**THE TESTED AND PROVEN   
12-STEP VIDEO SALESLETTER TEMPLATE**

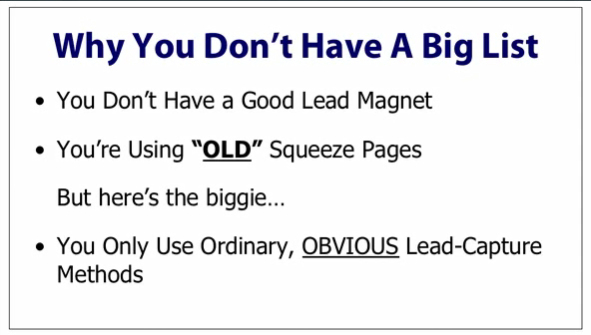
**12-Part Video SL Outline**

1. Attention-Grabbing Greeting
2. Identify Problem (And Promise To Solve It)
3. Establish Video Scarcity
4. Aggravate the Problem
5. Provide the Solution   
   (i.e. Your Product)
6. Features and Benefits

**STEP 1:   
GRAB THEIR ATTENTION**



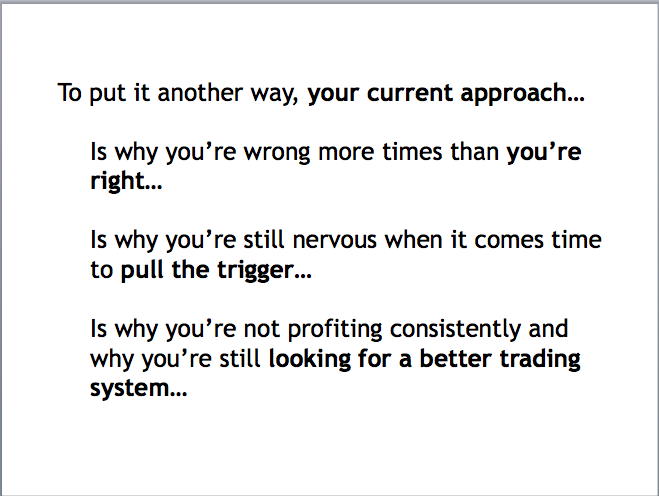
**STEP 2:   
IDENTIFY THE PROBLEM**



**STEP 3:   
ESTABLISH VIDEO SCARCITY**



**STEP 4:   
AGGRAVATE THE PROBLEM**



**STEP 7:   
CTA #1 (DESIRE)**



**STEP 8:   
PRESENT CREDENTIALS**

**(PROOF, RESULTS, EXAMPLES, TESTIMONIALS, ETC.)**



**STEP 9:   
GIVE GUARANTEES**



**STEP 10:   
CTA #2 (LOGIC)**



**STEP 11:   
GIVE WARNINGS**

*“How will tomorrow be any different than today?”*

*“Like always, I’m only releasing 500 copies of this training, and then it’s going back in the vault…”*

*“Stop fooling yourself…the definition of insanity is doing the same thing and expecting different results…”*

*“Like my daddy used to say, ‘The world needs ditch-diggers, too, son…’”*

**STEP 12:   
CTA #3 (FEAR)**



That’s precisely a sample to follow when creating a video sales letter. You don’t need to be an expert copywriter to write a video sales letter that converts at 5% or better.

All you need do is ‘’RE-INVENT THE WHEEL’’!

Good luck!

Danny

And, mind you, here’s a powerful template from Colin Theriot: an advanced marketer. Adopt and use in your sales copy.

I bet you’ll love it!

**Colin Theriot Sales Page Template**

Prehead: States the big problem...

Headline: Connect the prospect and the point of

pain to the promise of a solution

Posthead: Additional big benefit in addition to the above

Subhead:

Optional - Early CTA and Buy Now Link (if part of a launch)

Hi there, It's me...

Introduction to you and your expertise, and what the letter is about. Use a typical letter-type intro. Oncamera video teaser optional. Reinforce that you will be solving the problem promised in the headline. (Reference the W,W,W,W,W,H,WI)

Subhead:

I used to be like you.

Revelation about your experience with the problem in the past. Reinforce that you know where they are coming from as relates to this problem. (Reference the W,W,W,W,W,H,WI)

Subhead:

Do you suffer from these experiences?

 FDD Bullets From Worksheet.

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Subhead:

But then it all changed.

Tell the story of how you overcame that problem. Talk about how the solution changed things for you and everyone else who tried it. (Reference the W,W,W,W,W,H,WI)

Subhead:

Don't just take my word for it.

Testimonials to reinforce what you just told them, that what you've got is the opposite of the   
negatives above. We're not looking for results-based testimonials at this point, but rather   
emotion-based one - they love what they got, they trusted their gut, they are satisfied with the   
solution.

Subhead:

Why does this work so much better?

Tease a few of the benefits without revealing the true nature of the product. This is an optional section, but it can help build a little more suspense before we...

Subhead:

Introduce the product.

Use pictures and describe it thoroughly. Break down the content in a sensible way so you can describe it and make it seem massive and awesome.

 FAB Bullets from the worksheet go here. Depending on the offer they ARE the product   
 description, or they simply boost it. Use the raw materials however it makes sense.   
 FAB Bullets

 FAB Bullets

Subhead:

What's the catch/cost?

Address their skepticism directly at this point. Here we do price anchoring (this is what this SHOULD cost compared to competition) and valuation (Here's what each of these would cost on their own), then price warning (But you don't pay anywhere near that). At this point, we delay revealing the price for building yet more suspense and anticipation.

Subhead:

Wait, there's more!

Reveal bonuses with Valuation. We're trying to increase desire here by adding even more value to what   
they've already been told is a bargain. If you can make the bonuses time-sensitive even within the   
customer base (First 5 people get something amazing.) Bonuses can each have their own FAB bullets,   
too.

Subhead:

Amazing Low Price Offer!

Reveal actual price after a super-short summary. You get X, Y, and Z worth $XX,XXX. For a limited   
time you also get A, B, and C worth $XX,XXX. But if you act today, you get everything for only   
$X,XXX!

Subhead:

90% Risk Free!

Reveal Guarantee and any Risk Reversal. Make it okay to surrender to the impulse to buy. What

people want is to know that they can get their money back if they don't like the result. If you can

promise that and make it happen, do it. This is about making it okay to be excited by everything that came before because it's totally SAFE.

Subhead:

Urgency (Optional)

If you have a way to make it so, this is a good spot to add in any element of urgency, or stress any

limited time or quantity nature of what you're offering. Play this off the fact that it's already risk free, but they can't wait forever if they want the best offer.

Subhead:

It really works!

Testimonials that talk about results and outcomes. Here is where we can get tangible and talk about specifics of the product and the results it provides. We've already made the emotional case and are now trying to provide logical justification to validate the purchasing decision   
they've already made.

Subhead:

Here's what you get -

Final Summary of offer, bonuses, and guarantees. Can be a bulleted list with price points for each item with a value total with a strikethrough and 2nd mention of the actual price. Remind them of the results you got for others.

Call to Action. STRONG - tell them what to do and what they will get. If you want to get supersneaky, you can even tell them how to feel be reminding them how the testimonial folks feel.

Recap the biggest benefit, the main solution to their problem, and re-state how quickly they can expect relief. Describe exactly what happens after they buy, and remind them that it's risk free.

Buy Now Button.

Thank them for reading, express your hope that you will get to continue this relationship with them and possibly even presume it, (See you inside!)

Signoff like a letter,

With your name

And maybe another picture

P.S. Detailing a final reason and benefit to consider the offer. I like to re-stress the What-Ifs from the W,W,W,W,W,H,WI.

2nd Call to Action

and 2nd Buy Now Link.

P.P.S. Remind them of any scarcity or limited nature of the offer. Remind them that it's totally risk free. Let them know they may regret changing their mind later if they leave now and reconsider.

3rd Call to Action

and 3rd Buy Now Link.

P.P.P.S. Optional, but stress they've made it to the end and are still reading, there must be a reason. Trust their intuition, and you'll be proven right.