



MODULE 11

SEGMENT 1



Creating Sales Material



In This Class

DIY vs. Outsource (Pros/Cons)

- Video or Text Sales Letter (Pros/Cons)
- Tools You'll Need For Video Sales Letters
- Using "Swipe" Files
- What You Should Never Do With Swipe Files
- Types of Swipe Files

Sales Copy: DIY or Outsource?

DIY

- Pro – You Know Your Product And How It Benefits The End-User Better Than Anyone. Saves Money!
- Con – Requires Knowledge Of Copywriting Techniques And Ability To Convey Those Benefits In A Proven Formula That Makes Prospects Want To Become Customers. If You Don't Have Experience With This, Your Sales Could Suffer.

Sales Copy: DIY or Outsource?

OUTSOURCE

- Pro – Experience. Copywriters Are Skilled In The Ability To Touch On The Emotions And 'Buying Triggers' Of Your Prospect Through The Written Word. This Is An Advantage That Will Ultimately Equate To More Sales!
- Con – Cost! \$1000 – 10,000. Finding The Right Copywriter. Long Process. Requires A Lot Of Filling Out Forms/Discussions About Fine Details Of Your Target Market, USP, Benefits, Etc.

Sales Copy: DIY or Outsource?

SIDE NOTE

- With Either Option, There's No Guarantee Of A Specific Conversion Rate. Your Product Must Be A Quality Offer And Provide A Needed Solution To A Problem The Market Is Seeking. If No One Wants What You're Selling, Great Copy Won't Help.

Video Or Text?

VIDEO

- Pro – Typically Converts Better Than Text. With Text, People Can, And Do, Skip Over Important Information That's Critical To The Conversion Process.

With Video, The Viewer Is Forced To See And Hear Everything; They Can't Skip Over It. This Boosts Sales.



Video Or Text?

VIDEO

- Pro (cont.) - In A Faceless, Non-Personal Internet, Video Also Adds A “Real Human” Factor By Hearing Someone’s Voice. Additionally, Videos Have Become Mainstream And Provide An “Entertainment” Element That Keeps One’s Attention Longer.

Video Or Text?

VIDEO

- Con – Requires Tools And Skills (And Money For Tools **Or** Outsourcing) To Create Videos



Video Or Text?

TEXT

- Pro – Requires Less Technical Know-How And Can Be Up And Order-Ready Quickly.
- Con – Too Easy For Prospects To Rush Through The Copy That You've Spent Days Or Weeks Crafting And Totally Miss Vital Selling Points And Benefits That Really Prove Your Solution Is The Right One For Them.

Video Or Text?



TIP

Some Sellers **Do Both** Video And Text On The Same Page, Or Send People To Video First (As It's Proven To Convert Better), Then Offer The Text Version If They Try To Exit Under The Premise That The Prospect Was In A Hurry And May Never Return Otherwise, So Allow Them To Scan The Text Version Under These Circumstances.

Example: Video + Text Sales Page

Video →

Text →



Types Of Video

#1. White Board Animation,
(also Known As "Doodle"
Videos)...



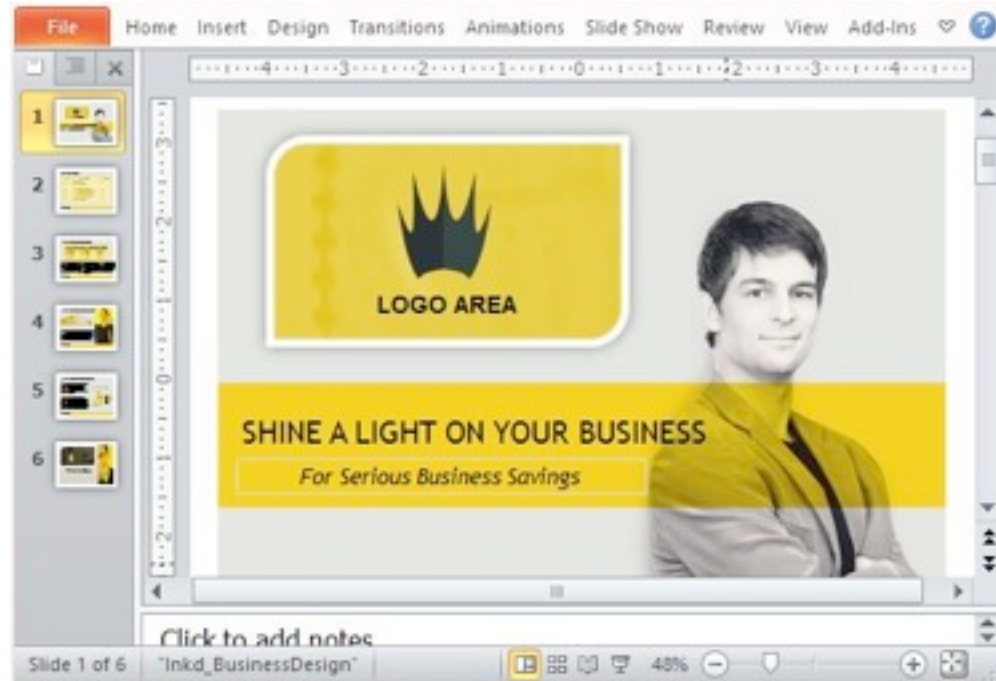
Types Of Video

#2. Explainer Video...



Types Of Video

#3. PowerPoint Video
(Like The One You're
Watching Now)...



Collecting Swipe Files

Swipe Files Defined:

- Sales Elements (Such As Sales Copy, Sales Pages Or Email) That You “Swipe” And Save For Future Reference To Model After When Creating Your Own Sales Or Promotional Material.

... of association with ...
The degree of clarity of
which a televised image
broadcast signal is received

def·i·ni·tion n. 1.
The teacher gave definition
of the new words.
of an image (picture)
... on a screen

Collecting Swipe Files

Why Swipe Files Are Useful:

- ✓ Saves Time And Money, Especially If You Do Not Have The Skills.

If You See Sales Copy And Ready-Made Promotional Emails That Make You Want To Hit The Buy Button, Add These To Your “Swipe File”.

Collecting Swipe Files

IMPORTANT

- ❖ Do Not Use Swiped Copy 'Word For Word' In Your Own Copy And Promotions. The Swipe File Is For "Idea Creation" For Creating Your Own. Always Modify Swiped Copy In Your Own Voice.

Collecting Swipe Files

Examples

- ✓ A Sales Page
- ✓ An Email That You Received.
- ✓ Purchasing Sales Copy Swipe Files.
- ✓ A Screenshot Of A Design You Liked (Such As A Squeeze Page Or Graphic). Don't Use These As Your Own, But Use To Pass On To Your Graphic Designer As Samples To Model After.

In The Next Video

9 Step Formula For Writing Sales Letters...