# THE VIDEO LAUNCH CODE

# WORKBOOK 2

**Core Launch Concepts** 

Writing Your
Education-Based
Marketing Videos



Writing Your Sales Video



# **TABLE OF CONTENTS**

The Launch Basics	4
Are You Ready To Launch?	6
The Education-Based Marketing Launch Overview	9
Building Beliefs in Your Education Marketing Videos	12
Designing Your Video Series	17
EBM Script 1	19
EBM Script 2	20
EBM Script 3	21
The 30,000 ft. View	23
The Psychology of Language	25
Part 1- The Big Promise	28
Part 2 - The Problem	31
Part 3 - The Solution	34
Part 4 - Full Program Breakdown	37
Part 5 - Call to Action #1	41
Part 6 - Social Proof	43
Part 7 - Price/Value Magic	46
Part 8 - The Guarantee	48
Part 9 - Bonuses/Closing the Loops	52
Part 10 - Review/Price Justification	54
Part 11 - Urgency	56
Part 12 - Final Call to Action	58
Next Steps	60



CORE LAUNCH CONCEPTS

#### The Launch Basics

When certain energies come together to create something new, and that new thing is brought into a world that is waiting for it with great anticipation, we call it a launch.

We could also call it a birth or a wedding; a clue as to how these sorts of things are designed.

#### There are two kinds of launches...

- 1. A linear event with a beginning, middle and an end
- 2. A circle with periodic portals that lead to the center

We will cover both kinds of launches in this course.

A LAUNCH SHOULD BRING YOUR CUSTOMERS CLOSER TO THE CENTER OF YOUR WORLD.

Every launch has a period of activity, called a Pre-Launch. Without it, the launch fails.

#### What is a Pre-Launch?

This is any activity that teases the arrival of what is to come. Like a movie trailer, it implies what is in store for you and why you should care. In a linear launch, this is an event. In a circular launch, this is simply a change in emphasis where you start talking about a certain topic for a period of time before returning to your other topics. In both kinds of launches, this content takes a certain form.

### What is Pre-Launch Content?

This is usually educational material that empowers the viewer and lets them know that there is more to come that will allow them to make full use of what they can now do. For instance, if your pre-launch content has trained a young man to know when his date is ready to be kissed, you tell him that in the full program he will learn how to get a date.

# How Long Does the Pre-Launch Take?

It depends somewhat on the price point of your program. Apple teases new products for 6 months. Usually 4 - 6 weeks is a good average.

#### How Does a Pre-Launch Roll Out?

Think of a launch as an old Soviet-made Russian car trying to accelerate. (This takes quite a while). At first, there is barely a hiccup. Perhaps a casual mention in a blog post. In a week, there are two more mentions in other places, like on Facebook and your Twitter feed. Maybe another mention on the blog. In another week, you give away a lead magnet to attract people to the launch from the blog and from Facebook ads. In another week you can start sending out videos.

Does this sound like a lot of work? It should, because it is.

And that begs the question, are you ready to launch? Let's find out!

### Are You Ready To Launch?

There's something you should know before we get started. There are no guarantees that any of this will work. Let that sink in for just a moment.

You're about to devote untold hours to a task that may only frustrate you in the end... unless you stack the deck in your favor.

And by that I do not mean making sure your videos look and sound great, or that your writing is top notch or that your landing pages look sharp and attractive, or that your payment processor, paywalls and autoresponders are fired up and ready to go.

Nope. None of that stuff will mean a hill of beans unless you have a reasonable expectation that your market actually wants what you're launching.

In other words, is there a demand? If not, then no amount of brilliant marketing will work. If there is a demand, though, then your marketing can be pretty bad and you'll still sell a startlingly high number of spots, or get your phone ringing off the hook.

And here's the real kicker. If you have a business where making the phone ring is more important than getting clicks to an order form, then none of this classic sideways sales letter may be necessary.

Here are some questions to determine how ready you are to launch. Write your answers below.

1.	1. Why am I doing this?	

2. Why should any	one want this	?		

3. Is there a demand? Do you have competitors in this space? If so, who? Are there Google searches? Keyword searches? YouTube videos? Blogs and articles? Gurus?

How do you feel after answering all these questions? If you're hot to trot, great! That will make all the rest of this work easier. If you feel confused or unsure, then do some more research until you feel better about this.

If you cannot satisfy yourself that this product or service is something people want, then look at another way of determining how to serve. There are a million ways to spin what you do and how you do it. Just because your first idea isn't a winner, does not in any way mean that you should give up on it. Sometimes a tiny tweak can make all the difference.

For instance, say you are a weight loss coach who works with stressed out type A business women. But for some reason, you can't find any evidence that they might pay for your services. Hm. Bad example. Let's try again...

Say you are a weight loss coach who works with overweight French Mimes who studied with Etienne Decroux in the early 60's. OK. Now we're getting somewhere. Chances are that's a limited market; so limited you could probably call every one of them this evening and ask if they want to take your course.

But it won't scale. And that's really what we want. Because then we have a business that can be sustained over the long term.

So rather than mourn the loss of classical culture, simply expand your horizons and find devotees of clowning, hip-hop, jazz dance, and Cirque du Soleil, and now you have a business that can head in all kinds of directions with the same content.



# THE EBM LAUNCH MODEL

# The Education-Based Marketing Launch Overview

#### **Education or Education-Based Marketing Videos?**

I want to be clear about something right from the start. I love education done well. When you're able to throw light into the dark places of someone's mind, forever changing the way they do something and improving their lives in the process, make no mistake. You've done your job as an educator.

And what a wonderful opportunity it is to be able to do that same kind of work in your marketing videos.

Of course, in this instance, you're drawing them into your world so that you can *get the opportunity to teach*. It's fundamentally different than what you're used to. You're shining light into an area you normally don't get involved with until they show up in your "classroom".

It's here where we're going to meet and draw them in. And teaching in this instance is of a different order.

So before we dive into that area, let's look at why it's so hard for us to see this. Because if we can't see it, we surely can't do it.

As a teacher, you (virtually) stand in front of a diverse group of students and deliver your wisdom. How they got there is none of your concern. Why they are there is something you may have casually considered, but again, never really had to worry about. That was the marketing department's job. Maybe it was even the Truant Officer's job!

In any case, you could assume they were there for their own reasons. Maybe mommy and daddy sent them. Maybe their boss sent them. Maybe they were motivated by something they saw in the media. Maybe they're spying on you!

Well, it's time to put all that behind you, because you're now captain of the good ship Sea-Of-Education. There's no one pulling the strings behind the scenes to get your prospective students from where they are to where you need them to be; sitting in a webinar absorbing your teaching.

So whatever you do next to get them in, you know it isn't going to be what you do once they do get in. Once they're in you can go deeper and deeper into your subject area, throwing more and more light if you want. But not until then.

Until then they would choke on it because they don't have the context. Truly, they just want to know why your gig is so important to their future happiness. And until a man or a woman knows this, all that means to you is one less seat that will be filled.

So we come to our first principle of education marketing. The most important question you must answer for your prospective student is the following:

# "Why is this information so important to me?"

This is the first light that must go on in their head. Fortunately video gives us a multitude of ways of making that happen. By layering meanings, we can add to the power of a message so that it makes an indelible impression on your viewer's heart.

We can also hope that your information is not just information. It's revelation.

Revelation is magic. Revelation is when all doubt is removed. Revelation is direct access to knowledge from a human being's highest level of consciousness. It's not disturbed by the play of opposites that normally makes us doubt what we know because there's always one more thing to take into account. Revelation is blessed certainty.

However, you can't manufacture it. Revelation comes from within that man or woman. It's not something you can give them. Its something they have to give to themselves. So why am I even talking about it?

Simply this. As a teacher you can do one of two things at this point in your marketing. You can lay down the tracks that lead to Revelationville. Or you can lay down tracks that lead to Dependency Junction. That's what most marketers do, sometimes out of ignorance, but always out of fear.

Which of these you choose will determine how you feel about yourself as you're making your videos. The more whole-heartedly you enter into this and stay in it, the more effective your videos will be at attracting the right students for your course or your product.

So now you can see that how you answer the question "why is this information so important to me?" is also a fork in the road for you.

Here's my suggestion. Turn the lights on. Make your viewer wiser than before they watched your videos. You'll not only feel better about it, you'll be more likely to attract the right people.

### **Building Beliefs in Your Education Marketing Videos**

So far we've learned that we need to make our prospect wiser than they were before they watched our videos. But how do we do that without teaching too much or too little?

It's simple, really. We teach them why they should care. Do you see how that is fundamentally different than teaching the subject itself? And can you also see why even if you were teaching this subject in a classroom you would want to start with this concept first anyway?

After all, a motivated student is a better student than one who doesn't care. And in the case of your marketing, one who doesn't care will never become your student anyway, so you might as well do everything in your power to help them turn on that "care switch".

The following are several things you can do to help flip that switch.

#### **Nuggets of Gold**

In every discipline there are basic concepts that carry the ring of authority. In video it might be technical elements like lighting and audio. In marketing it might be the magic of Adwords. In horsemanship it might be how you make friends with your horse (OK. I'm guessing there. I have no idea.)

But you get the point I hope. In your discipline there are likely to be 3 or 4 such authority boosters you can pull out to make your content stand apart. These will be your Nuggets of Gold.

Three or four is really all you can handle effectively. Don't try for more than that. Remember, you can't go deep into any of them in your marketing videos, so they need to stand on their own.

But now you run into a problem. And it's a big one. Because you know that it's only when your student goes deeper into the topic that it really becomes interesting to them. A casual exposure can't really do the job.

Well, that's a bit of a myth, fortunately. When you use the other tactics at your command to surround your simple concept with a halo of magic, as it were, your viewer

will begin to see the concept the same way you do, and when they do, revelation will follow.

So what are these tactics? Well, before we look at them, we have to examine the concept of belief.

#### **Belief**

Every viewer comes to your videos with a certain set of beliefs about your topic. They may think adwords is too hard. They may think video is too complex. They may think conflict resolution is boring. Whatever. The point is, your job, when it comes to beliefs, is to switch out the beliefs they have with the beliefs you want them to have, so that they become great prospects for your offer, which comes later.

And actually, these beliefs comes pre-packaged in 3 areas.

Beliefs about you Beliefs about themselves Beliefs about your solution

Let's take them one at a time.

How do you change their beliefs about you?

Here are a few time-tested tactics that have been proven over and over again to work well at establishing your credentials.

#### **Association**

Associating yourself with a body of knowledge that your viewer also holds true.

#### **Demonstration**

You can show how you turn a Before picture into an After picture. The first video I ever made that went online was exactly that. And the difference between the before and after was startling enough that it kind of put us on the map. If you have that kind of capability in your business, there's really nothing more powerful you can do with video right off the bat.

#### **Respected Endorsements**

People your viewer respects endorse your work.

#### Overcoming adversity

When you can show how you came to this hard-won knowledge and persevered to bring it to light

#### **Case Studies**

Showing how you helped others in a similar circumstance

#### Language

Using the jargon of your field that all your best prospects will be familiar with

There are others, but they slip into the realm of manipulation, so we'll stay away from them for now.

Let's look at changing their beliefs about themselves now. Their beliefs about themselves are really nothing more than feelings they habitually fall into when thinking about the topic. That's really all they are. So if you can even momentarily change those feelings, you should. Here are a few things you can do to help this process along.

#### The Promise

Make a big exciting promise right off the bat. This changes their habitual way of seeing themselves, and opens their mind to what is to come.

#### A Reason to Watch All The Way Through

What can you tell them specifically about your area that will make them want to watch all 4 videos? In other words, what other promises can be made that you can follow up on?

#### **Testimonials**

The best ones provide proof that their current set of beliefs about themselves are flawed, as demonstrated by the results gained by those who are just like them in the most important ways. Testimonials can do much more than this, but this is good for now.

#### **Remove Blame**

Take them off the hook for these false beliefs. In so many words, tell them it's not their fault. We all need to be absolved of these feelings, or we won't be able to hear you over the din of our crazy accusing thoughts.

Finally, let's look at what we should include to change their beliefs about your content. And here we have the luxury and the responsibility to use rigorous logic, because now we're talking directly to the remaining beliefs we have about the subject area itself. These are likely to be the feelings born of inexperience and over-exposure to the thoughts of others which we have mistakenly taken on as our own.

Therefore they are the most easily replaceable beliefs, because up until now, they haven't held an important place in our lives. We just dismissed the whole topic as one beyond our ability to be successful in. So here you want to take this as seriously as the attorney who argues in front of the Supreme Court judge. And you'll want to adopt some of his tactics as well.

Imagine as you're writing this that your prospect is saying the following:

# "Oh, really? Prove it!"

Construct your arguments so that they're rigorous, logical, compelling, and build on one another. (If this is so, then this must also be so.) And so on...

Here are some tactics you can use to make these arguments more effective:

#### **Demonstration**

See how effective it is? We've already used it twice!

#### **Studies**

Quote reputable third party studies that back you up.

#### Specificity

In the context of making claims, specifics are simply manipulative junk. (Hey look! I made \$576,821 in the last 17 days. And you can, too!) But as proof in an argument, specifics are gold. (A recent study from the New England Journal of Medicine found that 14% of college-educated males taking vitamin B before an exam performed higher than their peers who did not) (Yes, I just made that up!)

#### **Credible Sources**

If the information you are presenting comes from someone they already respect, let them know.

#### **Testimonials**

Another reason to use testimonials is that they can counter certain objections. Just ask the people who give them to you to address certain questions that others have that have been holding them back from taking action on your content.

#### **Reasons Why**

This is crazy, but event he flimsiest of reasons can work. I'm sure you've heard of the study that was done where people lined up at a copier were interrupted by someone who wanted to break into the line. This person was always successful when he gave a reason as filmy as "May I cut in because I need to make a copy." Seriously. I bet you can do better than that.

#### The Unique Mechansim

You could just say "our skin cream is better", but how effective is that going to be in a crowded market? The unique mechanism is what differentiates your product from all the others. Like "a unique combination of alpha hydroxy and retinol makes our skin cream more effective at reducing wrinkles". See how specific that is?

The Unique Mechanism will cause your listener to change their beliefs about your solution if you combine it with this last element.

#### **Logic Progression**

Each of your arguments need to build on one another. In the case of our skin cream for example, establish first the amazing properties of alpha hydroxyl. Quote studies. Show before and after pictures. Include testimonials. Be specific about outcomes. Then do the same for retinol. Then combine them into another series of logical arguments. At this point your viewer would feel kind of willfully stupid to hold onto a set of beliefs that clearly don't make sense anymore in light of this new information.

#### How many beliefs should I address?

Good question! It depends on how much you need to teach in your series. If your course is especially complex, you may have to build as many as 6 or 7 new beliefs. Most people can do quite well by addressing 3 or 4. But each one requires many of the above tactics, so be prepared to put a little time into this.

First you'll need to determine the most important beliefs to change in your audience. Then you'll need to create excitement around each of them. Then you'll need to have your research handy. Then you need to build an airtight argument for each belief. Then finally, wrap it all up in a great-looking video.

# **Designing Your Video Series**

Now that you know what your job is as an education marketer using video, let's take all this information and design the video series you're going to pack it all into.

This is going to come down to sequencing. So let's lay out the sequence in a simple series of steps that nearly anyone can use.

#### **Step 1: The Big Promise**

Introduce yourself and make a big, bold but credible promise. Tell them what they are going to learn in this video and in the videos that follow.

#### **Step 2: The Mystery Moment**

Drop a hint about something juicy that's coming later. Is this manipulative? Maybe. But everyone likes a mystery. You don't need to use this here, but it actually is kind of fun to experience as a viewer.

#### Step 3: The Unique Mechanism Hint

Tell them what makes this information different. Here you can drop the first hint about your Unique Mechansim.

#### **Step 4: Something About You**

Let them know why they should listen to you. Start building new beliefs around yourself.

#### Step 5: The Big Why

Let them know why you are presenting this and why now is the right time for them to be getting it.

#### Step 6: Let Them Off the Hook

Paint a picture of where they are, but make it clear it's not their fault that they're there.

#### Step 7: Introduce the Next Benefit

Present the first belief you are going to plant in the form of an exciting benefit. You're going to teach them something they didn't know. Surround the teaching with as many benefits as you can as to what their life will be like when they have this down.

Use phrases that indicate you are just scratching the surface of what's possible. (...when done correctly...this isn't the best possible way, but it will get you 90% of the way there...!'ll show you the best possible way a little later...)

Another way to hint of more benefits to come is to give a partial list of steps. Then add to that by mentioning even more benefits of the right way to implement on steps you've already discussed.

#### **Step 8: The Argument**

Build your argument carefully, precisely and authoritatively using all the research, testimonials and logic you can muster. Frame the argument with a big benefit on the front end and another big benefit on the back end.

#### **Step 9: Preview of Coming Attractions**

Be clear that you've just scratched the surface today and that there's more to come. Tell them exactly what's coming next. Paint a picture of what their life will be like in the present tense when they get this new knowledge that's coming.

#### Step 10: Call to Action and Social Proof

Ask them to comment and share the video.

Note: if you are unable to get a lot of people to this video, do not make this request. Negative social proof is just as powerful as positive social proof. If no one is commenting, it will hurt your conversions.

Fundamentally there few differences between your EBM (Education-Based Marketing) videos. You're selecting a set of important beliefs and presenting them in a persuasive manner. It takes a lot of time to accomplish that for each belief. But if you do it completely, you'll have a powerful series that can stand the test of time.

If that seems like a lot to do, you're right. And I don't want to minimize the work you're about to undertake. But please remember, you're not building some ephemeral bit of flotsam that's here today and gone tomorrow. If you build it right, they will come. Oh yes, Roy, they most certainly will come. (Thank you, *Field of Dreams*)

Let's look at some practice scripts for all three of the EBM videos.

# EBM Script 1 Template for Practice Video

Hi, I'm	, creator of	, and in this video y	you're going
to learn the single most i			
know all there is about _ rock your world.			
Did you know that have no idea that this pro			
But before we talk about Most people have no ide with But the worry about at all those worries. So are y	a that is textine truth is that as long as all. The information I'm	he main reason you don' you, you c about to share with you	't get results don't have to
If you really and truly war understand that			ınd, you've to
(teach a little more here i	f you like)		
I hope you found today's never be stopped by you like.	·	=	
By the way, if you want to comment, and share the read every comment and help me create better an	biggest challenge you h while I can't always res <sub>l</sub>	nave when it comes to pond to each and every o	
In our next video, you're you'll learn exactly why y for that video in the next	ou've been having such		
l'm See you	in the next video.		

# EBM Script 2 Template for Practice Video

Hi, I'm	, creator of	, and in this video you're going	
		from your life once and for all. Last	
time you learned wh	ny is so importan	t. But without knowing how to do what	
you're about to lear	n about today, it's going to	be of limited important to you.	
	-	even more important, because it's key to	
making everything e	else work the way it's suppo	osed to.	
So let's get right to i	t, shall we?		
Remember in the las	st video when we talked al	oout and you learned that in	
		ve to lose the and make	
sure it never returns			
	/II.I		
•	- 1	ple never actually get where they wanted	d
to go when they sta	rted, and how easily you c	an join the 1% who do.	
It all comes down to	. If you h	nave this, you win. If you don't, you lose.	
		ideo I'm going to make sure you get it.	
When you start dow	n the road of	, it never occurs to you that	
		get over. Even when you know how to	
	ou learned in the last vide	o, if you can't, then you'll	
never make it.			
I don't have time to	show you all the best way:	s to do this, but here is the fastest way.	
(teach a little more h	nere if you like)		
	•		
•	•	e making great progress. In our next	
		And once you know this, i	t
will be really hard fo	r you to make excuses eve	er again.	

# EBM Script 3 Template for Practice Video

Hi, I'm	, creator of	, and in this video we're going to
start tying together the con		
		And now you're e you're ready for a wild ride.
_	I'm afraid this jus	e say that as long as you, t isn't true. So please pay close ng you from
Here's the first.		
(teach the first myth)		
Here's one that's just as des	tructive.	
(teach the second myth)		
And finally, here's the one t	hat 99% of people don	't understand.
(teach the third myth)		
• •	e next video we're goir	your thinking around about ng to tie everything together for you www.days.
In the meantime, I'd love it below and keep those com	- ·	word. Just click on the share button
I'm See you se	oon.	



WRITING YOUR SALES VIDEO

### The 30,000 ft. View

#### The Magic of Language

In all of our training programs we emphasize the need to understand the language of your tribe. Nowhere is this more critical than in the words you put into your script. So here we'll give you lots of phrases to use at various points in your video. Just know that you'll get the best results when those words are tailored to your clients.

#### OK, let's get started!

At this point, your audience is primed to hear how you propose to make them masters in the skill you teach or how they can own the great product you've got that solves a huge problem or gives them a huge advantage.

This is the video that will help them take a very decisive step in your direction. This is where value is exchanged. Up until now the value has been mostly one way. You've been putting out a lot of material that your audience has been lapping up like starving puppies in a desert oasis. It's time to ask for payment now by lavishing one last dose of overwhelming value on them. Yep, this is where the rubber meets the road.

This is a pretty big undertaking. Your video will be from 12 – 23 minutes long because it will have to cover the many structural attach points needed to hold up the architecture of the video and complete the thought process that your audience needs to go through to make a comfortable decision.

Remember, this is not about using ninja mind tricks or vampire charms. It's simply about giving a person's brain all the information it needs to make a decision in your favor.

#### The Great Magic of Storytelling

And remember, in all the things you can do with the words you choose, the most powerful will be to arrange them into stories. Now, this program is not a course in story-telling per se, but if you don't feel confident in this area, don't worry! I will be sharing some story starters that will stimulate your imagination and pull memories you can use from your own life.

The reason stories are so powerful in marketing is that they allow you to bypass our natural disbelief. And it really helps to get a little willing suspension of disbelief to help you get started. Otherwise you're fighting an uphill battle all the way.

If you'd like to try your hand at storytelling, here are some general tips that will help you with structure:

- 1. Specific details bring out emotional connections. Use words that evoke the senses: sight, touch, taste, hearing and smell.
- 2. Conflict. Without it, your story will go nowhere. The conflict can be with any entity, whether society at large, a specific bad guy, an institution, a natural disaster, or any of the other "vs." we learned about in 7th grade English class: man vs. man, man vs. nature, man vs. society. Yep, Mrs. Ripley was right all along!
- 3. The story should have an important teaching. The reason you frame it inside a story is to avoid preaching, which is much less popular in getting your point across.
- 4. The story must lead to a satisfying conclusion. The best way to do this is to think of the world in balance at the beginning, a conflict that throws the world out of balance, a struggle in which the odds increase throughout the story then an ending where the world comes back into balance. Do this and the payoff should be automatic.

# The Psychology of Language

While there are trigger words and phrases in everyone's market, there do seem to be some words that cause people to tune out no matter what market you might be in. So let's look at some of those words now:

all-natural	cleansing	energy work
alternative	core issues	feeling of oneness
balanced lifestyle	discover your passion	free yourself
break through your blocks	emotional release	healing (be careful)
human potential	inner essence	manifest your dreams
personalized	release old fears and blocks	release old patterns
sacred (be careful)	self-discovery	studies show
transformational	voyage of self-discovery	your deepest desires

(adapted from the work of Ann Convery)

#### On Psychology

While this is not a course in hypnosis, there are some well-established principles from Neuro-Linguistic Programming (NLP) that have application in sales videos. And it would kinda irresponsible to leave them out.

I repeat. This is not about hypnotizing people, but there's no sense in shooting yourself in the foot if it can be avoided. So here are a few general psychological and NLP tactics to apply in your video:

#### Short sentences

In video, long sentences lock you into keeping your images on screen for too long. Shorter sentences mean more images and therefore, better engagement. How short? Twenty words is a lot in my market. Your milage may vary.

#### Present tense

There's a reason stories are almost always told in the present tense. It's just flat out more engaging. It sounds better to say "and then I walk into the bank and this guy is waving a gun around!" rather than "I walked into the bank and saw this guy waving a gun around!" One puts you into the action and one takes you out. Always land on the side of putting your viewer into the action.

#### Appeal to the big 3 learning modalities

People learn through different modalities. Some are primarily auditory, some visual, some kinesthetic. In your appeals, make sure you cover all three.

For example you can say the following three statements that all mean the exact same thing, but will be processed quite differently by different people:

- 1. "How does that sound to you?" (auditory)
- 2. "Can you see what I'm saying?" (visual)
- 3. "How does that feel?" (kinesthetic)

So walk through your script and make sure you aren't focusing on only one kind of learning modality.

How confidence changes your word choice

There is absolutely nothing wrong with throwing in a few phrases that let your prospect imagine themselves in your fold. For example, how would you invite your viewer to jump into your shopping cart? Would you say something like "if you click on the link below, you'll be taken to a shopping cart, where...." Well, consider something a bit more assumptive, something that lets your viewer see themselves having a new experience with you. For example: "After you register for this course, you'll discover a world you never knew existed..."

That's a lot more compelling. And it shows confidence. Confidence in your product or service and confidence that your viewer will enjoy the experience.

#### Is this really one-size fits all?

As you know, nothing in life is fool-proof, there is no 4-hour work-week, and the video sales formula is meant to be used judiciously. What follows is a sequence, such that if you had a certain kind of business, you could use each and every step just as it is laid out here.

However, it's rarely the case that everyone in the class will have just the right set of circumstances so that they will be comfortable using each and every step. Because every business is a little bit different, even businesses that are in the same market, there will be times when one step of the formula will work for one person better than another.

And it is even more individual than that. What might theoretically work for a person's business might not work after all because of the way that person does business. For example, some of this might seem "salesy" to you. If so, leave it out. But only leave it out if you think your customers might have a problem with it. Strange but true: often the things that bother us do not bother our customers in the slightest!

Don't worry about the formula not working if a step or two is left out, or adapted for your business. If you were to reverse engineer the sales video you watched for this course, you'd quickly observe that several of these steps were either left out or altered. I would have done this precisely for the reasons I listed in the previous two paragraphs.

You can ask yourself if I made the right decision by you as you read through and apply these steps to your own sales video. It may be a bit of a head-spinning exercise, but I bet you'll enjoy it.

By the way, that's why we look at this formula from so many angles. I want you to have enough knowledge to make a good decision about using each step of this amazing Video Sales Letter Formula.

With all this in the background, let's take a close look now at the structure of our sales video.

# Part 1- The Big Promise



#### Introduction

There are a number of things that must be accomplished in the opening moments of your sales video. First, understand that you have from 8 to 20 seconds to grab the attention of your audience. There are two ways to do this and you can choose depending on your market, your audience and your product.

The first attention-getting approach is to lead with a problem. While this is nearly always the best choice in print, often with video you can get more interest by leading with a promise. This is especially true if your sales video is the last in a series of teaching videos where the problem has already been explored in great detail. Why trot it out again?

The other factor working against Problem as a lead in a video is that with video you have the opportunity to communicate directly with the primal drives that brought the person to your landing page in the first place. And the language we're about to use is going to hit the person right in the center of those drives.

Besides, wouldn't you rather be attracted into the video rather than dragged kicking and screaming? But it's your choice. If you hit the Problem just right, you'll have succeeded in capturing your viewer's attention, so it's all good!

#### **Opening Moments**

Here are the objectives and suggested wording for the opening moments of the sales video:

1. Introduce yourself with high credibility with the words "Hi, I'm, creator of the system for (relief of back pain, design of web sites, etc.)
2. Make a promise. Say words to the effect of "this program is how I can help you get [this result]. Starting from scratch, following this formula, you'll be able to and never again have to worry about

3. Create suspense right out of the gate to encourage your audience to keep watching. Suspense is a kind of open loop. As humans, we hate open loops. We want to see them closed, and we'll put up with a lot to close them. In a sales video you can accomplish this and tease out additional value from this open loop by saying something like the following...

"In this video I'm going to show you how you can get an additional \$X in bonuses."

By the way, the words "in this video" are particularly important. According to Andy Jenkins, those words take away some of the intimidation factor. It makes sense. It's not as pushy to offer an immediate learning by simply watching a video as it is to say "you're gonna want to buy this 24 minutes from now."

- 4. Build warmth and credibility right off the bat by being your best onscreen persona. The ultimate expression of this is to, yes, put yourself on camera. However, you'll probably only be on camera 30% of the time. And you can put an awful lot of personality into a PowerPoint presentation.
- 5. Create scarcity. This is one last way to keep people watching. Let

them know that this video will not be up for very long, nor will this opportunity be extended indefinitely. But you must take it down when you say you will. Please don't forget this. People have a funny way of remembering your mistakes, and that unsubscribe button is a pretty unforgiving way of letting you know.

And be ruthless with your editing here. Be brief. Remember, brevity is the soul of wit. I wonder if Shakespeare had this problem?

#### Summary of Part 1 - The Big Promise

- 1. Make a big promise.
- 2. Use a credibility-enhancing opening statement.
- 3. Build suspense.
- 4. Create scarcity.
- 5. Be your best self.
- 6. Be brief.

#### Part 2 - The Problem



#### What Just Happened? Review

Now that everyone is sitting on the edge of their seats waiting to hear what you have to say next, let's not disappoint. But first let's review. What just happened? We got our potential clients really excited about the prospect of being able to solve a big problem. "No more dieting. Really??" We made them a bit anxious because they know this information isn't going to be up for long. We've also created some suspense that they now want to have satisfied. So all in all, they're in a state of disarray. And that's just the way it has to be. Why?

Well, we simply don't pay enough attention unless we're a bit off-balance. After all, if we were feeling fine we wouldn't be bothering to pay attention to this video. The problem with this is that the "feeling fine" part is often just our way of hiding from the problem. So it's important to create a sense of openness to our message by putting our audience into our hands. If we've done that properly, the next bit will take them much further down the rabbit hole.

Let's see how this works in step 2.

#### **Pain Points and Turning Points**

Every direct marketer uses pain to make their essential points. The pain we're talking about is the one our audience is feeling; one that causes them great distress every waking moment of their life that it isn't taken care of. Given this sorry state of affairs it behooves us to treat our audience with the utmost respect. The very best way to do that is to share our own pain with them. This solves a number of challenges for us.

- 1. It removes the problem of how much pain to bring up. Since it is our own, there is no danger of our audience being offended by us seeming to challenge them. All we're doing is sharing our pain.
- 2. Sharing our own story creates an extra layer of familiarity; more "Know and Like" factor.
- 3. Sharing our story in story form is riveting in and of itself. We all love stories and can't seem to live without them.

So we share a story of pain. Then we turn that story into one of triumph. But timing is important. Before sharing your story, you lay out the problem in as much detail as you can. Make your audience feel the pain of not having solved that problem yet.

#### Why you should listen to me - credibility

The story of how your pain transforms to triumph must be handled with care. People are not dumb, especially when it comes to parting with their increasingly hard-earned money. So walk lightly through this story and frame it through the lens of love and gratitude. Love for your audience and gratitude that you discovered the ideas, the principles or the product you're talking about.

But don't be vague. Let your audience know exactly what you've been able to accomplish and how it makes you feel.

"The road to creating this program was really tough. In fact, I was on the verge of giving up several times. Then I found someone who was willing to share some amazing wisdom with me. This led directly to the program you see before you today."

Something like that...

Prior to sharing your story, it might be good to share someone else's story to create another open loop that we'll come back and close at the end of the video.

A word of warning about "proof". I don't know about you, but I can't deal with those videos that show Clickbank accounts filling up with money. They may inspire some people, but I don't believe them and see it as a failure of imagination.

When you understand your client there is no need to offer that kind of proof. So what kind of proof is acceptable? We'll get to that in the testimonial section. For now, at this early point, your audience is willing to suspend disbelief for a little while longer. So let's toddle on to the summary.

#### **Summary of Part 2 - The Problem**

- 1. Identify and fill out the problem with all its ramifications
- 2. Tell a story of someone who hadn't solved the problem. (optional)
- 3. Tell your story and how you turned it around in your own life.

#### Part 3 - The Solution



#### A minimalist approach

In the last step, you told your story and ended it with a triumph. That was a clever and subtle way to transition into Part 3, the Solution.

There's actually not a lot of hoo hah in this step. But it is important not to skip it because it's the first statement in a series of what marketing expert Sean D'Souza calls the "rollercoaster effect" where we'll take our audience on a merry ride through the hills and valleys of Problemsolutionville.

What we do here is offer a very simple presentation of the solution and nothing else of great substance. For instance if the problem is air that stinks, the solution will be air that smells great. This is important. While we went into great detail about the problem, we're not going to do that with the solution; not yet.

#### Ups and downs

However, there are a number of important phrases that can be inserted here that are helpful in getting the roller coaster up to speed. Then release that tension by giving us a taste of the solution again:

Then add some tension with a pain point about what it's like not to have this solution in your life. Take care not to overdo the rollercoaster. This isn't a ride to the death. It's designed to make us a bit dizzy, but not the point of losing our lunch!

Next add a statement about how this solution will fix that problem you just brought up.

After stating the solution, qualify it by saying "this won't work for you if you don't do \_\_\_\_\_".

Now we change gears slightly on our roller coaster by leaving the problem/solution paradigm and moving into the commitment theme.

#### Yes, Commitment now!

Create a bit of tension here by stating something like the following...

"It's time for commitment. You've been watching these videos the last few days but now we're taking that free value down and it's time to make a decision today to value yourself and get your dream going."

If this is a stand-alone video, then simply adjust the script slightly with words to this effect:

"This will work for you, but you'll have to make a commitment to yourself to see it through. Be willing to make that investment in yourself if you really want to get maximum results."

The final tension release phrase ends on an up note. The best way to do this is to take away the intimidation factor:

"You can do this and in fact, almost anyone can. (ie. you can get off the dieting roller coaster, you can learn to meditate like a monk). You absolutely can do this."

OK. That's enough for now. Let the roller coaster come to a stop so we can get on to the next part. Our audience member should be feeling a bit light-headed about now with all the problems and promises spinning in her head. And we'll address that state in our next step.

#### **Summary of Part 3 - The Solution**

- 1. Make a simple presentation of the solution.
- 2. Add another problem.
- 3. Offer reassurance that they can do it.
- 4. Ask for a commitment.
- 5. End on a positive note.

Part 4 - Full Program Breakdown



#### Where are we now?

Let's review. So far we've taken our audience on a pretty wild ride. We've gotten them excited, anxious, sad, and hopeful. Could you ask anything more from a Hollywood movie? But we've only just begun.

After all, our audience has been waiting for this next bit since we started, so we'd better not mess it up. And if you follow these simple suggestions, you'll be fine. So what are we doing here anyway?

### The Program Breakdown

This is the section where we break down every element of our program, describing exactly what our client will be buying into. And if the educational videos we made preceding this one explained the amazing journey they'll be able to take with us, our audience is now anxiously wondering how our program will be able to take them there.

Here are some ways to talk about it as you set it up:

## The Security Story - Positioning Statement 1 of 2

Once upon a time Brendan Burchard launched a program using video and told a story about how he had been badly injured in an ATV accident (he still had the bandage on). He added that while he was recovering in the hospital in a foreign country he was making thousands of dollars at home even though he couldn't work. He told the story to demonstrate how the worries that attend not having what this program brings are no longer his. He says that this point is the single most remarked-upon part of his video; one that made \$4,000,000 in 2 days, a world record, by the way. I do not know if that last statement can be verified, but hopefully his figures are correct.

He calls this the "Security Story" because it transmits a feeling that you can have this security if you follow his advice. I think this is sound because many if not most people crave security more than they crave success. So if you can tell a story about yourself or someone else who has used your program to gain some security, and you don't need to use their story in the next section, go ahead and use it here.

Another way of telling this story is to use examples of people who are using a similar solution and gaining the results they seek. It need not be your own story or your client's story. It doesn't even have to be your solution; just one that is similar. Believe it or not, this works quite well at this particular point in the formula.

It would not work later on. You must do it here or nowhere else.

#### Program Preface - Positioning Statement 2 of 2

After the Security story, add some prefacing material about the modules.

Now completely lay out the program in all its details. What will they be getting? How will it be delivered? Why? What are the benefits of it being delivered that way? How long will each module take? What's included?

### Presentation Structure - Impact, Challenge and Discovery

Each module should be broken down by Impact, Challenge and Discovery. I find this a more useful and easier way to appeal to my audience's core buying emotions. Traditionally this is done by distinguishing between features and benefits. But that's such a painful and tedious process. This way is easy, fast and fun and accomplishes more.

Here is an example from Audience Builder's Blueprint:

"In module five we do a deep dive into the 'Download Thank You' video. (Impact) When your clients have downloaded your product and a video comes up thanking them for their purchase and telling them what will happen next, you'll fill your social reservoir with trust and prevent refunds.

(Challenge) You may think you can't make a video like this or that it's kind of obvious as to how to do it. Both of these statements would be false. The truth is that when you know the few easy steps to take to deliver a video like this, and the formula for writing and producing it, the video will work wonders for the profitability of your business.

(**Discovery**) This is one of the important inflection points in the growing relationship you'll have with your customer. Inserting a video at this precise inflection point is one of the best ways to not only insure your sale, but create trust and a growing sense of likability about you and your company."

See how easy that was?

Once you've laid out each module according to this structure, conclude with a statement of how you've helped others with this same program in various ways.

"This is not just a program. This is not just a money play. It's my mission. I want to help the whole world get healthy, one person at a time."

"This is a paint by the numbers, step-by-step, hold you by the hand, everything you need to know program. Nothing has been left out."

"I know you can do this because I've taken you by the hand and built a comprehensive program."

This is a huge piece of your sales video. It's vitally important that you position each element with a supportive structure that communicates clearly to your audience's core desires.

# Summary Part 4 - Full Program Breakdown

- 1. Position the modules
- 2. Tell a Security Story
- 3. Describe the modules according to Impact, Challenge and Discovery

# Part 5 - Call to Action #1

When they want to buy now!

In your video, there will be 3 calls to action based on 3 different buying criteria: desire, logic and fear. Notice that two of those criteria are emotions and only one is based on the numbers. That's simply because people buy based primarily on emotion, then use logic to back up their decision.

So to be fair, we need to help each audience member process your information in a way that resonates most with them. That means we'll have 3 separate calls to action, placed at strategic intervals.

#### The first is based on desire.

At this point you've built up the value of your program and the potential buyer is already primed to take action. But they can't unless you give them a way to do it. So we give them that first chance right now by appealing to their desire to own this program and get the benefits of it right now.

The easiest way to do this is to have a big buy button appear just below your video at just the right moment. Then simply say something like the following:

"We've now opened up the shopping cart. You can get to the order page now and see all the details about how to get this great new program for yourself. Check it out right now while we still have it up."

Don't worry about the fact that we still have a way to go in our video. The people who bought based on desire will be listening as they make their purchase because they can't wait to see what else you have in store for them.

In fact, what they're about to find out is that there is a discount that you haven't even mentioned yet. How much more likely is it that they will go through with the purchase now? (spoiler alert: a lot!)

But as I said, we're not done. Let's help some of our other potential buyer cross those last few hurdles. We'll start by looking at testimonials done right.

# Summary of Part V - Call to Action

- 1. Give any customer who wants to buy now a chance to do so.
- 2. Open up the shopping cart.

# Part 6 - Social Proof



### Testimonials as objection handlers

At this point your audience should be jonesing for your service, and some will have already bought, but there's a big problem that suddenly bursts forth for many right now. The very fact that they want your service causes their brains to rebel. This is the whole "every action causes an equal and opposite reaction" rule.

The objections come out in full force now. We just can't believe you until you've managed to quiet that part of our brain. So let's not fight it. Instead, let's take it seriously, anticipate the objections, and use testimonials to answer each major objection someone might have to buying. Only then will someone be comfortable enough to go to the next step with you.

If you leave this step out, your sales will be hurt drastically because you'll still have lots of people left behind wondering if they could have trusted you. So let's not let that happen, shall we?

How do you handle objections with testimonials? Simple. Find someone who likes your product or service for the exact reason that someone else is afraid to try it.

Let's take the example of naturopathic care. A testimonial could be centered around why holistic medical care was exactly what she needed because it allowed she and her physician to partner in her healthcare, whereas in the allopathic world, she is merely a passenger on a speeding train to nowhere.

However, if you have a program or long-term service to promote, there is a better way to use testimonials.

#### The Edumonial

In this form of testimonial, you enlist your client to talk about the ways they have discovered to best work with you and your business. This is the best way to help your audience visualize owning your product or service. It's not just "she's a great gal or he's a swell guy." It's "make sure you show up on time so you get the most out of your appointment."

If it helps, think of an edumonial as a case study delivered in the first person. Consider using one or more edumonials. Everyone who tries it seems to be able to make faster conversions.

### The implied testimonial

Sometimes you don't have to say anything. For instance, if you can show your clients using your solution and getting great results, the fact that they haven't actually said anything is kind of beside the point. That's one of the amazing things about video. You can speak without "saying".

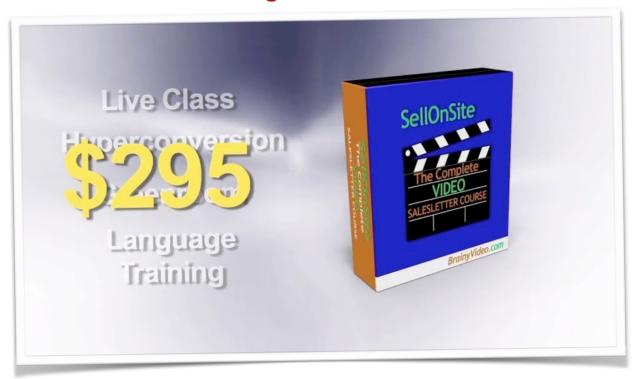
Is it as powerful as actually having someone sing your praises? I don't think so. But it's better than having no social proof when social proof is hard to come by and is so very important.

If you do this step right, you'll have a number of valuable statements that make up a bigger picture of the social proof that you are who you say you are. That question no longer on your audience's mind, they're ready to move on with you to the next step.

# Summary - Part 6 - Social Proof

- 1. Find someone to give you an edumonial based on someone else's objection.
- 2. An implied testimonial can be almost as good as an overt one.

# Part 7 - Price/Value Magic



## Unbundling

Now that trust has been built, it's time to reveal the pricing. The best way to do this is by comparison. Create models that show how much of a bargain your offer really is.

One way to do this is to unbundle everything. For instance, if you have a program that has 4 components, explain each one as though it is priced individually. This usually allows you to create a much higher price overall.

### Comparisons

If your program is an alternative to a different kind of solution, compare it to that solution. For instance, the Audience Builder's Blueprint shows you how to create your own stream of highly converting videos. The program is less than \$1000. To pay someone to create the 50 or so videos necessary for you to become the authority in your field would cost approximately \$100,000. My program is 1/100<sup>th</sup> the price of having it done for you. And the invisible bonus is that the more you use it, the more valuable it becomes.

So as much as you can, keep piling up the value until the price of your program seems insignificant.

If you do this part right, you'll have a pretty good chance of being successful with the next step.

# Summary - Part 7 - Price/Value Magic

- 1. Unbundle the package
- 2. Compare to an alternate solution

# Part 8 - The Guarantee



No matter how much trust has been built up to this point, the last major question that most people will need answered is "what if this doesn't work for me?" How you answer this question is important. Following are some considerations to help you decide how to explain this part to your audience.

#### Who is this for?

One of the most important things you'll do in your sales video is declare exactly who this is for and who this is not for. In the case of Audience Builder's Blueprint I'll say that this program is for those people who really want to learn how to sell more products and services by become leaders in their field. And that if they're looking for a pushbutton instant success system, they should look elsewhere. (then come back when they've wasted thousands of dollars on that fruitless search!)

#### Name your guarantee

The name of your guarantee is almost as important than the name of your program. So put a lot of thought into this. The guarantee for my programs is called "The Instant Rewind Guarantee". This means you get your money back instantly and it's just like it never happened. But more importantly, it's memorable. And memorable means top of

mind when your customer is on the order page. So if you have a trustworthy guarantee, your customer will feel more relaxed on that order page and more likely to complete it.

#### The importance of the guarantee

Why is this so important? Look at it from the customer's point of view. And let's move this transaction to the physical world. When you go to Wal-Mart to buy a fishing pole, you know that if it doesn't work you can take it back no questions asked as long as you have the receipt. You can stop by the customer service desk and look someone in the eye, hand them your receipt and your complaint and get it all over with in a matter of minutes.

In fact, my wife is so comfortable with this process that she frequently buys way more items than she needs so she can try them out and see which one she likes the best. This sometimes makes me cringe, but she's so comfortable with the process by now that she doesn't even think about it.

Now I'm not at all advocating that you encourage your customers to buy your item with the express purpose of returning it. I'm only saying that you should be willing to offer a simple, no-nonsense refund-based guarantee in order to make your customer as comfortable as possible while making the purchase.

So when we move the fishing pole transaction to the web, where anyone can be anyone else, you see how the trust factor needs to be engaged all the more. There's no one to stand in front of with your receipt. There's no face-to-face contact of any kind. Your job of creating trust becomes more challenging.

#### Structures for online guarantees

There may seem to be as many forms of guarantees as there are people, but really there are only a few. Let's look at them.

- 1. The 30-day Guarantee the most popular and easiest for people to understand. The advantage of this is that you get paid up front and if your program is good, refund rates are generally quite low. The disadvantage is that even though you've been paid up front, those funds can't be marked as in the bank until the 30-day mark has passed.
- 2. The Benchmark Guarantee This puts all the risk on the buyer, forcing him or her to prove that the program didn't work for them. It generally requires all kinds of proof statements, bank accounts, product creation proof, marketing copy, proof of media buys, etc, etc, etc. The advantage is that no one can possibly

furnish all this proof, and if they did it would require a plan to fail. The disadvantage is that you lose sales because of how onerous the burden becomes on the buyer.

- 3. The Content-based Guarantee This is similar to the 30-day guarantee, only is based on having the customer experience a set amount of your content during a trial period. It could be 30 days, or 14 days. The advantages and disadvantages are the same as for the 30-day guarantee.
- 4. The Trial Period In this form, the customer gets to experience the benefits of your program for a set amount of time, usually 30 days, before their credit card is charged. This may be the best form for creating comfort in the mind of your customer, but it may also set off alarm bells. It almost has the ring of being too good to be true.

#### The Guarantee in Context

As you can see, there is no perfect way of establishing trust entirely by using a guarantee. That's why you need all of the elements working for you. And that's why video is so darned powerful in this respect. It allows your audience to get to know, like and trust you even before we get to this part of the program.

In fact, if you've done your work properly up to now, this can be treated as just one more item to be checked off on your list. You do it because your audience expects it. And they expect it precisely because they've put their trust in you, and this is the sort of thing a trustworthy person is expected to offer.

The actual structure of the guarantee will depend on your offering. As you can see, there are several ways of doing this. Just choose one and get started. Finally, just be trustworthy and offer it so that your audience can cross this off their mental list of things to worry about.

# **Summary - Part 8 - The Guarantee**

- 1. Declare who the program is for.
- 2. Name your guarantee. Try to make it memorable.
  - a. Fixed-date guarantee
  - b. Benchmark guarantee
  - c. Content-based guarantee
  - d. No cost trial period

Part 9 - Bonuses/Closing the Loops



Remember way back in the beginning of the video where we opened a psychological loop by creating suspense? Well, this is where we close it. The idea was to leave a question like this unanswered: "would you like to learn how you can get access to all this information and training for free?"

Now we can reveal that we were talking about our bonuses.

The funny thing about bonuses is that people often buy your program based on "the prize inside" or the bonuses themselves, and not the program! Given two programs of equal value, the one with the best bonuses will win.

So your job is to make the case that your bonuses are worth the price of the program and more. So have a lot of bonuses and give them a realistic value. You almost can't have too many, with one important caveat.

This is critical. If you have a Client Result System that includes another program that's a critical piece of that system, do not include it as a bonus in this program. You don't want to water down your premium programs by spreading yourself too thin. If you don't have an organized system like this, don't worry. You can make anything a bonus if it serves you and your clients.

Just make sure that the bonuses relate to the program you're selling. For example, you wouldn't want to include a set of kitchen knives in a program on massage therapy training. But you could include a special breathable massage table mat, since that would relate to what your client will be doing in the program.

### Summary - Part 9 - Bonuses/Closing the Loop

- 1. Pile on the bonuses. You almost can't have too many.
- 2. Make the bonuses relevant to your program.

# Part 10 - Review/Price Justification



#### Call to Action based on facts

Now that you've established your value and your credentials, developed a higher degree of trust and added some amazing bonuses, it's time to give another very subtle call to action based on logic. Remember, the mind needs a chance to back up the emotional decision it's been trying to make in your favor. Now is the time to give it that ammunition it needs to feel comfortable.

### How do you do this?

As you might expect, with facts and figures. Again, using Audience Builder's Blueprint as an example, we talk about Cisco's prediction that 90% of web traffic will be video by 2020.

We talk about the 3 billion views per day on YouTube that you aren't taking part in. We mention the value that each of these modules has alone, and the 50% bargain they're receiving by enrolling in the program. We add in the bonuses and it can come to quite a high number.

This is easy stuff for you. As far as the statistical piece is concerned, in everyone's field there are facts and figures that others have compiled. All you have to do is tap into them and help your prospective client learn something new as well.

Then go into price justification. Add up the modules and the bonuses and come to your price point value, then give the actual price point. You can summarize with something like "this is a great price and a great opportunity". Emphasize how much this program is helping people right now and that you want them to be in that select group.

Offer a payment plan if that's appropriate for your product. But almost immediately say something like:

Then simply ask them to click on the buy button. Otherwise it really isn't a call to action.

# **Summary - Part 10 - Price Justification**

- 1. Pile on the statistics
- 2. Add up modules and bonuses
- 3. Offer payment plan
- 4. Issue call to action

# Part 11 - Urgency



## Followthrough is required

Immediately following this you must create urgency. The truth is we are not so good at following through on our own best interests most of the time. So it's up to us as marketers to help people make the best decisions they can when it comes to our programs.

This is an example of using the concept of scarcity.

It's perfectly OK to create scarcity out of thin air. Without it, no one would ever get anything done. Scarcity does make things more valuable. Scarcity is the entire basis of the free market economy, or any other economy for that matter.

One way to "do" scarcity properly, is to have an offer that expires at a given time; for example, an early-bird discount. The discount expires at a pre-determined time, and this seems to bring in a lot of people at the 11<sup>th</sup> hour. (See what I mean by created urgency?) Only don't blow it by keeping the offer up one minute longer than you tell them it will be there. By undercutting your own words like this, trust is damaged.

Other forms of urgency involve having limited numbers of items for sale, that the program is going off the market, or that you will only be allowing a limited number of people into the program.

Or combine them to layer on the scarcity. But don't take it too far. Then your credibility takes another hit.

You may wonder if all this scarcity business is a good idea or if it seems kind of scammy. Well, the truth is, when the offer is open-ended, almost no one takes it. So you're better off creating some scarcity for everyone's good, then sticking by your guns, which creates exactly the scarcity you've promised.

### Summary - Part 11 - Urgency/Scarcity

The following can be used one at a time or in some combination:

- 1. Create a time limit on early-bird price
- 2. Restrict number of participants
- 3. Restrict number of items for sale
- 4. Take program off the market

# Part 12 - Final Call to Action



### **Tough Love**

Now we're going to close one more loop we created near the beginning of our video. This was where we began telling a story about someone who was in trouble because they didn't have our solution.

Don't make a big deal out of this, but do mention in passing that this person was able to solve their problem by using your program. This should turn out to be a Security Story. Remember how people generally value security over crazy success.

It's now important that you emphasize the futility of your audience continuing the way they're going without doing anything effective about it, that they must make the commitment to themselves if things are really going to change in their lives, and that this is the hands-down best way for them to do that.

However, don't let yourself get preachy here. Stay positive and supportive all the way through this tough love section. Try saying something like the following as your video comes to a close:

"To enroll in this course, click on the button below and register right now. I'll see you on the other side."

But there's one more thing you can do. After you leave the video, have some video testimonials or edumonials playing for as long as you have them. It's great background music for someone filling out an order form.

# Summary - Part 12 - Call to Action #3

- 1. Bring out the pain of staying in place
- 2. Issue simple call to action
- 3. Run testimonials at end of video

# **Next Steps**

#### **Process Overview**

Once the script is written, you'll do a number of things:

- 1. Storyboard the video
- 2. Record the audio
- 3. Collect the images
- 4. Shoot live video
- 5. Find some music for the intro, outdo and music bed
- 6. Prepare any PowerPoint or Keynote slides
- 7. Import all your materials into Camtasia (or other video editor)
- 8. Follow your storyboard as you put everything together

In the next module, we'll go over this in detail.

For now, dig in to your service or product and write that video sales letter!