

# THE PERFECT VIDEO SALES LETTER



If you haven't used video in your online business, then you're missing out on one of the best converters for online marketing. In fact, even *mentioning* the word 'video' in an email subject line can increase open rates by [upwards of 19%](#). Even more, you can increase click-through rates by 65% when you mention video in your subject line while reducing unsubscribers by 26%.

Indeed, video is the most effective way to...

**Hyper-Engage your website visitors**  
**Turn Prospects into Subscribers and Customers**  
**Boost Conversions and Sales**

But that doesn't get to the heart of the matter, which is this: Video can impact your business in multiple ways. With your very own Video Sales Letter, you can...

**DOUBLE your Conversions**  
**TRIPLE your Earnings Per Visitor**  
**QUADRUPLE your Sales**

And we aren't talking about specific products or niches. No matter what you're selling, where you're selling it, or who you're selling it to, we wager that you'll be able to get the results mentioned above after you've put this eBook into action.

## The Barriers

So you may already be thinking of a few reasons why this won't work for you. Perhaps you've tried video in the past, and it's been less than successful, to say the least. You invest money and time and effort into creating a video, only to have it fall flat on the radar.

Typically, getting these results meant that you had to invest thousands of dollars in copywriters and software. Maybe it was just too difficult or you simply felt too uncomfortable with this newer media.

## The Good News

In this eBook, we'll also walk you through the perfect video sales letter and guide you through a simple, copy/paste, 10-step formula that allows you to crank out high-converting video sales letters easily and quickly.

The best part here is that you don't need to be an expert copywriter with lots of extra time and money. You'll see a potential 5-10x increase in conversions overnight by simply using what you learn here to turn your sales page into a video sales letter. It's as simple as that!

It really doesn't get much easier than this. So let's get started. *A quick disclaimer here:* We aren't promising you'll make millions with this walkthrough, but if you miss even one step of this plan, then you'll risk ruining the entire shebang. So follow this to a tee, and you'll set yourself up to increase your conversions dramatically and quickly.

# The Perfect Video Sales Letter:

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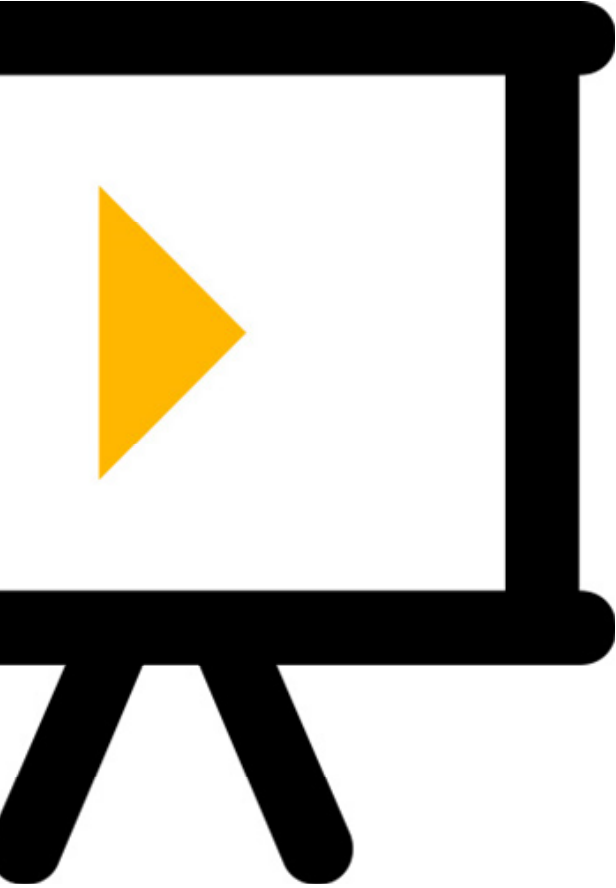
## A 10-STEP FORMULA



**STEP**



**Create an  
Attention-Grabbing  
Intro.**



Ever hear the saying about ‘first impressions’? You’ve only got one shot to make it a good one, and the fact of the matter is that online visitors have a much easier time disconnecting from you than they would if you were introducing yourself in person. You have SECONDS to make your intro count, or you’ll lose your visitor potentially forever.

There are a few crucial components to your intro that will ensure your visitor sticks around beyond 5-10 seconds:

- Your intro must immediately connect your product to the audience.
- It must make the audience want to stick around to hear more.
- The intro must be quick, concise, and packed with intrigue.

To do this, your intro should ‘set the hook’. One of the most effective ways to do this is by asking a question that is pertinent to the audience and that your product will address as the solution. For instance...

Have you ever wanted to \_\_\_\_\_?  
*Have you ever wanted to become your own boss?*

Do you ever feel like \_\_\_\_\_?

*Do you ever feel like no matter how hard you work, you can't make ends meet?*

Do you wish you could just \_\_\_\_\_?

*Do you wish you could just flip a switch and have financial freedom?*

Then, you'll follow the question up with the 'hook' that reels them in to hear the rest of what you have to say. *"Then you're going to want to pay VERY close attention to this presentation."*



**Identify the Problem.**



If your product is the solution, then you must first accurately identify the problem. Your audience may not even know they have a problem, but if they've stuck around because of your attention-grabbing intro, then it's likely that your product has a place here, as they were interested in the implied solution from the intro.

The best way to identify the problem is through **storytelling**.

Storytelling allows you to utilize specific personal experiences, in a unique way that resonates and relate with your audience. To tell the story, follow the steps below:

1. Identify your target audience. It's hard to tell the story in an effective way if you don't know who you're telling it to.
2. Create an *Audience Persona*. Use a real photo of a person who mirrors your target audience with name, age, sex, occupation, location, interests, and hobbies.
3. Craft your story with the Audience Persona from step 2 as the person you're speaking to.

In this manner, you can better create a script that is most relevant to your audience. Pretend you are sitting right in front of them and to call out how they feel.



*“I understand exactly what you're going through and how you feel.”*

*“If you’ve ever felt like \_\_\_\_\_ (bad or annoying problem), I can relate because \_\_\_\_\_ (some example that’s related to that problem).”*

*“Well, I’m here to tell you that it doesn't have to be this way.”*

After addressing the problem, it’s important to quickly “paint the picture” of what it would be like if there was an easy solution. You’ve set up their subconscious to already search for the answer to these issues. They’re waiting for you to drop the answer into the blanks, and now is the time to do it.

One of the best ways to fill in the blank is by starting with the word ‘imagine’.

- *“Imagine being able to automate \_XYZ\_\_\_\_, how much time that would save you every day...”*
- *“Image if there was a software that took the STRESS out of \_\_\_\_\_, how that would change your business”*

Then after we have painted the picture in their mind, you want to introduce the solution - your product.

- *In a few minutes, I’m going to reveal \_\_\_\_\_.*
- *You’re going to discover why \_\_\_\_\_.*
- *Finally I’ll show you how you can \_\_\_\_\_.*

**STEP**



**Establish Early  
Scarcity.**

Scarcity is what can turn interest into action - and quickly. It's the cliffhanger to your sales funnel that keeps the audience on the edge of their seat. What you want to do is leave them with this early scarcity, continue your pitch, and then by the time they reach the end, they'll be more than ready to act on their built-up excitement.

The question you want to leave them with is *'If I leave, what am I missing out on?'*, and you want that answer to just be too much to pass up.

We'll take this a step further by pushing the limits in what we call 'Twisting the Knife: Part 1'.

*But if you thought \_\_\_\_\_ was bad, think of it like this:  
\_\_\_\_\_ (some potential future scenario that's truly horrifying if they don't take action).*

Your audience is primarily purchasing off of emotion -- not necessarily logic. While your product is logical, you *must* appeal to the emotion if you really want to get those conversion rates up. Your product *must* solve their pain and challenges as well, or you'll tarnish your reputation. This is why we say your product is both logical and emotional at the same time.

**STEP**



**Provide the Solution.**

There's no more relieving feeling that having built-up anxiety from the first three steps only to have the perfect solution to all the problems step in. This is your product's grand entrance, but before you introduce it, it helps to explain *how* and *why* your product came to be.

*I saw that ordinary people were \_\_\_\_\_ (some kind of suffering). I wanted to help by \_\_\_\_\_ (the solution). So I decided to \_\_\_\_\_ (state the solution in more specific terms).*

Then, start to tie your product/solution into your story and how your product/solution make things easier. Focus on these two things:

1. Remove the Objection that it's Hard to Use
2. Hammer Home the Ability to Solve a Real Problem



**STEP**



**Talk Up Features  
and Benefits.**

When talking about the features and benefits of your product, you're actually using one to lead the other: Use your features to talk about the benefits. Your features lead to your benefits organically, and this helps lead the audience through the logical inference that your product is the solution they seek.

**Example:**

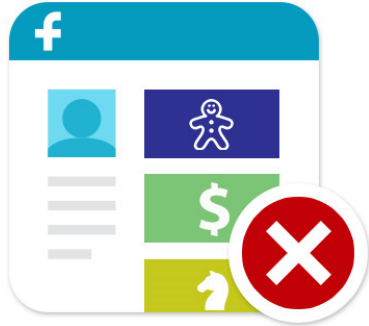
*With our Auto-Post feature this allows you to automatically post relevant content to your Facebook Fan Page.*

Now that looks like a normal Feature / Benefit statement, right? But the problem here is that we are not addressing the benefit of the benefit (which is what's most important to your prospect).

By automatically posting relevant content to your Facebook Fan Page, what benefit is that providing your audience? *That's the KEY!*

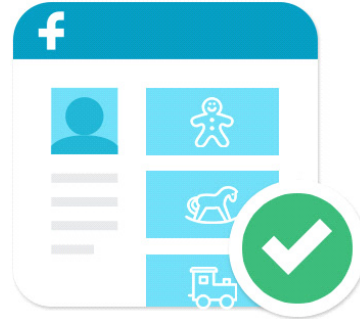


**Example:**



**BAD**

*With our Auto-Post feature this allows you to automatically post relevant content to your Facebook Fan Page.*



**GOOD**

*By automatically posting relevant content to your Facebook Fan Page, it allows you to easily scaling your Facebook marketing by reducing overhead costs of less manual work, while growing the number of fans of which results in more profits you generate from your Fan Page.*

**STEP**

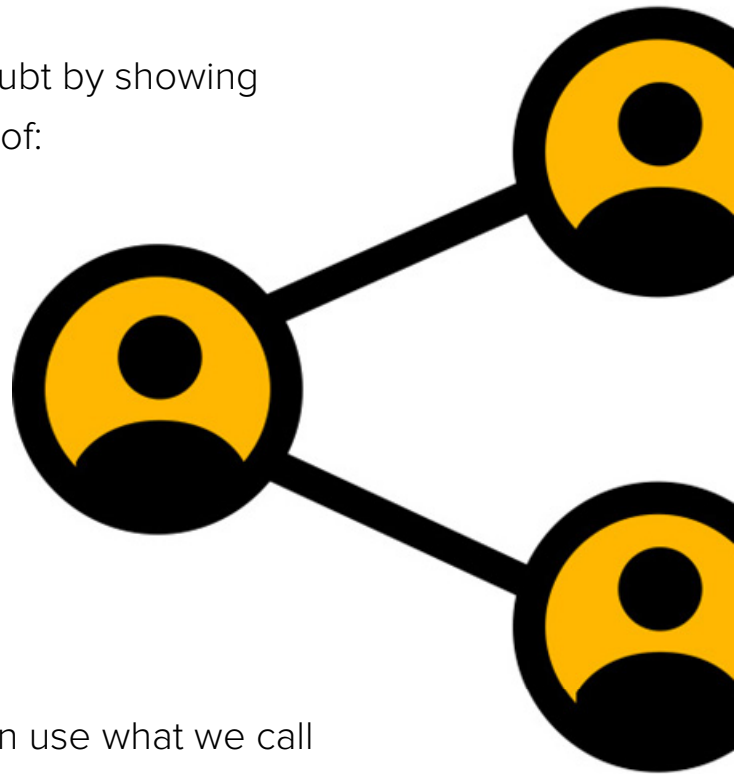


**Show Social Proof.**

Your audience may be feeling pretty excited about your product, but without social proof, they could assume you're all smoke and mirrors. Social proof is what shows your audience that your product is legit. You're showing that your product actually works, and you're doing this through testimonial.

Social proof removes the objection of doubt by showing real results. Some examples of social proof:

- Screenshots
- Testimonials
- Reviews
- Comments
- Social Media Updates
- Emails
- Case Studies



If your product is brand new, then you can use what we call 'borrowed proof' that references studies or other credible sources.

- *Did you know that \_\_\_ in \_\_\_ people \_\_\_\_\_ ?*
- *Did you know that 90% of \_\_\_\_\_ never \_\_\_\_\_?*
- *Did you know that \_\_\_% of \_\_\_\_\_ get better results than those that don't?*
- *One client \_\_\_\_\_ in just \_\_\_\_\_ days by using \_\_\_\_\_.*
- *Another customer \_\_\_\_\_ (some amazing achievement here).*

- *Using \_\_\_\_\_, I \_\_\_\_\_ in just \_\_\_\_\_ days.*
- *I was also able to \_\_\_\_\_ when previously that seemed impossible.*

By using borrowed proof it can help make assumptions that your solution will help solve a prospect's pain.

**STEP**



**Overcome  
Objections.**

Social proof only removes doubt; Now it's time to remove the objections as well. Before the doubts are even raised, you're able to address them with an FAQ page. In your video sales letter, you're able to voice these doubts in a relatable way. For instance...

- *I often get the question, 'How do I know \_\_\_\_\_ will work for me?' The truth is: \_\_\_\_\_ has consistently \_\_\_\_\_ for \_\_\_\_\_% of customers.*
- *I also get the question, 'Can I really \_\_\_\_\_?' In reality, almost everyone can \_\_\_\_\_.*

Don't just throw some answers out there; Instead, mesh them into conversational and relatable statements that show that their concerns are common, and while they may seem like a big concern to you, they're in fact of little to no consequence. *Many people have had the same objection, but they've overcome those concerns and succeeded anyway. Here's the proof.*

This is where having a finger on the pulse of your industry and prospects are so important. Knowing what your prospects are going to ask before they ask them can help you overcome those objections in your sales video.

**STEP**



**Insert Your Main Call  
to Action (CTA).**

The call to action is what directs your audience as to what they need to do next. You've led them to water; Now it's time to tell them to drink.

Here, you'll initiate three sales triggers: desire/demand, fear, and scarcity. Let's start with **desire**.

**Desire:** There is a demand for a solution to a specific problem. Your product fulfills on that solution and people will buy. This is a desire/demand-based sales trigger. This is the time that we want to make our BIG PITCH! It's going to be our hard sell where we drive them to your desired action.

To successfully tap into desire, you'll start by adding up all of the features included in the product/service plus adding any value-added bonuses.

*But there's more to \_\_\_\_\_ than just \_\_\_\_\_ (the main benefit). As a valued customer, you will get \_\_\_\_\_ (insert some support feature that goes with the program like access to a private member's area or 24/7 customer service).*

We also are going to include a money-back guarantee that removes the majority of the fear that customers





have.

*I will also fully guarantee your purchase by \_\_\_\_\_ (insert whatever guarantee policy you're going off of here).*

**STEP**



**Add Warnings /  
More Scarcity.**

With the first trigger out of the way, it's time to initiate the last two: fear and scarcity. Many will be sold just off of desire alone, but you want to maximize conversions, so we're using a few tactics here to ensure the best chance for success.

**Fear:** This is the fear of doing nothing. The fact that if they don't take action, that their situation will never improve. They will be stuck in the same position that they are in now. This is a great place to make that personal connection again. Talk about how you were in the same situation as them and that by simply taking action it solved that main pain/problem.

We also want to "Twist the Knife" again (part 2). Again, evoking that emotion. Making them feel that by not taking action, they are missing out on a opportunity that they cannot afford to miss.

- *Imagine knowing you had the opportunity to \_\_\_\_\_ but didn't.*
- *An opportunity like this is once in a lifetime.*
- *If you want to \_\_\_\_\_ (insert life changing transformation), the time to take action is now.*

This primes you to use the last trigger: **Scarcity**. We've used this once before, but now, we're engaging two types of scarcity.

1. Time-Based: After a certain day/time, people will no longer be able to take advantage of your offer.

2. Quantity-Based: You only sell a certain number of copies of your product before you close it down.

When done correctly, scarcity is probably the most effective sales trigger, but only if you follow through with your promise of time-based or quantity-based scarcity. Too many people use false scarcity by saying for example that they are going to take the sales page down on Tuesday, but never follow through. This is a fast track to losing credibility with your audience. You can always use general scarcity like...

- \_\_\_\_\_ *is going to be around for a limited time only.*
- *We may close the offer after \_\_\_\_\_ (number) people get access.* (If you are not exactly sure of when or how many copies you are going to sell)

Scarcity works so well, simply because by our nature we hate to miss out on a good deal.



**STEP**



**Close like a BOSS!**

Without the close, you're like an open-ended book. You want a solid close to finish up the sale. Here, you want to...

- Restate the Main Headline
- Summarize the Most Important Feature/Benefits
- Bring it all Together
- End with a Final Call to Action
- P.S. Remember, \_\_\_\_\_ (insert important benefit here).
- The time to \_\_\_\_\_ (important transformation) is now. Click the button below to the video to get started.

## BONUS TIPS.

If you've got these 10 steps down, then you're well on your way to higher conversions and more sales. Here are a few extra tips to keep in mind for the perfect video sales letter:

- Keep video length between 12-24 minutes.
- Don't use a video border if you want higher conversions.
- Use full sentences instead of saying the bullet points. Save your bullet points for written items like blogs, eBooks, emails, and other written media.
- Keep things simple: White background, crisp text, black and red text. Minimal distractions means the focus is on your message.

And the most important bonus tip of all?

Use a program like **PayKickstart** to chop down the checkout process and get those leads converted quicker and more efficiently. Your video sales letter is a funnel, and while the video itself does the bulk of the work, even the best video message can be for naught if the checkout process is botched. By integrating fast-track systems like Pay Kickstart, you'll see your conversion rates skyrocket.

[JOIN PAYKICKSTART TODAY](#)