



## MODULE 11: CREATING SALES MATERIAL

### SEGMENT 3

In this session, you learned how to create a VSL (Video Sales Letter) for generating the highest conversions and profits.

#### NOTES

#### Tools You'll Need For Video (and/or Text) Sales Letters

- ☐ Sales Copy or video script
- ☐ HTML editor (for Text Sales Letter)
- ☐ PowerPoint or Keynote.
- ☐ Microsoft PowerPoint or OpenOffice.org (Free Microsoft Office clone software)
- ☐ Screen Capture Software (Camtasia, or Cam Studio)
- ☐ Voice-Over Audio (See Fiverr.com)

#### Video Players

- ☐ JW Player
- ☐ Flow Player

#### Video Format for Playing Online

- ☐ Must save as a MP4 video (.mp4)



### NOTES

#### Services That Host Your Videos (with & without built-in video players)

- ☐ YouTube
- ☐ Wistia.com
- ☐ AmazonS3
- ☐ EasyVideoSuite.com
- ☐ Vimeo.com (PRO Version)

#### Free Video Player Resource

- ☐ <http://WebVideoUniversity.com/basicvideoplayer/>

#### Voice Overs

- ☐ Fiverr.com