



Creating a Sales Video that converts



Step one The Open

You want to speak to their pain or struggle for people in your niche who are trying to achieve the specific result that your product promises

Example let me ask you a question...

Are you happy with (current reality)? Are you satisfied with (pain/struggle)

So you first identify the pain and struggles and paint a picture of their current reality" for people. You then speak about their desires and the results they want.

Part 2 The Open

You want to present one thing" promise

That is you imply that there is just one thing that can make all the difference in their lives and get them the results they want You might say "WHAT if I told you there's one thing that can help you change your current situation?"

Then you want them to imagine their future" (i.e. paint the transformation and opportunity for people of how their lives can change for the better.)

You can use words like, "imagine this..." or "What if you..."

The intro

This is where you introduce yourself

Example

Hey Dulci Brito here, I am a copywriter and a client attraction mentor I help entrepreneurs attract more clients and make more money with copywriting that sells

And a few years ago I struggled with..... Since that time I've gone to build a full time practice.....

My mission is to help entrepreneurs.....

No need to brag, keep it short and sweet.

Your story.....

Step 4 the bridge transition from your story to your offer so for my course I might say

"OK, so listen, you're sitting at your computer, or maybe on your phone... and you're reading this today for a reason. Something in your business isn't perfect, and you want more

And you have heard how it works. And you know that it is possible to turn your dreams into reality.....

So let me ask you...does that sound like something you'd want to start to take action on?

Because right now you have the chance to grab the road map that shows you exactly

Don't get overwhelmed. People like to buy

Remember, the Step before this (**Step 6**) was where you made that transition from the story.....so the example for my course was;

Because right now you have the chance to grab the road map that shows you exactly how."

This is technical called the "pitch"

So now I would say;

"Today I'm so excited to be able to introduce you to my brand new online course called

... It is a step by step blueprint that shows you exactly what you need to do "

So nothing to it. I'm literally stating the name of the course and a brief sentence on what it's all about

People will want to know your course will help them You simply have to give a high level look at each module in your course, and then tell them how they will get specific benefits from each module.

So here's what we're going to cover In module one (name of module)

I'll show you how to (big benefit of module 1) T

hen module 2 (name of the module 2) this is where we'll go over (big benefit of module 2)

In module 3(name of module 3) we dive I to (big benefit of module 3)

Then by module 4 you'll be ready to

(big benefit of module four) and so on and of course you'll have a number of modules)

The benefits Here's how I did it for back yourself the bridge Note make sure to use 3 to five bullet points that explain the benefits of each module. The main benefit is to focus on each module.

Show them examples of how you've done it Tell them a story or show images or

evidence of some kind of how you have personally got results from the methods you're teaching Find stories online and use them as an example Student testimonials The bonuses

You should always have bonuses This is how I'd add bonuses into my offer to sell my blueprint "Plus when you enroll today ...you'll also get: Bonus 1 real world study cases

I'm giving you real live study cases from regular people just like you from all walks of life who took action and developed the just do it" attitude and experienced massive transformation in their business. Often it's not until you can see other people who have walked the path that you want to walk that you finally develop the courage to take action.

And that's why the real world case studies will give you the confidence

And then I would immediately stack a second bonus:

Plus you also get...

Bonus 2: #Back yourself (audio mp 3 program)

Today's second free bonus you're receiving is called the following along audio mp3 so you can experience all the benefits of this transformational training even when you're on the go.

Notice with these bonuses I'm not only saying the name of the bonuses... I'm also "selling" it. I'm explaining the details, the benefits and the value of each of the bonuses that's important.

The price reveal here us how I would say it using my business development course

"So at this point, you may be starting to wonder if a system that can deliver all of this is going to be expensive. And who can blame you? That kind of power should be right?"

And even though I could easily charge several thousand dollars for this training it would be totally worth it... I'm not actually going to do that.

Right now you can get the entire " (course name) system along with all the bonuses, for just a one-time, single secure payment of only \$.....

Click the 'Enroll Now" button below and get started today",

Give your viewer a reason why they should Enroll

There's 3 main ways to do this:

- Option #1 Course is closing
- Option #2 Price (discount)
- Option #3 Timely bonuses

My personal preference, especially for me my entire level courses is Price Guarantee

The purpose is to reverse the risk

Again using my business development course I'd say: "Plus your 100% Guarantee protected by my 30 days "Zero RISK Guarantee"

And here's how it works

- Take the (Courses name) for a test drive, put everything to work and see how it works for you specifically.
- And if at any time, you will find that it wasn't worth the (\$) price.... Or you didn't get the results you expected, just let me know, and I'll immediately give you a refund. Sounds fair...? You can offer Lifetime guarantees, 375 days, 60 days, 30 days, whatever you want. It's all up to you.
- Tell them what you want to them to do and how to do it Here's something you can model; So the question is ...is it worth gambling a few minutes of your time to check it out?
- Even if it only does half of what I've claimed today, it will pay for itself as soon as you'll start to see real results faster than you've ever dreamed possible.
- So if you are ready, just go ahead... click the 'Enroll Now' button below and take advantage of this special offer."
- Personally I always add an extra "surprise bonus" to my offers.

The reason why is because it gives another reason WHY they should go ahead and order now.

Here's an example:

"AND... as if the amazing 50% discount wasn't enough already, when you order today I'm also giving you a very special additional bonus...It's called: (name of special bonus)

Thus bonus training will guide you to it will transform your business

So if you want to save 50% plus get my 3 amazing bonuses...then you need to click the button below right now to secure your spot now before the offer is over

Add some last minute scarcity

If there's no immediate incentive to Enroll RIGHT NOW.... then people just won't do it (procrastination Always wins!)

Here's an example:

"BUT you really do need to act NOW. And here's why.... This part of a special beta launch promotion, and thus exclusive one-time only offer will be gone in four days (or when we fill up all the limited spots, whatever comes first). So don't delay because this opportunity will be
GONE

- Get started right now!! Claim your huge discount and amazing free bonuses. And with the "zero risk" guarantee, you simply cannot lose.
- Click the 'Enroll Now' button below and get started today."
- Add some last minute scarcity
- Just make it relevant to what you are offering. If your course is CLOSING and will no longer be available to buy at all.. then remind them of that.
- If it's the price like I've done here, then we're just reminding them of that. And if it was a LIMITED TIME BONUS that was not going to be available any longer after a specific date...then again just let them know about it here.
- And that's it! I know that we've covered a lot of stuff here. But that's the formula for crafting a sales presentation that converts.

Now that you have the template and scripts, there's no reason why you can't model it for your own sales page and get it done Today!

Alright so that's it. I really hope you enjoyed this template and I can't wait to hear about your results very soon!! Email us @dulcinabrito@yahoo.com thanks stay blessed

How to create a Sales page that converts

Headline

- Write an attention getting headline The headline will appear at the top of your long sales letter.
- The headline is the first thing that will be read and therefore it's vital that your headline instantly grabs their attention and entices them to keep reading.
- It's important Not to try to be clever" in your headline Instead start with clear, simple and direct language that speaks to the current problem or desired end result.

This is how to headlines I recommend:

- How to [result they want most] without [thing they fear most] So for my business development course. I could create something like this How to attract all the clients & make all the money you want with copywriting content that sells.
- Sub headline Appears in smaller type under the headline The goal: support the promise you made in the headline. (Do not make a new claim in your sub headline.)
- For my business development course here How to attract and make all the money you need now Part one the open You want to begin by speaking to the big common pain or struggle for people in your niche who are trying to achieve the specific result that your course promises Example Let me ask you a question....
- Are you happy with [CURRENT REALITY]? Are you satisfied with [Pain/ struggle] Have you ever thought to yourself [another pain or struggle] Maybe you've asked yourself... "Why can't I [specific result]"

The Open Part 2

You want to present "one thing, promise.

That is, you imply that there is just one thing that can make all the difference in their life's and get them the results that they want.

You might say "What if I told you there's One thing, just One thing, that can help you to change your current situation?"

Then you want to get them to "imagine" the future" (I.e paint the transformation and opportunity for people of how their lives can change for the better)

You can use words like, "Imagine this..." or "What if you..."

Part two The Open

For example my business development course I might say:

Imagine this... what if you were able to suddenly turn your dream business into reality? What if you were able to attract and make all the money that you wanted and live the most extraordinary life you ever imagined?"

So I'm getting my reader to "imagine" a future where your business is prospering, a better life and that's the goal of the open of your sales message.

This is where you introduce yourself

Example Hey Dulci Brito here. I'm a copywriter and a client attraction mentor. I help entrepreneurs attract all the clients they need and make more money with copywriting content that sells.

A few years ago I said goodbye to my corporate job in....

. In order to travel around the world and embark on a journey Since that time I've gone on to build a full time coaching business. Now my mission is to inspire women to attract all the clients they need and make more money to lube their lifestyle doing things that inspire them."

- This is your creation story of how you discovered one thing
- As above on the video sales
- The course information like above
- The benefits like above
- Proof as above
- The bonuses as above The price reveal as above
- The urgency as above
- The guarantee as above
- The call to action as above Add some last minute scarcity as above
- For people who scroll to the bottom Here's how to capitalize on this
- Write a P.S that sums up the key points of the sales page in a sentence or two. You want to include
- Scarcity or Urgency Bonuses Price Guarantee Your course's main promise (take from headline)

High-level BENEFITS (take from your subhead line and/or major benefits from your modules bullet points) Final call to action Note you want to summarize very briefly each point.

Here's an example:

P.S" The special discount on my brand new course (.....) expires [date it expires]

- When you get it during this special " beta launch" promotion,,you're also getting \$5000 worth of free gifts.
- And don't forget you're also covered by my "ZERO RISK" 30-day money back guarantee. (So you have nothing to lose!)
- But don't delay the special is (\$ price) will be gone [date it expires]
- P.P.S I'm limiting this because it's part of a beta launch,,, and I need to keep the class small so o can work closely with everyone on a more personal level
- So if you want to learn the secret to creating the life of your dreams....and you want to save and get cool free stuff, click on the 'Enroll Now' button above the right now

Add answers to the FAQ as the last step

People who read the FAQs are usually people close to the buyer line. And often they just need a few questions answered to reassure them of their decision to purchase.

So you want to address any common questions / concerns as part of your FAQs

Now. You won't know all of the common questions if you are writing this sales page as part of your very first launch. But what you can do is "Model" FAQs of sales pages in your niche.

But here are some questions I usually answer in my FAQs:

- How long does it take to go through this training material? Do I need to show up anywhere live?
- How long will it take to access to your training
- Who is this course (name of course) for?
- What makes (name of course) different from any other similar courses?
- How long will it take to get the results?

And that's it! I know that we've covered a lot of stuff here. But that's the foó for crafting a sales presentation that converts!

Don't wait, get going with it! Even if you get a first draft written... just get something started. I promise it's not that hard once you get going!

I really hope that you enjoy this template and I can't wait to hear about your results very soon!

Lots of love

Dulci Brito