

"12 Part Video Salesletter"

To script out your video salesletter before you create the slides in Keynote/Powerpoint I suggest you create a mindmap with the 12 topics as branches and then add any ideas for content there. This way you can easily rearrange things and you see at a glance where you need more material. You can use free mindmapping software such as [FreeMind](#). Once your mindmap is done, you can go ahead and create your slides.

1. Attention Grabbing Greeting

- shocking facts
- shocking statistics
- shocking situation

2. Identify Problem

- "Is this for me?"
- Why do they have it?
- Promise to solve it.
- e.g. story of how they go through the problem

3. Establish Video Scarcity

- i.e. a reason why they should watch the full video NOW (e.g. because you're just testing and will take it down, or because you want to show it only to a limited number of people, or because you don't want your secrets to become common knowledge so you'll leave the video online only for a short period of time)

4. Aggravate the Problem

- WHY are they having this problem
- and how does it show?

5. Provide the Solution

- Show Product Image
- also here you can tell the quick story of how you came to invent your system

6. Features and Benefits

- (incl. side benefits)
- start with general benefits of how their life will change if they have and apply the product
- then give them a list of specific teasers (e.g. "How to message a girl online so you'll stand out from all the other guys (page 37)")

7. CTA #1 (Desire)

- CTA = Call To Action
- e.g. "Click the button below, fill in your payment info and download the book right away"

8. Credentials, Proof, Results, Testimonials

- show that the product not only works for you, but also for others (don't make this stuff up... if you need a testimonial for your launch, give away your material to a friend or find someone from a forum to test it for you for free in return for him agreeing to give you a short testimonial).
- video testimonials are great! if you can't get one, get text with a photo. it helps to tell people that no one will be able to google their names. testimonials under real names are great, especially if you can use their facebook URL or email address. but if someone doesn't want that, you can also anonymize the name and just use the first name and the first letter of the last name

9. Guarantees

- if you use Clickbank, you HAVE TO offer a 60-days-no-questions-asked money back guarantee... so make sure to assure them that if for whatever reason they don't get the results they wanted, you'll refund their money with no questions asked

10. CTA #2 (Logic)

- e.g. "I showed you that it works. you've seen what others say about it. and I've also reversed the risk with my guarantee – you can only win. click the button below"

11. Warnings (Deadline, Scarcity, Guilt)

- examples:
- this video can disappear anytime
- price might go up soon
- they wouldn't still be watching if they weren't unhappy about their current situation
- if they continue to do what they've always done, they'll keep getting the same results that they've always gotten
- how will their life look like in a year from now if they don't change? or in 5? or in 10?
- if you don't take this step, someone else will and you'll be left behind

12. CTA #3 (Fear)

- e.g. "click the button below"