

SPECIAL REPORT



HOW TO

**CONVERT YOUR
WEB VIDEO
Into SALES**

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HOW TO CONVERT YOUR WEB VIDEO INTO SALES!

If You Would Like to Make Money Online...
Then You Need to Read This Article



Here's Why...

- Before you pick a camera...
- Before you settle on a backdrop or a location...
- Before you decide on music or animations or logos...
- Before you record a single frame of video...

...you've got to write a killer video script!



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This article explains how to set up a logical framework for shooting your next video... and provides an example of how to fearlessly develop your own video script!

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HOW TO CONVERT YOUR WEB VIDEO INTO SALES

Videos address all the senses. It's visual. It's auditory. It's kinaesthetic. You can feel what the person is saying. It also needs to:

1. Evoke Curiosity
2. Cultivate Credibility
3. Build up "What's in it for me?"
4. Expose the Problem
5. Educate Your Audience
6. Entice your Audience to Take Action

If you are creating your first "How To" video from scratch, here is an example script you can personalise that might help.

Remember : Confidence comes with practice, so the best way is to just get started - even if you're a BEGINNER at video.

It's NOT about being an expert BEFORE you film your videos.

That will come in time.

It's about being SEEN as the expert on the topic simply by CREATING and SHARING your videos, that people see you as an expert in practically any niche you choose!

So let's get started!

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Hello! My name is [SAY YOUR NAME HERE] from [SAY YOUR WEBSITE NAME HERE]



What Next...?

Step 1: Evoking Curiosity and Getting Attention

The first step is getting people's attention. To do that, we need to create something unexpected to catch your viewers off guard.

Video is the medium that captivates the most senses of any other. It's literally the closest thing to actually BEING with someone in person, and it quickly forms an intimate bond with your viewers.

In our videos we want to stimulate every single one of the senses we have available and we're going to use the EXACT same shortcuts that Hollywood uses in the movies.

SOUND

Music is memorable. Whether it's Indiana Jones, or Sex and the City – we can hear just a few notes of those signature theme songs and it INSTANTLY takes us there. It's memorable and it creates an emotional response. We want to create that same exact emotional response in all of our videos.

VISUALS

Of course, video is VISUAL, so we're going to borrow another Hollywood trick now and that's shooting "on location". This is what makes videos engaging and EXCITING – we get transported to interesting places without leaving the comfort of our own homes. This can be done in two ways:

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1. **On location** - You can film your videos anywhere that's a little out of the ordinary. Use your local area – beaches, parks, anywhere where there's a beautiful view. Or you can even just pick a place that makes an interesting background. This will hold your prospects attention and make them want to watch the rest of your video.
2. **Using "Green Screen" technology** - You film 'on location' in the studio, and the background scenery is added during production (just like "Star Wars" but with realism). This way you talk to the camera whilst the scenery moves. Or switch angles between shots. This gives the eye something interesting to follow, and hold's your customer's interest and attention.

Step 2: Cultivating Credibility

So now we know what to film and where to film it, but what do we say in our videos? You want to be seen as an expert, so we do this by sharing our knowledge that relates specifically to our niche.

SOLVED A PROBLEM? What problem have you previously helped your customers or prospects with? How long have you been in business? Share any details you can that will express your experience to your viewers.

TALK ABOUT YOUR 'STORY'. Reference your personal experience or history with the product or service you're offering. A personal story anchors your information into the real world and makes it much more tangible and believable for your viewers.

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This builds rapid rapport. You're a REAL person with REAL experience. The more that your prospects can relate to you, the bigger your results will be from your video.

When you bring out your unique style and character in your videos, you build a powerful connection and relationship with your viewers. This is how video also builds up your online brand. People will begin to recognize you as a source of valuable information. Think of a Jewelry Gift Box. Regardless of WHAT the piece of jewelry is, if it comes in a beautiful little turquoise box with a big white bow, what's inside is suddenly MUCH more special than it was before.

Step 3: Building Up the “What’s in it for me?”

Any time we take action or make a decision, we take into consideration what we'll get out of it. Online, there are millions of options that are just one click away – it's even worse than the customer holding the remote control! We need to CAPTURE and HOLD because we don't want them changing channels on us!

Before filming any single one of your videos you want to put yourself in your customers' shoes and ask the question “What's in it for ME?” Start thinking of what your customer is looking for and help them find as close of a solution as possible to their problem.

CREATE A TEASER

Like a movie trailers give your viewers something to look forward to and a reason to want to watch your videos. Tell them exactly what you would be learning before you even start.

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Here are a few phrases you can try:

1. The reason I'm making this video is... FILL IN THE BLANK...
2. Have you ever had... FILL IN THE BLANK... happen?
3. Today I want to expose an important secret about... FILL IN THE BLANK...

Tell them exactly what they will get or learn in your video. Remember:

BE BRIEF. Get straight to the point with your content. Essentially, we're promising a shortcut. NOTE: A short introduction at the beginning told about our experience then a brief summary of what they will learn when they watch. This simple method can make your videos have drastically better conversions. Give them more of what they want - whether it's more money, more time or energy - you instantly become viewed as a valuable and trusted advisor.

HELP REMOVE THEIR PAIN - the faster you can help someone get out of pain the faster your videos will convert viewers into subscribers, and hopefully new customers down the line.

Step 4: Exposing and Unravelling the Problem

TALK DIRECTLY about the problems your prospects are facing in your videos! Most people are more motivated by FEAR than they are by PLEASURE. They want to get out of pain and fast. Avoiding pain is one of the biggest and most powerful motivators.

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DEFINE your ideal customer's pressing problems and provide solutions. Your customers will literally feel like you're speaking to them in their own language. They will know that you truly understand their problem, and sympathize with what they're going through. This goes a long way towards helping them choose YOU as the person who can help them overcome their problems.

CONNECT

So how do we connect with them? Try creating a list of top 10 "Problems" based on what I know about your target audience. Don't dwell on them— Just jot down the first thing that comes to mind.

For example, if you were making a video about SEO, you know that people think:

1. SEO is hard.
2. You have to be a computer genius to learn it.
3. They may get slapped by Google and lose all their traffic.
4. It's time consuming.
5. The tools you need to learn are intimidating.
6. Etc. etc.

Once you've got a list, the trick is to talk about their problems in a friendly, non-threatening way. Just speak to the camera in the way that you would talk to your friends about life.

And you never have to worry about not being experienced in teaching people, because there's an easy way to do it...

Step # 5: Engaging & Educating Your Audience

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Now it's actually time to teach our prospects how to solve their problem - Simply create a 3 to 5 step Formula to teach them step by step a technique, method or even just share a short list of helpful tips to solve their problem.

Think in a visual way and show each step.

If you can't actually performing each step on camera, use PowerPoint slides to illustrate your point.

1. Break your solution down into simple easy to understand, bite size chunks.
2. Don't forget to build up your customer's confidence as you are sharing your solution.
3. Show them how easy it is to implement your steps or tips.

Step 6: Enticing your Audience to Take Action

If you want to make cool marketing videos that convert, you can't skip one of the most important steps: the **Call to Action**. The most obvious Calls to Action are ones that say "Add to Cart" or "Buy Now" or "Subscribe Now".

But it can really be anything you want.

By all means create the best video possible, but you must also **TELL THEM** what to do next at the end of your video. Then **ASK** them what you'd like them to do. Don't **ASSUME** your prospects will know what to do next. It's perfectly okay to ask your viewers to take action. Don't leave it up to chance, or hope that they figure out what to do next.

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Even something simple, like “If you've enjoyed this video please go to my website [www.\[SAY YOUR WEBSITE HERE\].com](http://www.[SAY YOUR WEBSITE HERE].com)”... Or you could say “Please leave me a comment below and let me know what you thought of my video.”

Another way is to offer your viewers an incentive to take your desired action - like a special report they get just for subscribing - or maybe a extra special private video just for them.

Use the formula and putting themselves out there to truly connect with their audience. You don't have to create the best video, or be the best-looking person on camera.

Just connect with you audience.

Then all you need to do is upload it to your YouTube account (it's FREE!).

HOW TO DEVELOP YOUR SCRIPT

This document is intended to be a “worksheet” to help you develop your script following the above formula.

Simple answer a few questions, fill in a few blanks, and BOOM! Instant script! Then all you have to do is film it and upload your video to be on your way to success!

Step 1: Evoking Curiosity

A. What emotions do you want people to feel when they begin to watch your video?

B. What song have you chosen as your lead-in music? (See the sample script for places to find royalty-free music.) Does your music match your chosen tone?

C. Where can you film that will provide an interesting setting? Do the places you've chosen help support the emotions you want to evoke in your audience?

Step 2: Cultivating Credibility

A. How long have you been in business or participated in your niche? How much success or failure have you had along the way?

B. Is there a personal story about your experience with this particular problem/solution you are sharing in your video?

Step 3: Building Up the “What’s in it for me?”

A. What exactly will they get from watching your video? Be specific.

B. How and Why will what you're teaching benefit them? Think about when and where this knowledge will help them.

Step 5: Engaging & Educating Your Audience (Answer these questions for each step in your solution.)

A. Will they need special tools or supplies that you will need to show them before they start?

B. What are the details in completing this step towards solving the problem?

C. Why do you have to do this step? How does it fit into the whole process?

D. What is a visual image you can film or show to illustrate the step?

E. Can you show them a visual result of completing the step?

Step 6: Enticing your Audience to Take Action

A. Remind your viewers what's possible and what they can accomplish.

B. Remind your viewers When, Where, and How Often they will enjoy the benefits of this solution:

C. Ask your viewers to take your desired action (subscribe, buy, leave a comment, etc.):

In Conclusion:

- By simply answering these questions as if you would be speaking to a close friend, you're about 90% of the way to creating your very own script!
- The final 10% is simply taking all your answers and putting them all together so they don't sound like answers to questions, but just simply speaking – so that it flows and sounds natural.
- You should also practice speaking your scripts out loud, and make sure that they sound natural when spoken, not just on paper. Even practice in front of a mirror before you get in front of the camera - but don't practice too much – you want to make sure you get from script to shooting as fast as possible.

This worksheet will help eliminate any delays so you can rapidly creating compelling video scripts your audience will love to watch.

You will be helping them do something useful - help them overcome a problem or pain they feel... they WILL take action!

They'll follow you, become your fans, subscribe to your lists and YES... Buy the stuff you recommend.

It sounds easy because it IS.

All you have to do is get started, so right as you read this – YES, right now!...

Go ahead and try filling out the worksheet. Create a “skeleton script” and you'll see just how easy it is when you follow the formula!

Good luck!

With special acknowledgement to Maria A Andros

Video Marketing Queen, Inc.

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About Us:

Village Media specialises in affordable local SEO marketing that attracts leads and new clients to your online business.

We use a combination of local SEO online marketing and PPC Advertising (Pay-per-click) , Direct Response Landing Pages, Social Media Marketing and Mobile Marketing, including Marketing Webinars, Web Video, Keyword Research, Twitter, YouTube, FaceBook and many other social media sites.

PROFILE - Alan Perkins

After running a successful business for more than 30 years, he is a trained Life and Business Coach and bringing with him tremendous depth, knowledge and integrity to the business. With strong 'hands-on' entrepreneurial, and corporate experience in building successful businesses both locally and internationally, he understand the pressures faced by Business Owners, Executives and Entrepreneurs and understand the value of a different perspective. With an extensive background in Sales, Marketing and Management, he is well qualified to help individuals and companies achieve their personal best. "I believe it is an enormous privilege to work alongside someone willing to move outside his or her comfort zone, embrace change and uncover things most important to him or her".



Alan was a Board Member of various Industry Organisations and been a coach, trainer, speaker and workshop facilitator for a number of international training seminars and trade shows. He was category winner with the Victorian Enterprise Workshop program for entrepreneurial development and received several government-sponsored export and enterprise networking grants. His business was also finalist in the Ron Carr Enterprise Award for innovation.

Protecting Your Privacy

You'll be happy to know that we respect our customers' privacy and, unlike some other companies, do NOT sell or share our customer information with other parties for any commercial purposes other than order fulfilment, providing our online services, maintaining and improving our web site, and confidential site activity and sales tracking.

For Additional Information



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