SALES VIDEO MASTERCLASS

PROJECT GUIDE

By Vladimir Raykov

In order to complete the project successfully, I broke down the sales video creation process into two parts.

1. **PART 1:** Write the script for your sales video
2. **PART 2:** Produce your sales video.

First of all, here is the **framework** we'll be working with. It consists of two types of elements.

What I call CORE & INFLUENCE elements. As you know I dedicated complete sections of this program to explain these elements and give you examples.

Please, feel free to add or remove elements by adhering to the principles in the program.

CORE ELEMENTS ; **INFLUENCE ELEMENTS**

1. **Grab Attention**
2. **Intro Of Yourself**
3. **Social Proof**
4. **Arouse Interest**
5. **Create Desire**
6. **Add Bonuses**
7. **Reveal The Price**
8. **Call To Action**
9. **Your Guarantee**
10. **Eliminate Objections**
11. **Target Audience**
12. **Urgency**
13. **Call To Action**

In **PART 2** of this project, you will have to create a presentation and record your video.

We are going to use:

1. **Audacity** - for recording your voice.
2. **PowerPoint/Google Slides** - for creating the presentation.
3. **Camtasia Studio** - for recording and producing your sales video.

Are you ready? :)
Awesome, let's create some videos that sell!

PART ONE

The Script

GRAB ATTENTION

Write here…

(Example: *"If you've been considering to invest in real estate to secure your financial future, then enrolling and completing this course might be one of the best investment decisions you've ever made.*

… and before I tell you why, let me first introduce myself.")

INTRO OF YOURSELF

Write here…

(Example: *"My name is Vladimir Raykov and I'm the creator of STEP-BY-STEP TO YOUR FIRST 1000 STUDENTS premium program where I teach people how to start and grow their online teaching business.*

I'm an online instructor at Udemy and Skillshare and for the past year and a half, I've generated more than $100,000.00 pure profit (teaching part-time). I taught hundreds of online instructors how to create online courses and sell them on the best platforms for self-published instructors in the world.")

SOCIAL PROOF

Write/insert here…

(Note: If you have a video testimonial insert it here. If you have a written testimonial write it down here and then you are going to read it. On the Presentation you must include an image of the person, their name and city or state)

AROUSE INTEREST

Write here…

(Note: As you know this is where you write a lot of benefits of the product in a form of bullet points. Usually, just before you start with the bullets, you introduce your product.

"Hey, this is the name of the product, it consists of 5 modules and now let's take a quick look at each of the modules and what they will do for you."

This is something that you will notice when you watch the videos I've provided as examples.

Bullet Point Examples:

- You will understand once and for all **the ultimate purpose of your headline** (and why many people are dead wrong about it).
- **Master 9 styles of headlines** to use in ANY medium, including sales pages, squeeze pages, blog posts, subject lines and more…
- Learn the **two crucial** (and super easy) factors for writing a perfect headline for your blog post that will explode your readership. (Most bloggers mess up this part…)
- **The number one reason** why readers do not read your copy. John Carlton talks about that all the time.
- Discover the **top 10 tried and tested formulas** "fill-in the blank" style that will guarantee your write a perfect headline every time! There ISN'T a famous copywriter who hasn't used at least few of these formulas.

CREATE DESIRE

Write here…

Key sentences:

- *Please imagine for a second, what it would be to...*
- *Please think of it for a moment how would you fell, what would you do, etc.*
- *Please picture yourself having or doing something...*

ADD BONUSES

Write here…

(Note: Always put a price tag on your bonuses! Don't offer invaluable bonuses or too many, not relevant ones.)

REVEAL THE PRICE

Write here…

(Note: Apply framing.
Example:

"If you go to my regular website right now, you could buy Marketing Psychology Masterclass for $2997.

But because you've already invested this time with me as I've already said, and you've proven that you want to get results, I'm making a special offer just for this webinar.

To put this into perspective for you, if you hire professionals to do the things for you, you will end up spending five figures.

A copywriter would charge you around 10k for the copy for your marketing funnel depending how complex it is and the number of page. It might be more.

A web-designer to draw the funnel and a front end developer to cut the photoshop psd file that the web-designer will provide…. Again depending on complexity but that might be anywhere from $5k to $10k.

And you would end up paying what, $20000?

But listen, because you are learning how to do it yourself AND I'm giving you all the tools and resources to make it happen fast, you only pay $997.")

CALL TO ACTION

Write here…

(Note: You need to have multiple calls to action but the first one is immediately after you reveal the price. Feel free to do what I call Detailed Call To Action!)

YOUR GUARANTEE

Write here…

ELIMINATE OBJECTIONS

Write here…

Then, go ahead and read 2, 3, and 4-star reviews. Find out what people complain about. Look for commonalities.)

TARGET AUDIENCE

Write here…

(Example:

WILL THIS PROGRAM WORK FOR ME?

*As I've said the program is designed for **3 groups of people.***

*1. **Beginner to intermediate bloggers** looking for ways to monetize their blogs and generate income online.*
*2. **Nonfiction eBook authors** who'd like to increase their income streams and diversify their businesses. Chances are 10% of your readers would be willing to buy an information product from you and that's how you can use online courses as an upsell and profit-maximizer.*
*3. **Complete beginners.** Would-be entrepreneurs who haven't made even one dollar online but want to make their first $1000 and build from there.*
On the other hand,

THIS PROGRAM IS NOT FOR YOU

If you are looking for get-rich-quick schemes. And…
If you have a negative attitude towards everything in life, you won't be accepted to join my premium program. I want to work with positive people who believe in a

better future. I want to be part of the creation process of a brighter future. Since we'll be working closely, if you are loaded with negative energy, don't bother to enroll.)

URGENCY

Write here…

(Note: Why should they act now?! Price increases in X hours / days ; bonuses go away, you are closing the offer whatever. Don't Skip!)

CALL TO ACTION

Write here…

(Note: You always, always finish the video with a call to action. Thank the prospects and direct them to take action!)

Finally, run the script through Grammarly and fix any mistakes in your sales script.

Pay attention to everything!

Grammar, misspelled words, punctuation, etc.

This is important because you will copy and paste the text into a presentation.

You don't wanna do that with the mistakes. :)

PART TWO

Rehearse, Record & Produce

Good job so far!

Now it's time to record and produce your sales video. For the steps outlined below, please refer to the respective section and lectures from the course and see the demonstrations I've created for you.

1. Please download and install [Audacity](#) (Free), and [Camtasia Studio](#) (You don't need to buy it. Just use the free, 30 days trial).
2. Read your script out loud at least 3 times. Rehearsal is very important.
3. Now record your voice with Audacity while you read the sales script. Mind your intonation, you should sound like you are talking, NOT like you are reading from a script. Edit, remove noise and export the file. It can be mp3 or wav. You would need that file so you can import it into Camtasia later.
4. Open up your presentation, then copy the sentences from your script and paste them in the presentation.
5. Play the audio and record your screen while you are going through the presentation.
6. Combine the video footage and the audio file in Camtasia and do some edits if need be.
7. Export your sales video and make it rain!