

## Module 11 - Creating Sales Material

Speaker 1: Getting started with creating your sales material. In this class, the pros and cons of do-it-yourself versus outsourcing, pros and cons of video or text sales letters. Additionally, we'll talk about using swipe files, what you should never do with swipe files, and the various types of swipe files and why you need them.

All right. Let's get started with DIY, so do-it-yourself. The pro, you know your product and how it benefits the end user better than anyone. It's a little bit easy for you speak about the product if that's the case. However, maybe you don't have the skills for that. If you can get by in using some swipe files and a little bit of skills and knowledge in that area, it's certainly going to save you money if you do it yourself. If we look at the con, it does require a knowledge of copywriting techniques and ability to convey those benefits in a proven formula, a way of speaking or writing, that makes prospects want to become customers. If you don't have the experience with this, your sales could suffer. You have to weigh the pros and cons, and see which works for you.

Do you outsource the copy? The pro of course is that those who write copy for a living have experience with it are skilled in the ability to touch on the emotions and specifically the buying triggers of your prospects through their written word. They just have experience doing this, and it's something that does take time. This is certainly an advantage that will ultimately equate to more sales. If you have the budget for outsourcing and having someone else do your copy for you, it could prove to be very advantageous.

The big con, the cost. 1,000 up to \$10,000 to have a sales letter written. Of course, you can still get copy that converts on the lower end of that cost, but that's the range that's out there. Finding the right copywriter, this could be a long process altogether, requires a lot of filling out some forms and discussions with them about the fine details of your target market, what your unique selling position is, the benefits. You have to know quite a bit of knowledge to begin with. Just like a mentioned a minute ago, you, better than anyone else, know what your product is, what it does, and who it targets, because you did all that market research prior to getting started. That's the pros and cons of do-it-yourself or outsourcing.

Just a quick side note here. With either option, there's no guarantee of a specific conversion rate. You may think, "Well, I've paid a thousand dollars or more to have this copywriting, I should be getting a really big conversion rate." Well, it could be a bigger conversion rate than doing it yourself, but your product must be a quality offer and provide a needed solution to a problem, to market its seeking. If no one wants what you're selling, great copy won't help.

All right. Video sales letters or text sales letters, the pros and cons. The pro for video is this. It typically converts better than text. I haven't heard anyone who

did the testing on this, who said, "Text worked better." That doesn't mean that may not be the case for ... It doesn't mean that's going to be the case for you. It could be different, but it's all about testing when you can. With text, people can and do skip over important information that's critical to the conversion process. Think about it for just a second. What do you do if you visit a text sales letter? First thing you see is going to be the headline. Then you probably scroll down a little bit and maybe look at the benefits, or if you see testimonials you'll read those. Then you scroll down to see the price.

In between all of that scrolling is some very important information that you're missing out on, because people are people. If we have an opportunity to get through something quicker, we're going to do that. With video, the viewer is forced to see and hear everything. Sure they can leave the page, but if the video is done right, then they're going to want to stick around. They can't skip over the important part, so I think that's why it's converting better. This boost sales because they're getting spoon-fed information that they really should be seeing. Plus, it's just a few pieces at a time, a little nugget at a time here and there, so it doesn't seem overwhelming. The test have shown that the pros of videos is that it does convert better.

In a faceless, non-personal internet, thinking about it, video has a real human factor by hearing someone's voice. Additionally, videos have become mainstream. People are hooked on to videos. It's just a media that people expect to see these days. It provides an entertainment element that keeps one's attention longer.

Let's look at the cons. Putting together a video require some tools and skills, and some money for those tools, or even outsourcing to create those videos. In video 3 of this module, I'll talk about those tools with some specific resources, so hang in there for that.

Let's talk about the pros and cons of using a text sales letter. First of all, the pro is that it requires less technical knowhow and can be up and running and order-ready very quickly. It's going to take you less time to put this together. In the next video, you'll see the entire formula for doing this, and I'll give you an example of what the formatting looks like for typical sales letter of course. You can always see examples if you just pull up any product for sales these days or go to ClickBank and go to the marketplace and pull up one of the sales letter for any of those product. You'll see what people are doing.

The con for text, well, it's ... Like I mentioned earlier, too easy for prospects to rush through the entire copy that you've spent days or weeks crafting, and totally miss the vital selling points and benefits that really prove your solution as

the right one for them. I guess another pro of text is that if someone is in a hurry, then text might be the thing for them.

Quick tip, some sellers do both video and text on the same sales page, or they send people to a video first, as it's proven to convert better. Then offer the text version if they tried to exit, under the premise that maybe the prospect was in a hurry, which is what I just mentioned a moment ago. They may not return otherwise, unless you're capturing them somehow in an email before they ever get to that sales page, which is recommended. Under these circumstances, if someone is in a hurry, then offering that text version as an alternative is going to be advantageous.

Let's look at sample page that has both. Video plus text on the sales page. Typically, the video is right at the top. It's the highest converting element of the page, and you might have a graphic to the side, or maybe just have an order button with a couple of bullet points. Maybe the sales video is going to be enough to convince them to purchase, give them that order button right there. If not, they may scan, scroll down and see the text version. You've got the best of both worlds. Here's a real-world example.

At a previous video I talked about Member Sonic as one of the recommended membership scripts. They have this type of sales page. You can see you've got a video right here. There's a nice background. Modern background image, and a little headline that makes people watch this video. There's an arrow that points to it. Sometimes, when you go to a page and you have an image that where there's an arrow or even a person looking the element that you want people to focus on, that can help convert people into buyers and actually digest the elements that you want them to. Just a little side note about those elements.

Here we go. If I scroll down, now we've got text version with some bullet points and selling elements that provide the features and benefits of the products. There's some testimonials and proof. What it integrates with, their guarantee, and the order form, et cetera. You can see right at the top, sales video, and there's an order button to get started. A perfect example, a real-world product that's using this exact formula.

Now let's talk about a few types of video, as far as sales video. I've got at least 3 different versions I'm going to tell you about. The first one is a whiteboard animation. These are growing very popular. It's entertaining, it keeps people's attention throughout the entire video. If you can do the videos right and keep their attention, keep them watching, then naturally they're going to make it to the end. They're going to have a well-informed decision before they hit that order button. With the entertainment element in mind, whiteboard animation is certainly an option. It's also known as doodle videos.

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I'm going to pull up YouTube and show you an example of this right now. Actually, this one isn't on YouTube. It is from a best-selling product on ClickBank, called Muscle Gaining Secrets. I'm just going to play a little snippet of this for you, so you can see an example.

Speaker 2: If you're struggling to build muscle, let me tell you something right now. The typical approach to bulking up just isn't going to work for you. The reason is simple. It was designed for and tested on men who build muscle easily.

Speaker 1: That's an example of a whiteboard animation video. The second type of video is an explainer video. You've probably seen this. They're very colorful, cartoonish, and usually, it's just ... A common example is it starts out by meeting someone that says, "Hey, meet John. John is a business owner. John is looking to get leads, but he's struggling to do so. He's tried method A, he's tried method B and method C. Nothing seems to be working for him, until he met Susan. Susan owns a business that shows others how to get leads, target leads into their business. Once he tried her method called product name, he now has more leads that he can handle." It goes on, and on, and on. It really sells in a story type presentation.

Let me give you a really good example. I'm going to jump over to YouTube now and show you what I'm talking about. Here's a real live example of an explainer video. This one is for school record software. We'll give it just a few seconds, so you can see what this is all about.

Speaker 3: Poor frazzled Francis. Anyone who processes student record request should receive a Medal of Honor, and Francis is no exception. Between the papers, faxes, emails, cash, money orders, receipts and never ending phone calls. Francis is lucky if she ever gets the real job of a filling request done.

Speaker 1: You can see what's happening here. They're using part of the sales copywriting formula and that they're addressing the frustrations and problems of the average user who's trying to manage school records. They've just put it into a very entertaining type video called an explainer video.

Next, the number 3 is a PowerPoint video, which is what you're looking at right now. You take the copy, you put it into the video, usually a sentence or 2 at a time, max. You incorporate some images that relate to the verbiage that's on the screen, and that provides a little bit of engagement that keeps them watching.

No matter which version you choose, there are plenty of people who will do these for you for a nominal fee. There are actually software options that will help you put together explainer videos and whiteboard animation videos, and other companies that will do that for you as well. The budget is all over the place, so

you just have to do your homework if this is something you want to do. It all starts with having sales copy first, and that's coming up in the next video. Let's continue here.

Let's talk about swipe files for just a minute. What are swipe files? These are sales elements such as sales copy that you see on the sales page. A sales page could be a swipe file. You grab a sales page, you save it to your computer for future reference. An email that you receive, maybe you saw a great subject line that really caught your eye and it made you open the email. From a business standpoint, if that made you want to open, that's something you want to save for the future to use in your own email marketing. The term swipe is that you're swiping it, you're grabbing it for yourself to save for future reference, to model after when creating your own sales or promotional material.

Why are swipe files useful? It saves time and money, especially if you don't have the skills to write copy or to know what to say. If you see sales copy and ready-made promotional emails that make you want to hit the buy button, then add these to your swipe file. When it comes to swipe files, it's very important that you do not use swipe copy word-for-word in your own copy and promotions. Swipe file is idea creation for creating your own. You always want to modify swipe copy in your own words, whenever possible. This is especially important when it comes to sales copy that you've seen on a page. You can use part of the phrasing that you've seen, but modify it to fit your particular niche, or product, or benefits.

If you see a subject line, that's really not big a deal to use as is. It's the sales copy that that's really pertains to. Some of the subject lines, feel free to use those as is, whatever makes you take action, whatever makes you open an email, whatever makes you want to keep reading, whatever makes you want to click. If others are doing something that really catches your attention, you're probably not alone, and it's affecting others. This is something you want to use and collect. My suggestion is always create a folder in your documents, called Swipe Files, and then sub-folders that categorize what you're swiping. Have one for emails, one for sales letters, maybe one for designs or graphics. Speaking of examples, I mentioned just a moment ago, so a sales page. If you want to save a sales page, you can really save that from the browser.

I've pulled up this product in my Chrome browser. With Chrome, you can right-click and save as to save the webpage. Sometimes it won't save all of the elements. Maybe you're saving it because you like the design, or the formatting, or the way that they're using a lot of the elements in the sales page, something you maybe want to refer to when you're designing yours. However, there is a little tool you can use that makes it ... You can save it exactly as is, and as an extension within Chrome, and it's called web ... Excuse me. It's called ... Let me

hover over there, Webpage Screenshot. Let me pull that down, so you can see that.

See this icon right at the top here, looks like a camera. You can search for the Webpage Screenshot extension. If I click on this, I want to capture the entire all page screenshot. Okay. It's going to scroll the entire page, and it does this quickly. I've tried this with snag it in the past. For some reason, on my computer, it takes forever to do. With this, it's super quick, and it's high quality. At this point, it's got the whole page saved. I can just save them in my computer by going to local. I can save it to PDF right here, and it retains everything that you see on the page. That's a quick way to use a free screen shot extension just for the Chrome browser. That works extremely well. Then you're going to save the image to the appropriate folder, so you can come back and look at it later. This would be a free powerful tool, and something real quick and easy to save your swipe files.

By the way, this website is also using the video and sales text on the same page. Videos at the top, and as they scroll down, they can see the rest of the sales letter in text format. It could be a combination. They're watching the video is a little bit different than watch on the sales page, in text. This is just another example of someone using that style of sales letter.

Speaking of the swipe files and sales pages, here are 3 names that are legendary in the copywriting direct marketing style industry. That's Jay Abraham, Dan Kennedy, and Joe Sugarman. If you just type in those names and maybe the term swipe files, you're going to find a lot of information about the type of copywriting that everyone since has been modeling after. In fact, you may see some sales letters, classic sales letters that are available for sale as a swipe file. One thing comes to mind that I purchased from Yanik Silver. That's Y-A-N-I-K S-I-L-V-E-R, Yanik Silver. I believe, just based on his files, that he was certainly a follower of Dan, Jay, and Joe in the past, but it's classic old school, which [inaudible 00:18:03] copywriting this business. If you want to learn, and that's the style that I've learn from in the past, and often need to revisit to brush up on my skills. I'll throw those names out to you, jut them down for future reference. Okay. That's about sales pages.

An email of course is a great example. I already said if it's something you received and it made you want to open, made you want to click, copy and paste those things, or take a screenshot, save them for future reference. I just talked about purchasing sales copy swipe files as well. Do a search for that. You may put buy a sales copy swipe files in Google and see what comes up. Of course, you can always go to the [inaudible 00:18:40], as I mentioned a few times in these videos, is a great place for people who are marketing and doing business online.

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You can ask there, and you'll have plenty of people tell you where to go and some resources and suggestions and things like that.

I've also already touched on the screenshot. Use that to your advantage you can use something like SnagIt, 1 word, S-N-A-G-I-T. It's a great tool for quick screenshots, in addition to that extension I told you about for Chrome. You can take a screenshot of just about anything that you like, such as a squeeze page or graphic or some kind of design. Remember, don't use these as your own when you take a screenshot of them, but use them maybe to pass on to your graphic designers, samples to model after, a quick way to show them exactly what you want, if you have someone doing your work for you.

All right. That's it for this class. In the next video, very important one, you'll learn the 9-step formula for writing your sales letters. All right. See you in the next video.