Profit
ACADEMY

MODULE 11

SEGMENT 3

Creating VSL's (Video Sales Letters)

In This Class

What is a VSL?

- Why Are They Effective?
- Tools You Need To Create VSL's
- The Video Format You Must Use For Online Use
- Common Video Players For Playing Your Video Online
- Services That Host Your Videos, Provide Players, Convert Your Videos, etc
- DIY vs. Outsource

What Is A VSL?

Video Sales Letter

- Sales Copy In A Video Format With Voice.

  ✓ The Common Format Is To Use PowerPoint Presentations And Record With Video Screen-Capture Software.

  However, As Seen In The Previous Lesson, Other Common Types of Video Are "White Board" and "Explainer" Videos.

Why Are They Effective?

- Because They Deliver The Important Information And Benefits Of The Product To The Prospective Customer In A "Spoon Fed" Method Ensuring They Do Not Miss Critical Info That Ultimately Benefits Them And Makes Them Want To Buy.

  Video Is Also An "Entertaining"/Less Boring Way To Deliver A Message And Can Trigger Emotion Through Voice Inflections, Sound, Visual Images, Etc.

What's Needed?

Sales Copy / Script.

- ✓ PowerPoint or Keynote.
  - Alternative To Microsoft PowerPoint is OpenOffice.org (Free Clone)
- ✓ Screen Capture Software (Camtasia TechSmith.com, or Alternative).
- ✓ Voice-Over Audio (See Fiverr.com).

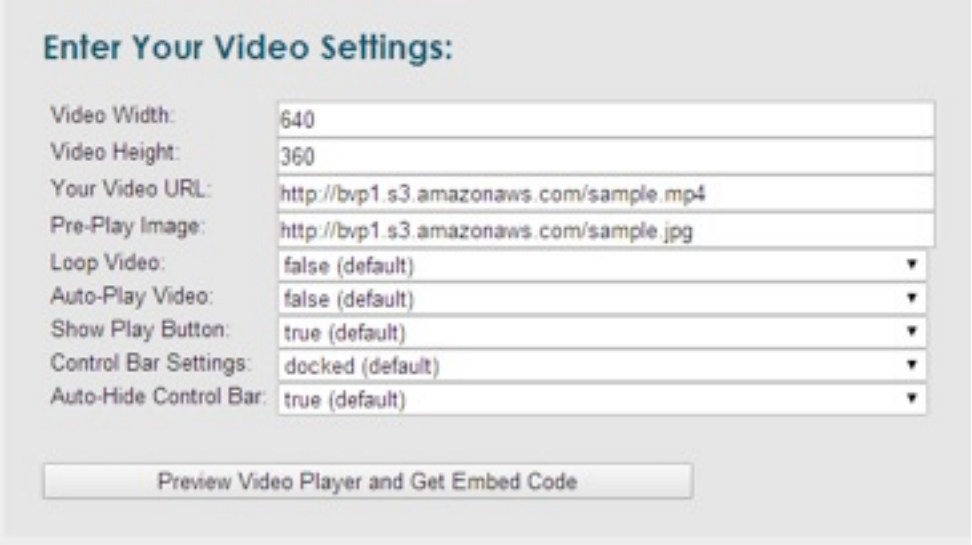
What's Needed?

Final Video In **MP4 Format**. Camtasia Can Render To This Format. Or You Can Use A Free Tool Like Handbrake.fr To Convert Non-MP4 Video Into This Format.

- ✓ **Video Player** (Such As JW Player Or Flow Player) To Display The Video On Your Web Page. Or Alternatively, Use A Service Like EasyVideoSuite.com or Wistia.com For Managing Videos, Players, Auto-Conversion To Web Ready Format.

What's Needed?

Here's A Free Resource That Provides A Fill-In-The-Blank Option For Creating Your Player and Embed Code:



WebVideoUniversity.com/basicvideoplayer/

DIY or Outsource?

DIY

- ✓ Do It Yourself Will Take Time And A Learning Curve And Some Investment In Tools And Instruction.

Outsource

- ✓ Outsourcing Gets Things Done Much Faster But May Require A Larger Budget.

- ✓ Here's a Checklist Of **Tools & Resources…**

Tools & Resources

Copywriter - $1000+

- ✓ PowerPoint / Keynote – up to $100
- ✓ Camtasia - $300 (full featured) or a Basic free alternative: http://camstudio.org/
- ✓ JW Player - $149/year (or use a video management service that includes video player like Wistia.com and EasyVideoSuite.com – check sites for pricing).

Tools & Resources

Video Hosting And Management (With And Without Video Players):

- ✓ Wistia.com
- ✓ AmazonS3 - http://aws.amazon.com/s3/
- ✓ EasyVideoSuite.com
- ✓ Vimeo.com (PRO Version)

*Prices Vary, Check Sites.

Tools & Resources

Getting Someone To Record **Voice Over** (Approx $79 And Up On Fiverr.com Depending On Length/# Of Words In Script).

- Outsourcing The Presentation Creation – Prices Vary, But Can Be In The $100'S. Search Google for "Create Video Sales Letter" For Resources or Go To Popular Sites Like: Odesk.com, Freelancer.com, Elance.com, or Fiverr.com

In The Next Video...

Creating Webinars (Common Practice & Rules)