Speaker 1:   In this video I review in summary on creating a sales material. First things first. We talked about deciding DIY or outsourcing. The takeaway is the outsourcing sales copy is expensive but may dramatically boost your conversions. If you don't have the budget, then borrowing swipe files is going to be the key to help guide you to create your own.

Video or text? 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, but there is a little bit of a learning curve when it comes to creating your video sales letters. If you have no experience creating the text sales letters, obviously that comes first because you need the script in order to create the video.

Swipe files. It's going to save you time compared to writing copy from scratch and it saves you money from outsourcing your copy. It's going to take you a little bit longer if you don't have any experience, but as I've shown you in past classes in those presentations where I gave you some swipe files you kind of fill in the blank once you get your hands on some of these things. Once you understand some of the basics of what people think and how to address those thoughts in your copy.

Some examples of swipe files you can take. Sales pages, opt-in pages, emails, subject lines, even graphics. Just remember you can use a screenshot tool, such as Snagit or the extension I told you about that works in Chrome. You can use that to take images of the entire webpage or graphics or emails. Take advantage of those tools that are available to you free for the extension for Chrome and reasonable price for the Snagit tool.

Creating sales letters. I told you about the nine step sequence for creating your sales letter copy. I hope you took some notes. If not, let's do a quick review. Number one - creating your powerful headline. Number two - state the problem. Number three - give them the promise, which is your product. That solves the solution to the problem. Provide some proof. Give them the price and then if you can, add in some scarcity or value. And/or. With scarcity we talked about several ways how you can make things urgent. Time sensitive, time limited, including a bonus to add value. Of course, you always have to offer a guarantee. One of the takeaways was the longer the guarantee, the more sales you'll make. Give them a call to action and then the importance of the things you need to say in your P.S., reminding them of the problem they are having. If they don't act, it's not going to go away. Reminding them that your order is risk free. Reminding them of any of the scarcity and reminding them once again to click now or place your order right now.

Creating video sales letters. What are they and why are they effective? The takeaway is that 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. In addition, video is such a mainstream element in today's society, people are more entertained with video. It captures their attention longer. People are accustomed to watching videos on a daily basis.

Tools needed for video sales letters. You need PowerPoint or Keynote. You need a screen capture software, like Camtasia. Of course, there are alternatives that are less expensive. A quality mic. A couple mics I mentioned to you were the AT2020 and the Nessie by a company called Blue. A video player to play videos online and somewhere to host the videos. I also gave you several resources that do both and also optimize your videos for the web.

DIY or outsource options for video sales letters. Creating your own may require a large learning curve along with some additional hardware and software costs that we talked about. Outsourcing also has a cost, but it saves time. You have to balance that. What's important to you. I showed you third party services that combine hosting with players that make working with video and getting online much easier.

Finally, we talked about using and creating webinars. Not only just for content for maybe products that you can sell but as a pre-sale tool. So you can give people some great information that they can take away immediately in that webinar and apply it to the business, but also an opportunity to make money at the end of that webinar. It's a give first and take later.

I gave you lots of ideas for creating those topics, but the summary, the takeaway are these four things. Choose a webinar service provider based on your budget. Make sure they have a recording tool. Choose an in-demand topic for your webinar and I gave you several examples that you could use and actually use for swipe files for your own topic. Create your webinar invitation landing page. Choose services that provide those ready-made templates that are customizable. Then layout your traffic plan to get traffic to your page so people can register and attend your webinar.