# Without Optimizepress

## If you don't want to use Optimizepress...

You don't have to! There are other tools that will help you to create a video sales letter page

Now I'm using Optimizepress, because it has many more features than just creating video sales letters. But if you're just getting started and you don't want to invest $97 just yet, you could use a video salesletter template like the one that Dave Lovelace is offering here for just $9.95, which features a delayed order button that you can set in a way that it'll appear only after X amount of time (for instance after the video has come to the point where you're actually showing the product).

With this template, you don't even need Wordpress, and your video salesletter page will look like this: