



How to Write and Create a Content-Driven Video Sales Letter

By

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One of such is ME.



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Special Thanks

Special thanks to: My Dad; John Migiano, my mentor; Michael Baptiste, all of my virtual staff, my coach Greg Davis; YOU most especially for getting this guide, and the creator of heaven and earth for seeing me to this day.

Thank you.

I love and appreciate you!

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My Personal Journey to Discovering Video Sales Letters



I did not stumble on the technique of video letter writing by accident; I discovered it after years of hard work and researching ways to make better conversions from my regular sales letters.

After years of writing regular sales letters and making thousands of dollars for my clients, I became unsatisfied with the results I was getting- *call me Oliver Twist but I always want more.*

I felt that I could get better results and make better sales conversions if only I found a way to beat some of the embedded problems of traditional sales letters.

Traditional sales letters are great and convert well but they come with some inherent problems which I would explain below:-

The chances of conversion were already automatically reduced because readers couldn't read with an open mind. A lot of the people you send sales letters to, already recognize it for what it is; ***an attempt to make them buy something.***

So most of them would have already 'judged' your intentions before reading the letter or getting to learn about the product or services and how it can be of benefit to them. Some others would simply scroll down absent-mindedly to where the price is listed and decide that it's too costly without even learning the benefits and doing a proper cost-benefit analysis.

Another inherent problem of traditional sales letters were their boring nature- yea, traditional sales letters are simply boring when you consider the short-attention span of most internet users today.

Most traditional sales letters end up in the recycle bin of more than half of the recipients because majority of people cannot be bothered with reading long pages of boring sales letters. Now, I'm not saying the normal "page" sales letters don't work well, or convert, I'm just letting you know the new trend, and why you should quickly move along that trend.

So I thought to myself; how could I solve this problem and get more people to read my sales letters and get them to respond positively?

I figured if there was a way to make people read without having the feeling that they were actually reading and also take the controls away from them so that once they start reading, they have to read the entire sales letter to the end without skipping any part or rushing to view the price of the product or service being promoted, I would get better results.

I discussed this with a friend and he suggested I try video sales letters which were a relatively new concept at the time.

When he mentioned it to me, I wasn't so eager to try it because it sounded to me like a very complicated process and something I would have to go through some special prolonged training for. I discussed my fears with him and he convinced me that video sales letters were the perfect solution I was searching for because-:

- **Video Sales letters have a higher conversion rate of up to three times more than traditional sales letters.**
- **You could design your video sales letters in such a way that the controls are taken away from the reader. They cannot forward or stop the video once it starts playing automatically so that you get the chance to build value for your products and services in the mind of your readers.**
- **Readers/Viewers don't see Video Sales Letters as sales copies but as interesting content that seeks to 'teach' them a few things. So this way, they get to keep an open mind.**
- **A complete idiot (*pardon my French*) can create video sales letters because they are very easy to learn to write.**
- **You would save a lot of money as you do not need to be an expert copy writer to write your own video sales letters.**

With all of these benefits analyzed for me, I didn't have a choice but to give this new 'conversion magic' a trial. One leg in and here I am today; I have made a lot of money for myself and my clients.

I refuse to be selfish. So, I have taken the time to put together this strong report to help you learn how to create your own powerful Video Sales Letter which would convert like crazy and help you make some cool bucks while saving up on some of the money you would have paid a copywriter to help you draft a traditional sales copy which would still have made you less sales conversions.

Introduction

Text sales letters work well. They're proven and time-tested. You can get a pretty darn good conversion rate with them.

But you know what?

Some people hate reading. Here in the mobile age, people with short attention spans can't be bothered to focus long enough to read a sales letter – especially if they're trying to read it on a smaller mobile or tablet screen. But toss up a video sales letter for them, and they're all over it like white on rice.

That's why you need to start creating video sales letters. It's a lot easier than you think, especially if you use my **S.A.L.E.S. formula**:

- 1. Summarize the Product**
- 2. Anticipate the Market's Desires**
- 3. Leverage the AIDA Formula**
- 4. Edit the Content**
- 5. Set Up the Video**

It's a simple formula, but you'll soon see just how quick and easy it is to get your first video sales letter up so that it can start converting prospects to customers and putting cash in your pocket.

Let's take a look at each of these steps in detail...

You ready? Let's roll!

Step 1: Summarize the Product



Before you start creating your video sales letter script, you need to determine the main features and benefits of your product.

Take note...

Features are parts of the product, while benefits are what these features do for people.

Examples:

- A feature of a computer is its 8 gigs of RAM. The benefit of 8 gigs of RAM is that the user can multitask and perform heavy-duty tasks such as video production smoothly.
- A feature of a content package like Contentaire.com is that it includes dozens of "fill in the blank" templates. The benefit is that these templates allow people to quickly and easily create powerful sales

letters, emails and other content - no copywriting experience required.

- A feature of a weight loss product is the included recipe book. The benefit for users is that they can easily create delicious yet nutritious meals - no calorie counting required.
- A feature of a product is that it's available as a .pdf. The benefit is that customers get instant gratification - they'll get immediate access to their product, even if it's 2:00am. The second benefit of a .pdf book is that it's readable on both Windows and Mac computers.

Generally, people are most interested in the benefits of the product. They want to know what the features will do for them. They want to know the answer to the question, "What's in it for me?"

Example: Just take the example of a computer. Imagine you know absolutely nothing about computers, but you're getting ready to buy your first one. If the manufacturer just listed features, it would look like mumbo jumbo to you...

- 8 gigs of RAM
- 4th generation i7 processor
- 1 TB SATA drive
- 15.6 inch TrueLife display
- Windows 8.1 OS
- (and so on)

Just listing the tech aspects makes it look like a foreign language. That's why computer manufacturers who're appealing to the beginner to intermediate markets will explain what benefits these features offer the user.

Example: Go to Dell's site and you'll see they'll list just how many pictures, videos and other bits of data you can store on their various hard drives. As such, even if "1 TB" of hard drive space is relatively meaningless to the prospect, they'll still understand the benefit – they can store a lot of stuff!

Dell will also tell you if the processor will suit your needs (e.g., "lightning fast processor – perfect for users who need to surf the web, check email, do office work and light gaming...").

And so on down the line... Dell explains every feature by touting that feature's benefit.

You need to do the same thing. Even if your features aren't technical, your users may not immediately grasp what the benefit is for them. Don't make them guess—tell them!

So, with all of this in mind, your first step is to list ALL the features and benefits of your product or service.

Tip: You might even ask a good friend or colleague for their opinion, because sometimes when we're so close to our product that we don't even see some of the minor benefits.

Once you've listed on the benefits of your product, then move onto the next step...

Step 2: Anticipate the Market's Desires



Your next step is to understand your target market. That's because you can only speak to your target market in a way that will connect with them if you truly understand their desires, hopes, fears and problems.

Let me give you an example...

Example: Let's suppose you own a car dealership, and a woman walks into the dealership looking to buy a used minivan.

Although she hasn't mentioned it yet, the reason she wants a minivan is because she wants to go "vehicle

camping" out in the woods, so she plans on taking the back seats out and putting a mattress on the floor.

Now let's suppose you just assumed she is a "soccer mom." You launch into a sales spiel about how a certain minivan has enough room for all the kids, plus two DVD players and screens to keep everyone entertained on long trips. You might mention how easy it is to get a child into the vehicle with the automatic sliding doors.

Guess what? Your sales pitch would fall completely flat, because you're not tailoring the pitch to your prospect's needs and desires.

Same thing happens no matter what you're selling.

Example #1: If you're selling a weight loss book and your market is focused on looking good on the beach, then you're not going to move too many sales if you focus on how the diet lowers one's cholesterol.

Example #2: If you sell home business information to stay-at-home moms, then talking about how they can use their business proceeds on a flashy sports car isn't going to fly with this market. This market is more interested in bringing in a steady paycheck to provide for their family and occasionally enjoy a nice family vacation.

Again, you need to understand your market's desires inside and out so that you can tailor your video sales letter in a way that connects with your audience.

So, how do you crawl inside your prospects' heads? You need to study your market as much as possible. Here's how:

- **Become part of the market.** If at all possible, spend a few days or weeks being part of the market.

Example: If you're targeting those wanting to lose weight, then go on a diet. If you're targeting golfers, then take up golfing. If you're targeting bodybuilders, then start lifting weights.

By doing the activity for yourself over time, you'll start to understand your market's problems. For instance, once you get on a diet, you'll quickly understand how dieting can create cravings, irritability, hunger pangs and even food obsession. You may not have truly understood what this is like until you did it for yourself.

- **Talk to your market.** Another good way to get inside your prospects' heads is by talking to as many members of your target market as possible.

Go on niche forums, blogs, Facebook groups and even attend offline meetings. Listen to what they talk about, and ask questions where appropriate. You'll quickly discover patterns which will tell you what frustrates your market, what they want, and what they need.

Tip: Just don't identify yourself as someone looking to sell to the market, otherwise you may get biased answers. In other words, do all of this as naturally as possible.

Once you've spent time with your target market, then answer the following questions to the best of your ability to "profile" your ideal customer:

- What is your prospect's age?
- Gender?
- Where do they live?
- What is their education level?
- What kind of job do they have?
- What is their income level?
- What do they like to do in their free time (hobbies/passions/etc)?
- How do they spend their extra money?
- What is their biggest problem? What frustrates them?

- What do they believe are the shortcomings of current solutions on the market?
- What do they like about the existing solutions?
- What sort of “ideal” solution do they want?
- What else do they want? (With regards to the niche.)
- What motivates them?
- What do they worry about?
- Do they use any sort of jargon? (If so, list some of it, such as niche relevant acronyms.)
- What else do you know about this market?

Once you’ve completed these questions, you should have a pretty good idea of how to connect with your market, because you’ll understand their hopes and fears. Now you can move on to the next step...

Step 3: Leverage the AIDA Formula



Now it's time for you to write the script for your video sales letter. Although speaking rates vary, you can aim for about 700 words for every five minutes of video. Generally, your video sales letter will be about five to ten minutes long.

A few may be shorter, and a few may be longer, but your best bet is to aim for something in five minutes or so range.

Okay, in order to create this video sales script, you're going to use a formula called AIDA. Here's what it stands for:

- **Attention:** This is where you start your video by promising a big benefit. You might even arouse your prospect's curiosity.

- **Interest:** Right after you've nabbed your prospect's attention, then you need to hold their interest. You do this by letting prospects know you truly understand their problem. You can do this by telling a story, or you can do this by simply talking about how frustrating the problem is. In other words, you remind your prospects of the pain of the problem... and then you let them know you have the solution.
- **Desire:** Once you've introduced the solution (your product or service), then you build desire for it by sharing all the benefits. Let your prospects know what this product will do for them, and explain to them why they should get it.

In addition to building value for your product, you'll also overcome objections in this part of your video by offering a guarantee and sharing any proof that the product works (social proof like testimonials or case studies, as well as other forms of proof like "before" and "after" pics).

- **Action:** At this point, your prospects really want your product, which is why your final step is to call them to action. This is where you specifically tell them to order, as well as giving them a good reason to order now.

Now let me give you an example template script that pulls in all of these elements. You can use this template structure to create your own script...

I've labeled the parts of this script so that you can see how the AIDA formula works.

<Attention>

If you're tired of [experiencing some bad thing like, "looking in the mirror and not liking what you see"], then I have some good news for you: Now you too can [get some good result, like: "shed the weight quickly, safely and easily - with no hunger pangs and no cravings... guaranteed]!

<Interest>

I know what it's like [when have some bad experience, such as "you can't lose weight"]. You feel [describe unpleasant feelings]. Sometimes you [describe frustration].

And you try everything, including [describe solutions the person may have tried (e.g., "starving yourself to shed the fat")]. But it doesn't work. Seems like you always [describe how person ends up back where they started].

It's frustrating, because you just want [describe the market's core desire - what do they really want?].

If any of this sounds familiar, then I have some great news for you.

Introducing [name of your product] - this is your answer to [the niche's problem]. At last, now you too can [get some good result].

<Desire>

You see, this product isn't like all the other [type of products, like "weight loss] products you've tried before. This one is different because [describe how your product is different from the competitor's product - this is where you can insert your unique selling position, which is what makes your product different and better than the competitors' products].

Here's why you'll like this product...

First, [describe biggest benefit, such as "you'll lose weight without feeling hungry or feeling deprived"]. That's because [where applicable, describe how the product makes this benefit possible].

Another benefit of this product is [describe another benefit].

You'll also like this product because [another benefit].

[Go on to describe other benefits of the product - basically, give prospects the reason why they should buy it. Say things like, "You'll love how easy this product is to use, because [enter reason]." And, "You'll discover the secret of [getting some big benefit]..."]

Now listen, I know you've tried to [get some good result] in the past and it didn't work out. The same thing happened to [name of person giving a testimonial]. However, just listen to his story...

[Preferably insert a video testimonial]

Or take a look at [insert other proof - more testimonials, before and after pics, screenshots, whatever proof you have].

Listen, if these folks can [get a good result], then you can too. In fact, I guarantee it.

That's right, I'm so sure [name of product] will work for you that I'm prepared to put 100% of the risk on my shoulders.

You don't have to say yes today - all you have to say is "maybe." Simply order the product, download it, and use it for a full [length of time, such as 90 days]. If you're not absolutely convinced that this is the best way [to get a good result/benefit], simply email me and I'll cheerfully refund every penny - no questions asked.

<Action>

So here's what I want you to do...

Take out your credit card right now and click the "order now" button below this video. You'll be taken to form where you can order this complete [package/system/guide/etc] for just [\$X] - that's less than [compare the price to some common thing to help justify the cost, such as "that's less than a small pizza"].

Tell me, isn't [some possession or factor like "your health" or "your happiness" or "your business"] worth at least that much to you?

Of course it is. So click the button below to get started right now, because you deserve to [get some good result]...

So go ahead and use that template above to create your script, then move on to the next step...

Step 4: Edit the Content



Now that your script is finished, it's time to put the polishing touches on it.

The first thing to do is to read the script out loud – this will quickly alert you to any clumsy sentences or words that won't quite sound right on the video. Smooth these rough patches out, and then read it all out loud again to see if it sounds good.

Secondly, check the length. Very few people will have the patience to listen to a long video, so try to keep it right around five minutes if possible.

Next, check the content itself. Ask yourself these questions:

- Is there anything redundant?
- Is any part of it irrelevant?
- Do you keep the focus of the script on your buyer, his problems, and how you'll solve those problems? (Be sure to use the word "you" generously, while infrequently using words like I, me and mine.
- Are there any places where you mentioned the features of the product, but didn't talk about the corresponding benefits of those features?
- Do you give your prospects a strong reason to buy the product?
- Do you build value for the product?
- Do you offer proof that your product works?
- Do you overcome any possible buyer objections?

Note: Basically, if there is anything about our product that may be perceived as a flaw, explain or justify this flaw – turn it into a perceived asset, if possible.

Example: Let's suppose some people in your niche have complained that other similar books are short. If your book is short (a perceived flaw), then you might say it's short because there is no fluff, no filler – it's straight to the point so that busy people can solve their problems faster.

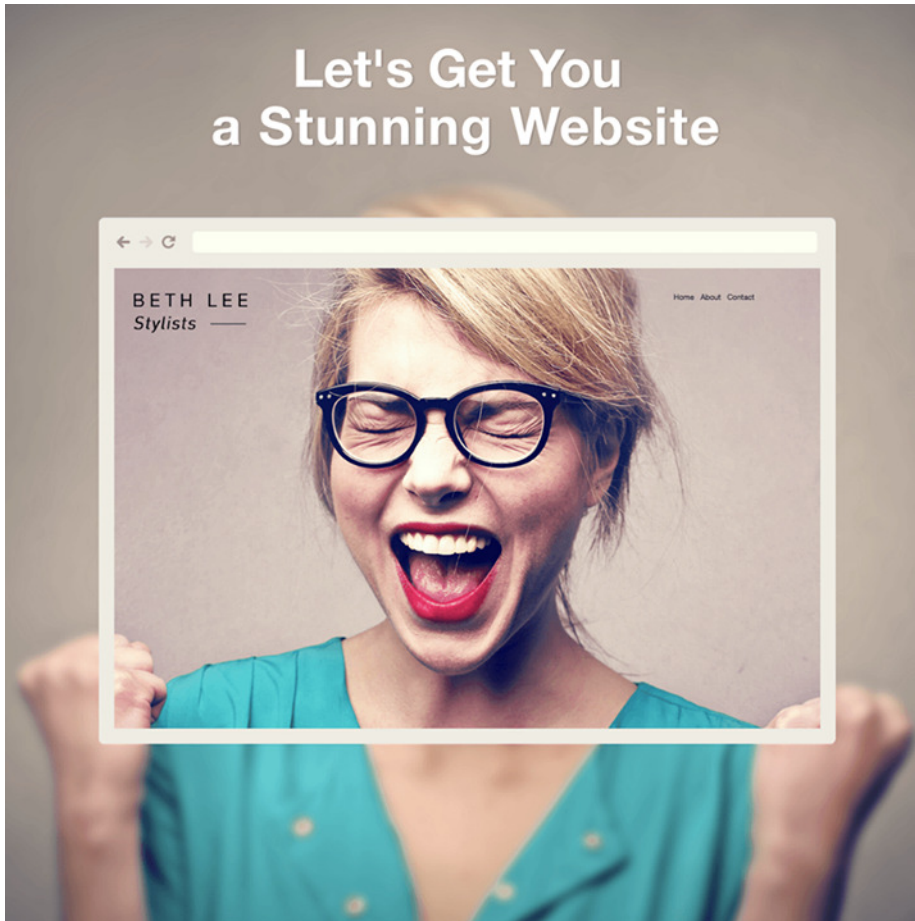
Now the length of the product isn't a flaw... it's an asset.

- Do you justify the price?
- Do you offer any bonuses to sweeten the pot?
- Do you provide a strong call to action?
- Do you create a sense of urgency? (Give people a reason to buy now.)

If you have any problems with the above factors, then go through your script again to fix them, and once again read the script out loud.

Once you're satisfied that you've made a persuasive case as to why the prospect should buy your product, then move onto the final step...

Step 5: Set Up Your Video



You've got your script. Now the final step is to create the video itself.

You can do this in your choice of the following formats:

1. A slide presentation format.

Here you'd use a tool like PowerPoint to present the slides and Camtasia to record and edit the video. You'll also need a good mic on your camera to do the script work.

Tip: You may also check out <http://animoto.com/> to create your video.

If you don't want to do the voice over work or create the slides, then post a project on a freelance site like elance.com or odesk.com. If you just need someone to do the voice-over work, you may check voices.com to hire a professional voice-over artist.

You'll need to create some sort of graphics for these slides. In most cases, you'll want to show your product on the video.

Examples:

- If you're selling software, then demonstrate the software using Camtasia's screen recording feature. Show how easy it is to use and talk about the benefits of the product.
- If you're selling access to a membership site, then give prospects a peek inside the site. Get them excited about all the membership benefits.
- Even if you're selling ebooks or reports, you can show the inside of the product - show the table of contents, show any tools inside the book, show any significant chapters, etc.

In other words, show your product as much as possible, as it helps people imagine what it would be like to own the product.

For other graphics and illustrations, check out stock photo sites like depositphotos.com and graphicstock.com.

Tip: If you're doing slides or demonstrating the product, be sure to keep the video moving along at an exciting clip.

You don't want your viewer to get bored by looking at the same thing on the screen for large amounts of time.

You should be changing the view as often as every five to seven seconds to keep your viewers engaged.

2. A “talking head” video.

Depending on what you’re selling, the video would show you talking and/or demonstrating the product. You’ll need a good camera, good lighting and backdrop, and good quality mic to pick up your voice.

These take less time than slide-presentation videos since you don’t need to create graphics or slides, but you do need to present yourself professionally.

Naturally, you can hire actors to do this for you. Otherwise, spend time watching infomercials or other sales videos to see how marketers present their products.

For example, check out this two minute infomercial for ShamWow:

https://www.youtube.com/watch?v=OST_yFbuDrk – this will give you a good idea of how to demo the product and pace your video.

3. A “quick draw” or other animated video with illustrations which match your script.

You may need to hire someone for this. Search “quick draw video” on Google, or post a project on a freelance site like elance.com or odesk.com. While these quick draw videos are impressive, they also tend to be the most expensive option. (Unless, of course, you know how to do these videos yourself.)

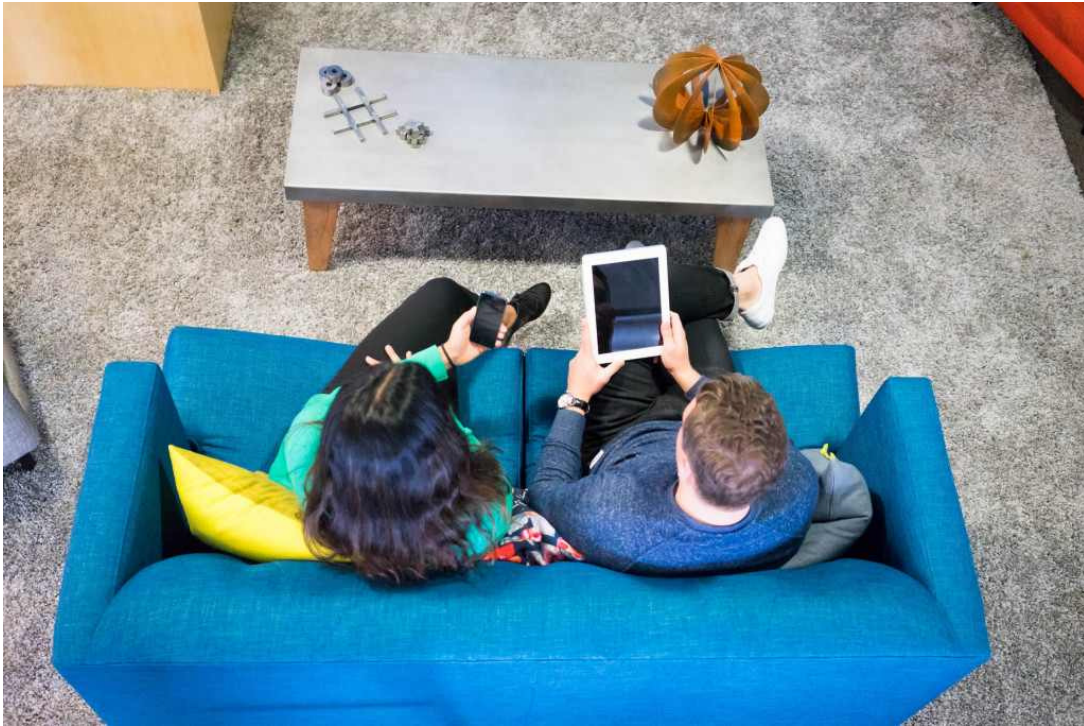
Here’s an example of a “quick draw” sales letter video:

<http://www.truthaboutabs.com/men-get-lean-abs.html>

Which One?

It’s your choice which style you use. What you’re selling is one determining factor, as some products (like software) work better for demo-style videos. Take some time to look at your script, ponder your product, check out your budget... and then choose the format that works the best for your needs.

Conclusion



Congratulations – you now know how to create your own high-converting video sales letter! Now you too can capture those prospects that prefer video, the mobile phone users, and anyone else who'd rather watch your presentation than read it.

So let's quickly recap the steps:

1. **Summarize the Product** – this is where you list the features and (most importantly) the benefits of your product.
2. **Anticipate the Market's Desires** – here you learned about how to connect with your audience.

3. **Leverage the AIDA Formula** – this is where you write the script and arouse attention, interest, desire and action.
4. **Edit the Content** – here you read the script out loud and polished it to a high shine.
5. **Set Up the Video** – finally, this is where you learned how to create the actual video itself.

Point is, you have everything you need to start creating your videos!

Conclusion

One thing you certainly must have figured out is that creating your own video sales letter is not only easy but dirt-cheap. You now have the power to generate more sales conversion in your hands; Goodbye to paying through your nose for boring and poor conversion sales letters.

Now, what are you going to do with this power in your hands?

Keep winning,

Daniel Adetunji (A.K.A. Danny Young)