



MODULE 11: CREATING SALES MATERIAL

SEGMENT 1

In this session, we covered the essential sales materials needed to sell your products and generate maximum profits.

NOTES

- ☐ Weigh pros and cons of writing it yourself vs. hiring someone.
- ☐ Choose your option
- ☐ Weigh pros and cons of creating Video or Text Sales Letter.
- ☐ Choose your option or include both.

Collect Swipe Files (Examples)

- ☐ Sales page
- ☐ Emails
- ☐ Design elements

Important: Model after your swipes, do not use as-is.

3 Types of Sales Videos

- ☐ White Board
- ☐ Explainer
- ☐ PowerPoint