"Landing Page Secrets"

Webinar 4 Executive Summary Video Sales Letter Landing Pages

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Basic Anatomy of a Video Sales Letter (VSL)

Two basic anatomies:

- 1. Super Simple
 - Headline, video, and a call to action (link)
 - Example: http://www.webinarking.com/get-anything-you-want/example-ppt-sl.html
 - This sales page converted at over 20%
 - This was used as a confirmation page to a free webinar
 - The product was a year-long membership site!

2. Advanced

- Headline, subheadline, video, call to action (buy now button)
- Example: http://customcontentwizard.com/ (new product)
- Almost like two sales letters in one
 - Top part
 - Summary with Bullet points
 - What it is
 - How it works
 - What they get
 - With a Buy Now button after each section
 - Guarantee
 - Closing thoughts
 - PS

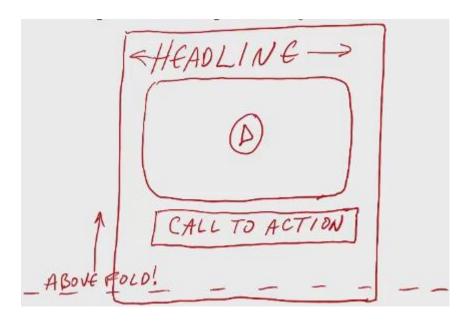
- This is not a long text sales letter
- The majority of the information about the product to make the sale is in the video

Basic Video Landing Page Formula Summary

This is especially good for an opt-in.

Everything is above the fold.

You have....Headline, Video, and Call to Action



NOTE: Jim now has the Call to Action button (for an opt-in) will open an opt-in form as a lightbox. That has been the best result to get people to opt in. It's because once they click the button they've started the process.

This is the template you can use for a basic video sales script:

Opening (very quick)

Who you are

Why they should listen

Body

What you have to offer

WIIFM ("What's in it for me?")

Close

What they'll lose if they don't take action

Call to Action

What to do next

Jim gave quick demo of how to do each section off the top of his head for an opt-in for a free report about selling a home.

The whole video can be less than one minute.

Can use the technique of saying, "This is not for everyone! It's only for those who are serious about getting [BIG BENEFIT]" Can add a little push to get them to want it.

Can be used for free info and for selling products / training classes/ even webinars.

This is super simple because you only need one or two sentences for each of the sections in the formula. Your video should only be a few minutes long at most.

#1 VSL Formula

Video Sales Letter Template handout is available in the members area here:

http://www.thenetreporter.com/webinars/landing-page-secrets/

Use the handout to follow along.

Problem Agitate Solve Formula



- Talk about a problem they already know they have
- Make it bigger and more painful
- Present the solution (your product) to the problem

Jim reviewed the Example of the Video Sales Script Wizard sales letter which uses this formula (and the product uses this formula as well!) - downloadable PDF version in the members area.

Attention video marketers, authors, and affiliates!

The following is a message for every a video marketer, author, or affiliate who needs to make great videos, but has struggled to figure out what to actually SAY in those videos.

In short, you need a script so you know what to SAY in the sales videos you want to make.

Hi, My name is Jim Edwards and here's the TRUTH you need to know about sales video scripts!

In fact, here's the biggest problem you face right now.

Review of the Formula worksheet...

- To get your audience's attention, you use a key identifier the specific group they're a part
 of...
 - Example: "First time home buyers"
- Simply fill in the blanks on the worksheet to come up with your basic sales video script

People really start paying attention when you dig into the agitation area. So you want to go straight to what is bothering them the most. Go below the surface.

When you present the solution (your product), use the bullet points. Most recently what has changed is you need to talk in terms of **results** and use verbs so they can actually <u>see</u> themselves getting those results themselves.

People don't really care about what your product does or the service you provide. They only care about the results they're going to get.

In the closing, people want to know what it will cost them to get the desired results both in time and money.

For the reason to act now, whether you use a time-sensitive deadline or some other limited availability, include the pain of NOT taking action (the reason they are here in the first place)

HINT: The "atomic bomb" for getting people to take action is to do a time-limited offer, with a scarcity limit, limited-time bonuses, and lay on the pain of not acting.

Jim used this and made enough money to pay off his house! But when you do this, you must have the integrity to stick with the scarcity promises (if it was one-time only you can't turn around and offer it again later)

TIP: Variations on this is to not have the call to action / buy now button show up on the page only at a certain point in the video (nearing the close). There are scripts that automate that for you.

You can also provide the actual transcript of the sales video as an exit pop page - but Jim has never tried that himself (but has seen it in the financial space)

How to Spice Up Your Video Landing Pages

- Big headline above the video the #1 thing to test
- Shocking statement usually at the beginning of the video
- Statistics can be used at any spot on your page / script
- Quotes and 3rd Party material helps with credibility (quotes and testimonials)
- Your story
- Provide a demo works especially well with software
- Proof shots of before and after, or screenshot results (make sure you do it with integrity)
- Testimonials
- Graphics use it if it helps to sum up the main idea on that particular slide (assumption here is that most VSLs are PowerPoint, not full motion video)
- Bonuses
- Deadlines

Final Thoughts

- If in doubt on a landing page, do a video sales letter (should be your default)
 - If super short on time, do a text only sales letter
- Keep the video within 1-5 minutes (can be longer, but try short first)
- Keep it simple and don't get bogged down in...
 - Graphics
 - Special effects
 - Music
 - Professional voice over

NOTE: Don't ever try to do a video sales letter without a script!

Q: Is there an advantage to doing a short talking head just at the beginning to build the connection first, and then switch to the slides?

A: No. It's another variable that adds complication and opens you up for problems. Use a picture of yourself instead.

Watch the complete Replay:

http://www.thenetreporter.com/webinars/landing-page-secrets/