

Info Product Mastery

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Sample Video Sales Letter Script

1. Ask a question that grabs their attention

Are you sick and tired of (insert problem)?

2. Connect with the viewer

Trust me, I know exactly what you're going through. I used to have the same problem.

3. Agitate the problem with feelings

There's nothing more frustrating than (describe a typical frustration that comes with the problem)?

You end up feeling like (describe the emotional feeling they can relate to).

4. Promise what they're going to get if they watch the video

In this video, I'm going to show you step by step how I (solved the problem) and (achieved these results).

5. Introduce yourself and tell a story of how you had a similar problem and the solution you found

Hi, my name is Ron Douglas. I used to wake up everyday worried about (the problem) until one day I discovered (the solution) and was able to get (these specific results).

6. Describe existing solutions on the market

I tried every product out there and they all (describe the shortcomings of existing solutions).

7. Reveal your new and better solution

Until one day I was forced to figure out how to (describe the solution you found that got you the results).

8. Establish your authority

Armed with this knowledge / product, I was able to accomplish (insert credibility factors).

10. Describe your product and what makes it unique

That's why today I'm excited to share with you (your product name).

Unlike those other products, (Product Name) will enable you to (insert benefit).

11. Demonstration Your Product (Optional)

Here's how it works...

12. Provide testimonials and reviews (show how your product has helped people)

Just look at the results that others are getting / Here's what customers are saying...

13. Trial close question

Are you ready to (insert the ideal benefit they will get from the product and be specific)?

14. "Here's what you're going to get" bullets

List the components of your offer and their benefits.

15. Compare prices

Compare prices of the other products on the market.

Or add up the value of all the components of your product.

Or state what the usual price of your product is.

16. Reveal the limited sale price

But if you order today, you can get all this for just (insert price). That's \$XX off the regular price.

17. Present scarcity

However, this special expires on (date) so don't miss out...

However, we are only offers X number of these products at this price...

18. Present call to action

So order now, click the Add to Cart button below.

19. Provide guarantee

Plus if you order today, you're protected by our 30 day, satisfaction guarantee. If for any reason you aren't happy with your purchase, just contact us within 30 days and we will refund 100% of your money.

20. Recall the pain

The bottom line is, you can either give this a shot, or you can go back to (describe the problem and the pain).

21. Paint a picture of the future

Just imagine how you'll feel when you (specific outcome).

22. Present final call to action

Just click the Add to Cart button below now and we look forward to helping you (get the desired results).