

How To Script Effective Videos

Take the viewer thru a series of emotions to a state (in their mind) where they are likely to take action, for squeeze pages, sales page, vid surveys. Get the viewer to take action

ENGINEERED EMOTIONS

Emotion is power. It moves ppl to action. To maximise viewer action, strategically take them thru particular emotions to maximise them clicking the buy now, opting into yr list, etc.

Ppl act based on emotion. Use this to yr advantage when crafting yr vid sales letter.

VID MASTER POWER KEY:

Intentionally activate emotions to elevate viewer to a highly responsive (vulnerable) state ready to respond to yr "Call To Action". The vid is about the viewer (singular)

Basics

1. Problem
2. Solution
3. Urgency

These 3 ingredients to a successful vid put you on the right path. Drill them permanently into yr head.

No Problem Is A Problem

If what you are selling does not solve a problem, then you have a problem. It's much harder to sell if you do not first understand the problem. All good products solve some problem, if not now, then future problems. Get familiar with that problem so you can resonate yr message with yr viewer.

List the problems that taking action on yr offer can solve. You cannot "fix" other ppl. Never take responsibility of what ppl do after

they buy. If yr product or service is good & has value, that's enough.

PROBLEM LINKING POWER

Link the problem(s) to yr viewer. The problem in itself is not very powerful. Link it to the viewer for Real Power. Do this with Emotions. Emotion is like GLUE. It creates a bond between what causes the emotion & the person experiencing the emotion. Use emotion to STICK the problem onto the person watching yr vid

#1 emotion to trigger is fear. Use the problem to stir up a sense of fear &/or frustration in viewer. Depending on yr offer, at times you get better results by thinking fear, frustration, irritation, or a combination of these.

If you target the problem right, viewer automatically shifts from watching to participating. They feel concerned, moving towards fear, frustration &/or irritation. Now help them get there. How?

Feel the problem. Side with the viewer. Ppl often don't want to admit something is their fault They play victim of circumstance, unfairly treated. Use this to yr advantage

Side with the viewer by justifying them "so far not able to do anything about it..." E.g., if you sell fertilizer to make lawns green, to someone with a dry brown lawn, tell them just how hard it is, juggling earning a living & raising family, while water rates go thru the roof & new government restriction prevent watering the lawn, etc & coming home late Friday night after a 45 hr week, etc. Put yrself on their side. Increase their attention & focus on the vid.

BUT - do NOT give so many excuses that the lawn can always stay that way. The problem is still there, & if it does not get handled, it'll get worse. House value goes

down, family & friends look down on you. Yr wife admires the neighbor's lawn, etc.

So use the problem to stir up fear, frustration & irritation.

The Solution

Once they're in an emotional state of fear, frustration &/or irritation, hit the good news. As terrible, unfair, tragic & horrific the problem may be, there is a solution & HERE IT IS

When you shift from problem to solution, do not shift into "selling" mode. This has a negative effect on the viewer. Ppl don't like being sold to. List every possible feature & benefit. Drill down to even "deeper benefits" which can often have a bigger impact. Ask yrself exactly what do those benefits "feel" like.

Solution Linking

Yr solution must tap into viewer emotions. This time, it's positive emotions, a feeling of Ecstasy. Put viewer into a magical world where all is perfect, & life is wonderful. Even if it's a biz solution, it's ppl that make up biz & ppl run on emotions.

Use a combination of images & statements. Use a vid clip. "Before & after" pictures or vid clips are great. With yr verbal statements, use word-pictures to put them into living & experiencing the dream. Use music to help them feel what you want.

Remember the fertilizer? Use images of a family on a beautiful summer's day enjoying each other, dad & kids rolling on the soft lawn, mom watching, a deep breath of the wonderful summer smell of freshly cut lawn. Everyone happy (except the loser sad neighbor looking over the fence w/ despair while his kids play in the dirt.)

The 5 senses:

- sight
- smell
- taste
- hearing
- touch
-

VID MASTER POWER KEY:

The more senses you tap into, the better. Make the viewer *FEEL IT*. Make them take a big deep breath with a smile on their face

Trigger all these senses in the viewer. In the fertilizer example, we tapped sight, smell & touch. We could include kids laughing (hearing), family members biting into a fresh juicy orange (taste).

Validate Your Solution

Validate the fantasy you created. Best: use yr personal story &/or other testimonials. Once viewer is on emotional high, re-enforce that the fantasy they are in in their mind, is actually POSSIBLE

The most effective stories & testimonials start with a problem & then show the fantastic results. The results don't always have to be "OUT OF THIS WORLD", but they have to be real results, relevant to what is on offer. Never use fake testimonials.

Urgency Emergency

As impulsive & irrational as ppl get, most "think about it". That almost always means NO. They've given you their time & watched yr vid. If they need to think about it, they're gone. You must get them to take action NOW

IMPORTANT KEY NOTE:

You've done yr homework & put in the effort to structure yr vid to get yr viewer to a highly responsive emotional state. Now - you only get one shot. If they go, they are gone for good. This is yr ONLY opportunity. Don't waste it

Tell yr viewer to take action. Tell them that if they do not take

action now, they risk missing out. Everyone has experienced regret. No one wants the "failure-like emotions" of regret. Use this to add power to yr call to action. Tell them to protect themselves from regret by taking action now.

For low priced products, create urgency by offering a **Fast Action Bonus**: limited time item that will be removed at any time without notice. Feature a deadline.

To increase urgency with higher priced products, only offer them during a certain period of time. (For example, run a one week promotion & then close the offer).

Limit the # of items available. Just make sure you honor that limitation even if sales are rolling in. You'll be turning money away, but honoring yr word will serve you in the long run.

Combine different elements of urgency

W/ vid, you drive these points across more effectively. Use yr own voice & body language to reinforce emotion on the viewer. The more sincere you are about yr offer, & the more you focus on the viewer than self, the stronger yr message will come across.

Eliminating Risk Adds Power

To increase response, eliminate as much risk as possible. **They still don't trust you. Trust is personal & is built over time.** It can be built rapidly using a series of vids.

Offer A Guarantee – With A Twist

Offer a money back guarantee. In most cases it generates more sales to outdo \$\$ lost from refunds. Most ppl are immunized to refunds. Offering a 30 or 60 day money back guarantee is not enough to make an impact. Make yr refund

unique, personal & exciting. Guarantee results. If ppl do not use what you offer, & don't get results, it doesn't mean they'll get a refund.

While they are still on the offer vid or sales page with a vid, eliminate as much risk as possible with a personal, results-oriented money back guarantee. Make it clear it'll be super easy for them to get their money back.

Instead of:

30 Day Money Back Guarantee - Use Our SuperGreenLaws Product & Get Results In Just 30 Days Or Your Money Back

Say:

Don't Just Take Our Word For It; Experience The Results For Yourself & Then Decide. Take Our Safe 30 Day Risk Free Trial Today - Greener - Fresher - Lusher Lawns In Just Days; Guaranteed - Or Your Money Back Guaranteed

Use these methods also for other offers not related to purchase. E.g., list opt-in from squeeze page vid. Guarantee easy unsubscribe & keep the goods. *You'll never be emailed again & yr details will be permanently removed.* If vid is on a sales page, include guarantee in print on the page. Ppl like written promises.

ONE LAST BONUS TIP: BUILD VALUE BEFORE REVEALING PRICE

With print ads, ppl scroll down to the price, w/ no sense of value. Build as much value as possible before they get the price.

Vid helps present other info to build value, before price. The higher the value you build, the lower the price looks. List everything they get. Outline the cost of the entire process of creating yr product or service, to build the value before revealing price.
