



MODULE 11

SEGMENT 5



Creating Sales Material: **Review**



1. First Things First...

A) Deciding DIY or Outsource?

Summary - Outsourcing Sales Copy Is Expensive But May Dramatically Boost Your Conversions.

If You Don't Have The Budget, Then "Borrow" Swipe Files To Help Guide You.

1. First Things First...

B) Video or Text?

Summary – Video Converts Better But Ultimately The Decision Comes Down To Time And Budget.

- Text Sales Letters Require Fewer Technical Steps Which Means You Can Get A Text Sales Letter Up Faster And Start Accepting Orders Faster.

1. First Things First...

C) Using Swipe Files

Summary – Using Swipe Files Saves You Time Compared To Writing Copy From Scratch and Saves You Money From Outsourcing Your Copy.

Examples: Sales Pages, Opt-in Pages, Email & Subject Lines, Graphics.

- ✓ Use a Screenshot Tool To Create Swipe Files for Graphics. Copy-n-Paste Emails. Save Web Pages.

2. Creating Sales Letters

A) 9 Step Formula

Summary – I Taught You A Proven 9-Step Sequence For Creating Your Sales Letter Copy...

2. Creating Sales Letters

- 1 - Powerful Headline
- 2 - Problem
- 3 - Promise
- 4 - Proof
- 5 - Price
- 6 - Scarcity or Value
- 7 - Guarantee
- 8 - Call To Action
- 9 - P.S.

3. Creating VSL's (Video Sales Letters)

A) What They Are & Why Effective...

Summary – Video Sales Letters Are Simply Text Sales Copy Delivered In Video Format and are Effective Because They Deliver Critical Selling Points and Benefits In Pieces Ensuring The Viewer Doesn't Miss These Important Elements.

3. Creating VSL's (Video Sales Letters)

B) Tools Needed...

Summary – PowerPoint or Keynote, Screen Capture Software (like Camtasia), A Quality Mic (like the AT2020, Nessie), Video Player To Play Videos Online and Somewhere to Host Videos.

3. Creating VSL's (Video Sales Letters)

C) DIY or Outsource?

Summary – Creating Your Own VSL's May Require A Large Learning Curve Along With Additional Hardware And Software Costs. Outsourcing Also Has A Cost But Saves Time.

I Showed You Third Party Services that Combine Hosting With Players That Make 'Working With Video' (and Getting Online) Much Easier!

4. Creating Webinars

A) Steps To Setting Up Your Own

Summary – Choose Provider, Setup Landing Page (From Scratch) or Use A Third Party Service With Templates, Decide On An Hot Topic.

4. Creating Webinars

B) Layout Your Traffic Plan

Summary – Make a Game Plan For Generating Leads To Your Landing Page, Create Your Ads, Use Existing Email Database, Use The Provided Email Schedule To Keep The Webinar Fresh On Their Minds.