Sales Page Video Template

Follow this outline to craft a powerful sales video.

**Problem Hook**

Identify the problem in a captivating way and state the desired outcome. 1 - 2 short sentences.

**Problem Commiseration**

Prove that you understand their problem (either because you’ve been through it, helped many through it, or are an expert)

**Solution**

Let them know that there is a solution to their problem

**Proof**

Explain why you (or your solution) is the best solution to their problem. You could speak to the number of people you’ve helped, or quantify how your solution worked for you.

**Barrier Avoidance**

Point out that there are other ways to solve the problem (possibly pointing out ways they may have attempted). Encourage them to fix the problem for good (or the right way) and avoid pitfalls

**Program/Product**

1-2 sentences explaining your program or product.

**Call to Action**

Tell them exactly what to do. Tell them only the next step. Tell them again, how to take that step.

**Thanks**

1 short sentence of expectation that you’ll be working with them soon.

LENGTH: 45 - 90 seconds.

Example

Aren’t you tired of your [problem]. Wouldn’t you like to [desired outcome] without having to [barrier]?

I totally get where you’re at.

I was once just like you and struggled with [problem details] until I was ready to pull my hair out.

I’m here to tell you, it doesn’t have to be this way / you don’t have to live like this.

I’ve seen [quantifiable number] of my clients [solve problem] and achieve [desired outcome]. OR When I finally figured it out and [solve problem] I couldn’t believe how easy/lucrative/rewarding it was to [desired outcome].

I bet you’re thinking, ‘but I’ve tried [barrier/wrong solution] and I can’t get [desired outcome]’ That’s because you didn’t have [solution].

And that breaks my heart. That’s why I created [program/product] which [core transformational message]. It’s a [product description].

I’ve described it all below so you can keep doing it the old way or you can get what you want sooner by [call to action].

I’d love to work with you. [Call to action]. And, I’ll see you (in the program/community/on the call).