

Announcing a Brand New 9-Part Video Course

Finally, you can discover how to build a super high converting video sales letter using a hybrid strategy... Starting today!

In this video series, I'm going to show you how to properly set up and use the power of smart video sales letters.

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Dear Website Owner,

According to the Online Publishers Association and Adweek, online video has become a powerhouse to boost sales. These statistics illustrate just how influential video can be:

"From the people that have viewed sales videos promoting a product or service, over half will take some sort of action after viewing a video...including 12% who will actually buy the product being offered. To put this into perspective, typically only .5% to 2% of visitors to a "textonly" web site will end up purchasing a product."

With markets across the board moving more towards video, video sales letters have become extremely useful in helping companies increase their bottom lines.

During the last 10 years, however, more and more people have seen video sales letters, driving the need for constant evolution and change.

In order to stay ahead of the game and your competition, you need to make sure that you stay up-to-date on the newest technology and utilize it to make your video sales letter stand out.

Thus we would like to introduce you to the hybrid, or smart, video sales letter. This type of strategy will allow you to take different products and services, and use their different technologies to increase your sales conversions across the board.

>>> Introducing <Title>

Video 1 - Introduction to Hybrid Video Sales Letters

In this video, you'll learn how to use what we call a "hybrid video sales letter" to sell your products and services. You will also learn why we do not recommend using the standard video or text-only sales letter, and how we use a new strategy to increase sales conversions.

Video 2 - Who is Your Audience?

Big mistake that many people make when creating sales letters is jumping into writing them before understanding their target audience. In this video, I will show you what tools you can use to figure out who your audience really is. If you know who you're writing to, it will make the process of crafting your sales pitch much easier than trying to sell to a general audience. This means you'll connect better with each potential customer, and your conversion rate will be much higher.

Video #3 - What is Your Audience's Pain?

Part of writing an effecting sales letter is figuring out your audience's pain: what problems do they face, and how does your product or service solve that problem? By digging deep into that pain, you will be able to directly sell to your audience and make them believe that they need what you're offering. By applying the brainstorming strategy detailed in this video, you will be able to quickly create an effective salesletter when we begin actually piecing things together.

Video #4 - Common Buyer Objections and Resistance

Besides understanding your audience's pain, you need to figure out the main reason why many of them do not buy. Completing this step will allow you to list these reasons in your sales letter and speak directly to the customer considering them. In this video, we will cover some of the most common reasons for objection and resistance so that you can safely apply them later on

Video #5 - Video Sales Letter Formula

There are two parts to the hybrid video sales letter. The first part is, of course, to write out the sales letter. The second part is applying technology to what has been written, and then inserting other types of technology into the sales letter itself. In Videos 5, 6, and 7, we will be covering this formula. By the end, you should be able to write your video sales letter quickly because most of the work will already have been done in the previous videos.

Video #6 - "What's in it for me? Why should I believe you?"

These are two very common questions that people are going to ask as they watch your video sales letter. Your prospects ultimately want to know why they should purchase from you. Thus, you will need to show them the exact reasons why your product or service is beneficial to them. In other words, what is the end result for them? What will they gain? In addition, they will also want to know why they should believe you in relation to your credentials— something you can back up with social proof. We'll cover exactly how to do that in this video.

Video #7 - Your Pitch

At this point in the video sales letter, it's time to make your offer, give your pitch, and get your audience to take action. So in this video, we will be covering six different points that are crucial

to closing the sale and getting people to ultimately either buy your product or service, or take whatever action you're trying to get them to take.

Video #8 - Technology: Video Conversions Bump

In order to complete the hybrid video sales letter, it's critical that you finish the series with Videos 8 and 9. These videos will show you how to apply technology to the written sales letter, and where in your sales letter you should include certain items to increase your conversion rate. As times have changed, technology has changed as well.

Video #9 - Text vs. Screen Capture

Another way to increase your conversions in application to the hybrid video sales letter is by figuring out when you should use screen capture video. Text-only video sales letters do not cut it nowadays when selling certain types of products. That and more will be covered in this video to ensure that you are ahead of the game, as well as your competition that's stuck using the old style video sales letter.

Interested in how to create your own high converting video sales letter? Everything you need to know is right here in this video course!

P.S. Learn how to use smart or hybrid video sales letters to convert a large majority of your prospects.

P.P.S. This training course was designed to help you create a long-term conversion strategy.