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Creating Web Video Scripts That Sell!



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Why Do You Need A Script That Sells?

Recently, there has been an explosion in web video. Many marketers now use web video only to sell their products and services.

Why is this happening?

The most important reason is that video works. They can dramatically out-pull pages of sales copy.

When visitors hit your sites, there's no heavy reading. Just sit-back, relax, watch, listen, and read short captions.

Multiple senses are engaged. Your message is consumed more easily.

However, if you have ever tried using video, you may have found that it didn't affect your sales much. Your sales may have even bombed.

You see, there's a myth going around about video. There's more to it than meets the eye. It's not "Just talking" or creating something that's visually appealing.

Rather, the same persuasion techniques you would normally use if you were selling one-on-one in person or in a salesletter go into your video.

If it's lacking, your prospects shrug. Your video fails to resonate.

In other words, you need a video script for video profit success. And not just any script. You need one that sells your product or service like crazy.

Then, you won't go through all of the trouble to create a video and watch it bomb. But, you get a video that connects with your prospects and sends your sales soaring.

You make video work for you. Even better, it reduces the need for elaborate time involved videos that are difficult to make on your own.

If you use the right persuasion techniques, your video can be simple as a

PowerPoint presentation or you talking in front of the camera if you prefer.

Though visuals enhance your videos. Words are your most powerful tool at your disposal to attract attention, persuade, and close sales.

Let's move on to talk about how this is done.

If you want more specifics on creating the actual videos, check-out a software to make it easy called, "Instant Video Suite" at:

→ [Instant Video Suite](#)

The Ingredients of a Profitable Script.

There is not a one size fits all when it comes to your video. The length and contents of your video is going to vary.

The key guideline is that it needs to be long enough to say what you need to say, starting from the conversation taking place in your prospect's mind to a point where he or she is enthusiastic about buying.

For instance, let's say you're selling gift baskets. The conversation going inside your prospect's mind might be something like this:

- I need a last minute gift and it has to be there in five days,
- I want to impress (or make happy) the person I am sending it to,
- I want a lot of bang for my buck,
- I want to ensure it's as good as it looks in the picture when it gets to its destination.

Your video is then going to address the concerns. It might be a short demonstration of the product, a reminder that it will be shipped-out quickly and you may even cover your guarantee.

It's likely not going to be long. On the other hand, if you're selling an e-book on how to lose weight or quit smoking, there's a LOT more to say. There's a lot more going on in your customers' minds.

Let's talk about a formula for creating a winning script:

- I. Qualify and hook.** Once your video starts playing, you may only have grabbed attention for a short time. To keep it, you need to communicate to your viewers that what you have to offer is for them and that's it's worth their time to discover.

The first way to do this is by using qualification. This simply means telling prospects that this is or is not for them.

For instance, you might say, "If you've tried to lose weight, then you know how

difficult it can be.” Or, “If you're living pay-check to pay-check, you know it's not fun.”

Essentially, you're talking to the person who is most likely to buy and nobody else.

Once you've qualified your prospects, it's important that you mix in benefits of what you have to offer quickly. Answer why watching is worth your prospects' time.

Examples might be that he or she is about to save money, make money, save time, save effort, and so on. Moreover, and this is important, you can't get these benefits as quick and easy anywhere else. Your offer (not necessarily product/service) is unique.

II. Agitate The Problem.

You want to quickly move in your video to begin discussing the problems the client has and what it means to his or her life.

Let's take an example. Your target customers may be established small business owners to increase their profits.

This person has a lot on his or her plate. Employees, surprise bills, and constant demands on time and energy come from not just work, but when he or she gets home to see the family.

If only there was a way to either make more money or save time and energy, this means a world of difference in his or her life.

III. Solution.

After you've made clear the need for your product or service, it's now time to reveal it.

Your solution should be the cure to at least some of the problems your customers face. Ideally, it should be quick, easy, and work fast... at least more so than any other possible solutions out there.

The reasons your product or service is the end-all-be-all solution should be highlighted here (even if it doesn't solve everything, it does solve something).

IV. Show Proof/Testimonials/Demonstrations.

Now that you've highlighted why your solution is the cure to the problem, it's time to prove or give credence to your claim.

You can do this with testimonials, product or service demonstrations, before and after pictures, and awards that resonate (not just any) with the prospect.

If you have a software product, this is the time to show a demo of it.

In addition, if it's a service, you might spend time explaining your own credibility.

V. Paint a picture of ownership

Finally, it's time to move toward closing the sale. At this point, the viewer should now desire what you have to offer and have at least some belief that you're the real deal.

Now it's time to paint a picture of what ownership means. Get viewers to imagine already owning your product or service.

For instance, let's take a time management system for entrepreneurs. Owning this means getting more done, doing a better job, which then results in making a better impression in others and ultimately higher profits. At the end of each day, the customer feels fulfilled. He or she has a more balanced life with time spent with friends, family, and at work.

On the other hand, if he or she takes no action, the picture does not look so bright. He or she earns less, has more stress, and knows eventually consequences are soon to follow for not using his or her time to the fullest.

VI. Explain why.

At this point, you can safely get into some of the explanation behind your

product or service. Answer why it works and why you're offering it.

If you want others to follow you and gain repeat customers, they need to know that your motives are in the right place.

Of course, there's always a temptation to answer this question by saying the often not completely true reason that you just want to help others.

Instead give authentic and real reasons. Maybe you do want to help others, but you also figure that this is a great way to make a living offering this product or service.

Or, if your product has drawbacks in how it works, explain why the drawbacks exist, but don't mean you can't get a lot of value. For instance, your diet may take longer than others, but that's because it's realistic and you can stick with it as a result.

VII. Call to action.

At this point, your customer is either ready to buy or the amount of information he or she needs to seal the deal is almost there.

Go-ahead and call on your viewer to take action and buy or get more information below your video.

Remind him or her of the benefits he or she is about to gain for taking action and the cost of inaction.

And that's it. If you're selling with just a video, then it's going to be longer than if it's in addition to sales copy. But, no matter the length, these core ingredients should be included.

Once you're done creating your video, you need to put it on the web. A software to make it easy has been created called, "Video Web Wizard." Get the details at:

→ [Video Web Wizard](#)

How To Use Your Video When It's Done.

After your video has been completed, you've got to put it into action.

There are four key places where you can use it:

- 1. On your opt-in/lead generation page.** This is often the first page visitors hit. It should be short and to the point to build excitement for what you're offering.

A solution to attract attention to your video is to use glide overs. See how it works at:

→ [Video Pop-In Genius](#)

- 2. On your salespage.** There are several ways you can use videos on your salespage. It can replace salescopy completely, be used in combination with a full salesletter, or be used in combination with limited copy, such as just having a headline.

You also might place your video within your salesletters to emphasize key points. For instance, you might place a short demo video in the appropriate place later in your copy.

Which option you choose, depends on what's included in your video and the traffic that's hitting your site. A headline and additional copy can be very helpful when your traffic does not know you and is hitting your site cold.

- 3. Use sales videos in your autoresponder series.** Video can help sell your own or additional products to your customers.

Generally, these videos may be more proof oriented since it's going to folks who've already opted-in to receive communication from you or have bought from you. This means they might focus on case-studies or demonstrations.

- 4. On video distribution sites.** A great way to bring people into your business is through popular video submission sites, such as YouTube. Countless millions of people use these sites and their traffic is beginning to

rise to Google levels (which dominates the web).

For success on these sites, your video needs to be less sales oriented and more content oriented. You might do a demonstration, an interview, and so on.

For more tips and strategies on how to market your videos, check-out a new guide over at:

→ [How to Market Your Videos](#)

Recommended Resources:

- [Easy Web Video](#) – Easily Put Video On Your Website.
- [Video Web Wizard](#) – Another solution to put video on your website.
- [How to Market Your Videos](#) – How to promote your videos.
- [Video Pop-In Genius](#) – Draws attention to your sales video.
- [Affiliate Sales Video](#) – Make money using sales videos even if you don't have your own product!
- [Instant Video Suite](#) – Makes creating your videos easy.