

VIDEO SALES LETTER SCRIPT

STEP 1

CREATE AN ATTENTION-GRABBING INTRO

Set the hook. For example, ask a question related to the viewer's problem.

STEP 2

IDENTIFY THE PROBLEM AND EXPLAIN WHY IT IS A BIG DEAL

Empathize; tell the viewer that you know what they are going through.

STEP 3

AGITATE THE PROBLEM

Explain why the problem is bigger than they think.

STEP 4

USE EMOTIONS TO SEAL THE DEAL

Make them feel angry, sad, anxious, trusting, or fearful about the future.

STEP 5

INTRODUCE THE SOLUTION

Tell them what solved your problem and how it will work for them.

STEP 6

ESTABLISH AUTHORITY AND CREDIBILITY

Why should they listen to you? List your qualifications, experience, or expertise.

STEP 7

SHOW SOME PROOF

Show them some statistics, figures, images, bank receipts, testimonials... any proof you have.

STEP 8

EXPLAIN YOUR OFFER

Tell them how much value they are getting (including any bonuses), how much it normally costs, then how much it will cost today.

STEP 9

ADD SOME URGENCY

Remind them that this is a one-time, special offer.

STEP 10

CALL TO ACTION

Explain in detail what they need to do to make a purchase, right now.