



Checklist 9: Copywriting For Sales Videos

Project Name: _____

Date: _____

Yes No

VSLs are all the rage now on the Internet. Are thinking about starting with them too? You might need some helpful guidance and help on your way. Here is a checklist of some formulas that can help you up your VSL game:

How To Get Started

- | | | | |
|---|---|--------------------------|--------------------------|
| 1 | Begin with a shocking statement that enables you to grab the attention of your audience. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use an open loop that could be a hint at something interesting that you can reveal later. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Next, move on to stating the problem and the reason for it being a big deal. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Use the action of agitation to make the problem sound worse. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Explain why the problem is a lot worse than they think. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Make use of emotional statements that hit them on an emotional level. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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Moving On

- 1
Show the audience that you have the solution to their problem.
- 2
Introduce the solution you offer.
- 3
Tell them how you different from the competitors and why YOU have the best solution they need to solve their problem.
- 4
Provide proof for your claims. Do this by using:
 - > *Statistics*
 - > *Testimonials*
 - > *Before and after pictures*
 - > *Screenshots of results*
- 5
Then, shift to mentioning the most important features that the audience can get from your service/offer/software.
- 6
Make sure to add in not only the features but also the benefits so that they can see the real payoff.
- 7
To prevent people from procrastination; get them off the mark with bonuses.

Notes

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8 Ask for the order and reinforce the advantages of your product and service.

9 Tell your audience what to do, where to do and how to do succinctly.

10 Describe what comes next once they click on the buy button.

11 Give them two choices:
> *To live the life they are living already in misery*
> *Or invest and obtain true happiness*

Some Tools

1 Use tools and software like Powtoon, Adobe Premiere CS6, Camtasia & PowerPoint videos.

Notes