

Winning Video Sales Letter Layout

S1: Hello and welcome to Sales Video Formula 2.0. Thank you everyone for investing your time to know more about the secrets of high converting sales videos. With this purchase, it means you truly are serious about your Internet business.

As an Internet marketer, you must understand the importance of sales videos these days. Competition is getting fiercer these days. If you don't have what others do, you're not going to make it in the business. Sink or swim.

There are thousands of similar types of products and services available in the market. You need to be different. Above all, you need to deliver your best. Hence, how you plan your marketing strategy makes a big difference and it could be the key to make you reach the top.

In this video, I am going to teach you more about sales videos and how they can become profitable for your products.

What You Need to Know

- Embed video in your website
- Promotional tools
- Duration of your video
- Content of your video

S2: First of all, here is a list of something you must remember under any situation. Once you know it you will find it easier to understand how to enhance your video sales letter layout.

You must understand how the video needs to be done and embedded in your website. Most of the sites today have videos embedded. It's a proven way to make sales. However, even though you are following the trend, there are other aspects that require you to show your individuality.

Then, you need to know the promotional tools that you can make use of to make your video sales letter stand out from the rest. Social media sites are very popular nowadays. There are Twitter, Facebook, and many others. You must promote your videos there. You can never imagine how many visitors and potential customers you are going to get from there.

Next thing you need to know is the duration of the video. The duration of the video is very crucial, because it decides whether the conversion rate of the video to be high or low. Never put any 5 to 10 minutes long videos for marketing. People nowadays prefer brevity and simplicity and they do not have the time for such long videos. Make it just a 2 minutes video so that the buffering can be done swiftly and they can watch it instantly.

All the sales videos have the same motive, yours is no different, which is to convince the visitors to buy the product. That is why the content of a video should be different in look, presentation and techniques. And also, within the 2 minutes time you have for the

video, you need to basically sum up every single point about your product so that your visitors do not get bored and understand the product immediately.

What You Need to Know (cont.)

- Tracking your video
- Establishment of your product
- Other tools to help you

S3: Embedding the video is not enough. You must monitor the performance every day. More visits and clicks on the video will make it popular and your product will benefit from it. When the conversion rate is high, there is a higher chance that visitors would click on the purchase button to buy your product.

Give a brief introduction about your product in the sales video and how it is different from other available products in the market. Try your best to establish your product in the sales video within the 2 minutes. In fact, you can try to make the videos shorter than 2 minutes. A 30-second video would be even more powerful.

Sales videos have become enormously popular these days because of technological advancements. Using sales videos as a promotional tool is not just a way of moving forward, it is also a means to survive in the business. People are more technologically savvy and it takes a lot to impress them. A sales video is the least you can do, really.

Why You Need Sales Video?

- Increase the traffic to your website
- Level up your page rank
- Attract great customers

S4: You need to face some adversity to become successful. This applies regardless to whatever field of business you are in. Here is why you need a high converting video sales letter to bring your business forward.

A great video sales letter can increase the traffic to your website. Whoever is in the Internet business would love to see high conversion rate to the website, but only is it enough to just have a sales video? No. You need to plan your strategy properly to get the more traffic. And more traffic means more sales.

The next problem you are going to face is your website's page ranking in search engines. Like mentioned previously, you are not the only product in the market. You are going to face some very tough competition. Your contents need to be the best to up your page rank in search engines.

The worst can happen to your sales video letter is high converting rate but low sales rate. This is definitely not what you want. However, once your page ranks top, then you will surely get quality customers. "Quality customers" here means "interested customers." So, if your contents and products are both good, then the customers will repeatedly buy or subscribe to your product.

Why You Need Sales Video? (cont.)

- Global exposure
- Bring quick return
- Videos are more effective than documents

S5: Things are moving at a really fast pace in this day and age. Rarely do people have the patience and time to go through long-form contents. If you embed a video in any of the social media sites, people all around the world can go through it without spending a lot of time. This way, you are getting your messages across with less chance of people skipping through it.

With your video embedded to the social media sites and get more exposure globally, your video sales letter is going to bring you quick returns in terms of increasing number of clicks, conversion rate, purchase rate, and so on.

Moving on, the next reason for you to use a video sales letter rather than just a pure copy is because videos are more effective than documents. A pure copy is a sales letter with only text on the page. Imagine if you were to read the entire page with only text, you won't be able to capture the whole picture.

That is why the video needs to be shorter in words. A short and simple video can convey the messages far more effective than documents, because when you are listening to something, it always appeals more than written words.

What to Prepare for Sales Video

- Understand your target market
- Check statistics before embedding the sales video
- Marketing has no secrets except effective strategy

S6: All that you need to prepare for a sales video is simple yet you need to put in some effort to make it happen. First, you need to understand your target market. This is surely one of the main points that can make your product popular among all, because you know the trick to approach your targeted market. When your product is good and you know the marketing strategy to approach your target market, then you will surely win a lot of customers.

You can always compare the statistics before embedding the sales video or after embedding one of your sales videos. The results will show you the numbers you need to know before and after embedding the sales video.

People always hunt for secrets to success in marketing business. But I can tell you, marketing has no secrets except effective strategy and lots of hard work. That is why we need to do split test in the sales letter to find out what is wrong. I'll explain further in detail on split testing in the other module.

Easy Sales Video – Proof of Success

- Add testimonials to convince new clients
- Work on the Search Engine Optimization of sales video
- Add link of your sales video to your website

S7: If you want to become successful in your Internet business, then you must keep tracks on various points. I am going to tell you the aspects that you need to take note of in the video sales letter. This is very important to convince the new customers to buy your products.

The customers, especially the first-timer, would like to know what the other people are thinking about your products. While the sales video will be doing the major selling job for you but for the rest, testimonials can be a great help. They will truly give the extra boost. People will then get to know more on the pros and cons about your products through the testimonials.

Success is never easy. Other than putting testimonials in your sales letters, you can invest some time to work on the Search Engine Optimization for your sales page. When the SEO of your page is done in the right way, it increases your page rank and lead to a higher exposure in the search engine.

Whenever you are placing your video in any social media sites or other places, make sure the link of your website is there. It will link the visitors that are watching the sales video directly to your site.

Easy Sales Video – Proof of Success (cont.)

- Emphasize on any bonuses in your sales funnel

- Choose social media platform to upload your sales videos

S8: Emphasize more on any of the bonuses that you are offering with your products in your sales funnel. Bonus offers can always bring success to your sales. Once they start using your product, they will also start believing in you. You can mention about the bonus offers in the video along with the benefits of your product; this helps your customers to understand your offer better.

Finally, you must choose the social media platform to upload your sales videos. It is important to know where your target customers usually hang out in, and then choose the most appropriate one. Even though this sounds unimportant you should remember to never ignore details. It's the little things that make or break a business.