

HOW TO

FREE
GUIDE
SERIES

Create sales videos
that work

A step-by-step simple formula
for creating sales videos



Sales video formula

BusinessCoachingHub.co.za

This fill in the blanks template is made up of many different sections:

Strong headline – Grab people’s attention

Incentive to stay – Gives people a reason to stay till the end

Eliminate their doubt – Say what they are thinking

Connect with your prospects – Sympathize with your prospect

Demonstrate huge Value and your authority – Example of why they are getting a great deal

Price teaser – You mention the price but don’t reveal it

Features and benefits – What they will learn and get

Price drop – The powerful price drop strategy

Price is revealed – Buy button appears

Scarcity – Make it a limited time offer

Guarantee – No risk to them

Scarcity – Create more urgency to act now

Close – Tell them to act now and buy below

1. The very first thing you need to have on your video is a strong headline which encourages people to watch the remaining video and stay for longer.

This is very important because you need to create interest and some curiosity from the very start and tap into the mind of your potential customer otherwise most people will not hang around for long and your conversions will suffer badly.

So.... It all starts with the headline in your video.

The headline I use for my sales video is:

“Who Else Wants to Create their own Highly Profitable List Building Machine that Sends you Hordes of \$7 - \$47 payments all on 99% autopilot?”

The type of traffic that I generate to this sales video are all interested in list building so when they see this main headline, they are instantly curious, and many people stick around to at least find out more.

If you were creating a sales video for something to do with losing belly fat it could read something like this:

“Who else wants to Lose Belly Fat, Build Muscle and Sculpt the Body of Your Dreams in only 30 mins a Day?”

This sales video formula would work in any niche as long as you follow the fill in the blanks template below.

This is the script for my sales video:

Hey, it's Paul here and I'm super excited because today I have a very special announcement for you, so you need to keep your eyes Glued to this video because I'm about to share with you how a very select group of people are going to get the opportunity to get an exclusive behind the scenes the look at my exact highly profitable list building system.

With your permission I would like to invite you to watch over my shoulder as I show you the inner workings of my complete list building system and how I'm able to generate hordes of \$7 - \$47 payments all on 99% autopilot.

And no this is NOT some garbage push button secret software; this is a system that I hear very few people talking about.

Now I do realize that being able to generate hordes of \$7 - \$47 payments all on 99% autopilot may sound like a bunch of BS, without knowing the details of this technique I would be sceptical too but when you hear the details in just a moment you're going to be pleasantly surprised at just how easy it can be to create your own highly profitable list building machine and start generating income in as little as 12 hrs.

As you probably know there's nothing more profitable than having your own list unfortunately most people never end up building a list because they think it's too difficult or too technical.

And usually, they're right.

Lots of people spend weeks, months even years trying to build a list and make money, in fact this is exactly what I went through when I first started trying to build my own profitable list.

Months of late nights, plenty of coffee and me racking my brains trying to figure out how the hell I was supposed to build a list and make money.

And yes, I did end up building a list but for the number of hours I was putting in and the number of profits and money that I was making when I was building my list it was “pretty embarrassing” to say the least.

It became quite clear to me that dreams of the internet lifestyle were going to be a distant fairy tale if I didn’t figure out how to build a list and make good money a whole lot faster.

Fast forward a year later and I have now discovered a simple formula for creating a highly profitable list building formula in record time.

Since discovering this simple list building formula, I am now able to set up list build systems that generate \$7 - \$47 payments on demand while working on 99% autopilot.

I thought list building was supposed to be hard, but little did I know that the most successful marketers online are keeping a few secrets in their back pocket for building highly profitable lists in record time, and I’ve discovered 7 of their secrets, 7 very powerful and profitable tactics that allow you to create an incredibly highly profitable list building system in record time and start making money in as little 12 hrs.

With your permission I would like to invite you to watch over my shoulder as I show you how to do the same.

I’ve been teaching my coaching students that pay me \$127 per hour these exact same strategies and they’ve been getting incredible results and I’m going to show you how to create your own highly profitable list building system that works on 99% autopilot.

But fortunately, you’re NOT going to pay anywhere the price that my 1 on 1 coaching students are paying.

I know that not everyone can afford to work with me personally, so I've taken all of the information from my \$127 per hour coaching program and put it into a video based interactive training program designed to turn YOU into a list building machine.

And I think the price will truly surprise you, we'll get to that in just a moment.

But first I'm going to give you the details of exactly what you're going to get when you claim your spot inside this interactive list building video series.

What you get?...

In videos 1 – 5 (I go on to say what they get these are bullet points)

In videos 6 – 10 (I go on to say what they get these are bullet points)

In videos 11 – 13 (I go on to say what they get, more bullet points)

In addition, you'll also receive (I go on to say what they also get, more bullet points to increase value)

Ok, so what's the investment?.....

Well, the price is NOT \$147

Even though I think you'll agree that you're getting an insane amount of real actionable information and value here.

The price is also NOT \$97

In fact...I'm NOT even going to charge you \$47

Now this is something I thought really hard about and to tell you the truth I really wanted to price it at \$47 because I know that everyone that signs up is going to get a tremendous amount of value and if you follow the easy step by step instructions then you're going to be able to create your own highly profitable list building system and save yourself months even years of trial and error.

I think you'll agree that's well worth \$47.

But for a limited time, I would like to open this up to you for a low onetime payment of just \$10.95

For just \$10.95 you can start seeing real results in your business that can be duplicated, multiplied and systematized to put your list building on autopilot.

And I'm going to tell you in just a moment how you can secure your spot for this rock bottom price.

But you're going to have to act fast because I'm going to be pulling this offer down very soon.

So, to lock in your spot right now look below this video and click the link but you need to act fast because this insane price of only \$10.95 is for a limited time only and the price will soon be increased to \$47

Plus, you'll also get a 60 day "love it or shove it" money back guarantee

Watch all 13 videos and study all of the sales funnels, traffic methods, mind maps and secret strategies that I have for you and decide for yourself that this isn't worth 10x your investment.

In the unlikely event that the answer is No send me an email and I will happily refund you in full.

All the risk is on me.

You can send it back for any reason at all, I don't want your money unless you are 100% happy.

This is an unconditional guarantee no questions asked.

So, if you want to join me and look over my shoulder and learn exactly how to create your own profitable list building system then click the link below this video right Now.

Just remember, the insane price of just \$10.95 is available for a very limited time only and then it will be increased to \$47 so you need to act fast.

So, click the button below this video right now and secure your spot and I look forward to showing you how to create your own profitable list building system that sends you hordes of \$47 payments all working on 99% autopilot

YOUR FILL IN THE BLANKS VIDEO SALES TEMPLATE

Hey, it's _____ here and I'm super excited because today I have a very special announcement for you so you need to keep your eyes Glued to this video because I'm about to share with you how a very select group of people are going to get the opportunity to get an exclusive behind the scenes the look at my exact _____ system.

With your permission I would like to invite you to watch over my shoulder as I show you the inner workings of my complete _____

And no this is NOT some _____, this is a _____ that I hear very few people talking about.

Now I do realize that being able to _____, without knowing the details of this _____ I would be sceptical too but when you hear the details in just a moment you're going to be pleasantly surprised at just _____

As you probably know there's nothing better/worse/more profitable etc than _____

And usually, they're right.

Lots of people spend weeks, months even years trying to _____ in fact, this is exactly what I went through when I first started trying to _____ Months of _____ and me racking my brains trying to figure out how the hell I was supposed to _____

And yes, I did end up _____ but it was "pretty embarrassing/poor" to say the least.

It became quite clear to me that dreams of _____ were going to be a distant fairy tale if I didn't figure out how to _____ a whole lot faster. (the whole lot faster sentence is optional and only if it fits to your product/service)

Fast forward a year later and I have now discovered

_____ in record time. Since discovering this
_____ I am now able to _____

I thought _____ was supposed to be hard but little
did I know that the _____ are keeping a few
secrets in their back pocket for

_____, and I've discovered 7 of their secrets, 7 very
_____ that allow you to _____ in record time
and start _____

With your permission I would like to invite you to watch over my shoulder
as I show you how to do the same.

I've been teaching my _____ these exact same strategies

And they've been getting incredible results and I'm going to show you
how to _____. But fortunately you're NOT going
to _____. I know that not everyone can

_____ so, I've taken all of the information from my
_____ and put it into a video based interactive training
program designed to turn YOU into a _____

And I think the price will truly surprise you, we'll get to that in just a moment.

But first I'm going to give you the details of exactly what you're going
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What you get?....

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Ok, so what's the investment?.....

Well, the price is NOT \$_____

Even though I think you'll agree that you're getting an insane amount of real actionable information and value here.

The price is also NOT \$_____

In fact,...I'm NOT even going to charge you \$_____

Now this is something I thought really hard about and to tell you the truth I really wanted to price it at \$___ because I know that everyone that signs up is going to get a tremendous amount of value and if you follow the step-by-step instructions then you're going to be able to _____
_____and save yourself months even years of trial and error.

I think you'll agree that's well worth \$_____

But for a limited time only I would like to open this up to you for a low onetime payment of just \$_____

For just \$_____ you can start seeing _____

And I'm going to tell you in just a moment how you can secure your spot for this rock bottom price of just \$_____

But you're going to have to act fast because I'm going to be pulling this offer down very soon.

So, to lock in your spot right now look below this video and click the link but you need to act fast because this insane price of only

\$_____ is for a limited time only and the price will soon be increased to \$_____

Plus, you'll also get a 60 day "love it or shove it" money back guarantee

Watch all _____ videos and study all of the _____, _____, _____ and secret _____ that I have for you and decide for yourself that this isn't worth 10x your investment.

In the unlikely event that the answer is No send me an email and I will happily refund you in full.

All the risk is on me.

You can send it back for any reason at all, I don't want your money unless you are 100% happy.

This is an unconditional guarantee no questions asked.

So, if you want to join me and look over my shoulder and learn how to _____ then click the link below this video right Now.

Just remember, the insane price of just \$_____ is available for a very limited time only and then it will be increased to \$_____ so you need to act fast.

So, click the button below this video right now to secure your spot and I look forward to showing you how to _____

Well, that is the fill in the blanks template. All you need to do is fill in the blanks with information regarding your niche/product or service and you are good to go.

If you need to change a couple of extra words so that it fits your product/service, then by all means you can do that by make sure you stick to the main sales script and you will be fine.

Other very important things to note:

There are some other very important things that you need to know regarding this template which I will explain below.

You must...

1. **It's important to actually put a lot of your text on the video** so people can read it while you are talking in the **background**. This is of course known as a type of a power point presentation. This is proven to increase the time that people stay engaged to your video which will in turn make you more money. If you want to see how it's done take a look at my sales video which you can find in the link in the resource section.
2. **Using your own video player and hosting it yourself is crucial.** The worst thing you can do is create a good video and then host it on a free platform like YouTube or Vimeo.
3. You have absolutely no control over these free video platforms and your sales video can be taken down at any time. What I do is I use Amazon S3
4. **Set your video to auto play (if you can find a way around Chrome's weird ways...)** This is something that you also absolutely must do because it will affect your conversions. When somebody comes to your video sales page you need to have the video play straight away with audio. This way

it automatically engages with your visitor which means more of your visitors will stick around until the end of the video and ultimately means you make more money.

You can easily do this when creating your own customized video player.

5. Use a delayed buy button. So many people have no idea at how effective this strategy actually is. Most people just want to see the price and then they will quickly make up their mind if they want the product or not, but letting people make up their mind before they have watched your entire video presentation will drastically reduce your conversions.

The more of your presentation somebody watched the higher chance you have of that person buying. If you wait until the very end of your video to give them the price, then they will have already seen the benefits and features etc of your product so you will stand a much higher chance of making a sales.

The way you can set your buy button to delayed is you can usually set this up within your page set up. I use optimize press 2.0 and within the setup of my sales video page I can set the buy button to appear at a certain time. It doesn't matter what tool you use; this can be set up in pretty much all tools like optimize press.

What you should do is after your sales video is complete, watch and see when you actually give them the price and see what time is on your sales video. You then set that number within your settings of when the buy button should appear. It's very simple to do. You basically want the buy button to appear when you finally offer them the chance to buy your product which you will know because you will be following the sales video script which I give you above.

5. Turn off all buttons on your video except the play and pause option. Do not whatever you do allow people to fast forward your video. This is a catastrophic mistake.

This is one of the biggest mistakes people make when creating sales videos. If you allow people to fast forward your sales video, then you have just wasted all your time creating the video.

Your sales video is ONLY effective and powerful when people actually watch the whole presentation so if you allow people to skip the video whenever they like your conversions are going to suffer badly.

Some people may argue that some visitors may want to fast forward till the end so they can buy now. I never worry about this because if someone wants your product bad enough, they will just wait while the presentation finishes.

Not only that but the ones that want to fast forward to the end of your video to buy straight away only count for a very small percentage of people that will end up watching your video. 99% of others will not want to fast forward to the end to buy right there and then so by having no options on your video apart from play and pause will also increase your conversions.

I hope you have enjoyed this report and you can use this sales video template to go out there and increase your conversions and sales when selling products and services online. Don't forget to check out the resources section below if you would like to get extra training.

RECOMMENDED RESOURCES

Self-Study Business Growth Courses

Helping business owners develop the skills they need to take their business to the next level.



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