research, now all you'll have to do is pick the right option.

You can learn more from our article below:

**[REDACTED]**

### **Video Tags:**

farmland investing, farmland investment, farmland for investment, farm investment companies, land investing solutions

### **Video Script:**

So you've decided to take the plunge and invest in farmland across the United States? While there are plenty of opportunities available, there's also a lot of farmland investing platforms to consider.

And with so many options, you're likely overwhelmed and not sure which ones are the best.

We've picked the top 5 platforms for farmland investing in 2023. Here's what we recommend:

#### **1.[REDACTED]**

If you're an accredited investor, then **[REDACTED]** is your best bet. You'll need to make a minimum investment of \$10K and it comes with a 0.75% annual management fee. It's the most popular option for accredited investors and brings in an average annual return of 11%. It's got a great management team to assist you and doesn't require much technical expertise to get started.

#### **2.[REDACTED]**

This is another option for accredited investors and is our best choice for a crowdfunding platform. Apart from its crowdfunding product, it also lets you invest in a farm fund or become the sole owner of a farm. It's supported over 40 farms and promises up to 13% annual returns. You'll have to make a minimum investment of \$15K and pay an annual management fee between 1 to 2%.

#### **3.[REDACTED]**

This is a farmer-owned platform for farmland investing. You'll invest in crowdfunded farms — with most of them based in California. You'll have to invest at least \$10K and pay an annual management fee between .75 to 1%. The average annual returns from **[REDACTED]** is between 10% to 13%. One of the best advantages of this platform, is that you'll get a full equity stake in a farm and you'll receive a cash yield from the profits the farm makes.

#### **4.[REDACTED]**

If you're not an accredited investor, this is one of the best and easiest options to jump into. You only have to invest \$5K and there are no annual fees. You can even invest with an IRA. While it has limited deals, it's the best way to get started with land investing solutions.

#### **5.[REDACTED]**

What if you're just getting started with farmland investing and don't have much to invest? **[REDACTED]** only requires you to put up \$100 and has no fees. You'll get lower returns but they'll be regular returns. It's great for both borrowing and lending.

**LEARN MORE**

Now that you know the top 5 options for farmland investing, you can choose the best platform for your needs. You can reach out to **[REDACTED]** to learn more about how we can help you.

If you liked this video, be sure to like, comment, and subscribe!

**GRAPHIC**

Click our link in the description to see our #1 recommended farmland investing platform.

## The HOTH

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### Dear Hiring Manager:

I am writing to recommend Raghav Suri for a position within your company. Raghav has worked with us in a freelance capacity at The HOTH for three years, most recently crafting scripts for our HOTH Video product.

As a freelance script writer, Raghav was dependable and produced high quality work. Raghav was able to craft scripts on a variety of topics, including housing loans and moving experts. Whatever scripts he worked on were completed promptly and were met with client satisfaction.

Raghav is a delight to work with and we're confident his writing skills will bring value to your organization.

Should you have any further questions about Raghav, please feel free to reach me at [jessie@thehoth.com](mailto:jessie@thehoth.com).

With gratitude,

***Jessie Matheney***

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