3 Persuasive Video Scripting Templates That Keep Your Viewers Engaged

One of the things we love about video, is how much easier it is to get and maintain your viewer's attention.

It makes sense...

After all, when you're watching a video, you get to sit back, relax, and consume the information passively, while **reading is work**.

And the more customers who engage with your content, especially product-related content, the more sales you'll get. That's obvious, right?

But just because video makes it easier to get your target customers to pay attention, doesn't mean you can slack off.

Despite popular belief, it is possible to create a video that LOWERS your conversion rate.

Plus, if you don't invest the time to create a video that grabs your viewer's by the eyeballs, then you're also leaving money on the table.

Think about it like this...

If spending 5 additional hours on your script nets you even a tiny 1% increase in your website's conversion rate, and your website is responsible for producing a measly $100,000/year, then you just paid your business $1000 for 5 hours of work.

And that's just in the first year! If you put in the time up-front to create an effective video, you can use it for years.

Hopefully now you can see the value of a great script.

That's one of the reasons why we put so much emphasis on scripting here at WireBuzz -- a beautifully shot and edited video will only perform as well as the script it's built around.

Fortunately, creating a persuasive and engaging script is not that complex.

In fact, for over 100 years there's been a group of men and women who've been perfecting the science of capturing attention and persuading people to buy. And they've been doing it with just text!

According to direct-response legend, Dan Kennedy:

> "Writing copy that sells is not a creative act so much as it is mechanical process, adhering to formulas, and assembling essential component parts within a reliable framework."

What Dan's talking about is "copywriting," and it's something anyone can do.

Like Dan says, the key is "adhering to formulas" and "assembling essential component parts."

You don't need to be a literature nerd or poet to craft compelling copy, so long as you follow the process and put in the time to do it right.

From a technical standpoint (grammar, sentence structure, etc), if you can write a coherent letter to a friend, then you have the skills needed to write effective copy.

The art and science of selling using just your words is incredibly powerful, but it's a very different writing style from what you learned in school.

Your English and writing teachers didn't prepare you for this kind of writing. And in all likelihood, they would itch to pull out their red pens and mark up your copy (or script, in this case).

Now you may be asking yourself "Why is Marcus talking about copywriting? I thought I was going to learn about scripting."

Well, as it turns out, there are many similarities between effective copywriting and scriptwriting. So many, in fact, that WireBuzz only hires copywriters for our scripting team.

Sure, there are some minor differences between copywriting for text and scriptwriting for video, but most of the core principles and formulas are the same:

- Write like you talk
- Pretend you're talking to one person
- Focus on clarity and simplicity in your language
- Use lots of transitional words and phrases
- Take your prospect on an emotional journey
- Avoid tangents and "fluffy copy" that doesn't move the prospect towards a buying decision
- and more…

But as I mentioned earlier, maintaining attention with video is even easier than with text, so **you don't need to be the next Dan Kennedy or Gary Halbert to write effective scripts**, so long as you follow the process outlined in this guide.

So without further ado, I'm going to share three of the simplest and most effective copywriting frameworks that work well on video.

The three script templates I'm going to share include:

- Problem - Agitate - Solution
- Before - After - Bridge
- Promise - Picture - Prove - Push

In the pages that follow, I'm going to explain how to use each of these script templates, when to use them, and the copywriting fundamentals you need to understand if you want to get the most out of them.

The Simplest Copy Framework of All: Problem - Agitate - Solution

When I first started writing scripts, Problem-Agitate-Solve was my go-to framework because it's the easiest to follow and it works reliably well for both product videos that help you sell, as well as educational videos that help you generate leads.

Here's how it works...

- **Problem**: Highlight a painful problem your viewers are facing

- **Agitate**: Identify the underlying pain behind the problem and how it makes your viewers feel

- **Solution**: Here's how you solve the painful problem...

Step 1: Frame the Problem

In this scripting template, you begin by addressing an extremely painful problem that's shared by your target audience.

Think about it like this, if someone starts talking about something you're going through right now, you're much more likely to sit up and pay attention, right? Of course you are!

So in this template, you use the problem as a cue to your viewers that this video is relevant to them. By bringing it up immediately, you've effectively "hooked" your viewer and earned another 15-20 seconds of attention.

When choosing your problem, make sure it's the biggest, most painful, most ubiquitous problem that the video you're creating (or your product) solves.

The process is a little different depending on the type of video you're creating.

If you're creating a video about your product or a feature of that product, then the problem you identify at the very beginning of your video should be the problem your product solves.

This allows you to establish contrast and create an emotional journey by starting with a painful problem and ending with a solution to that problem.

For example, imagine you sell golf training videos to business executives.

The obvious problem you're solving is being bad at golf, but that's not quite deep enough to resonate emotionally.

So instead of focusing on the obvious problem, focus on the "hidden problem" beneath the problem. If your target customers are business executives, then you know that most of them are very competitive.

With that fact in mind, the "hidden problem" is that your customers are embarrassed when they play with their friends and can't keep up.

Here are a couple opening statements (hooks) using each of those approaches:

Obvious Problem: "Do you want to improve your golf game?..."

Hidden Problem: "Do you avoid playing golf with your friends because you're embarrassed by how much better they are?..."

The first approach isn't *terrible*...it immediately tells you what the video is about and, if you want to improve your golf game, you may sit up and pay attention. However, it doesn't tap into your emotions and make you **feel** the problem.

I hope you can see why the second approach is much better. It enters the conversation that's already going on in your prospect's mind -- namely, that they don't do something they would probably enjoy (playing golf with their friends) because they're *embarrassed*.

They're missing out!

On the other hand, if you're sharing a marketing video to generate leads, identify the problem that the information in your video can help your viewers solve.

For example, if you create accounting software (pretty boring, right?), you may want to create a video teaching your audience how to store all their receipts and expenses using Evernote.

This topic is helpful, sharable, and promises a very specific benefit. That makes it perfect for generating leads and building trust with your subscribers.

If that's the topic you select, then the problem your video is solving would be the hassle of storing and sorting all of your receipts come tax season.

But once again, that's the obvious problem. We're looking to go slightly deeper so we can tap into the psychology of our viewers.

In this case, the hidden problem your video is seeking to solve is that when you are working on taxes, you don't get to do the things you really want to do (spend time with family, watch sports, build your business, etc.).

The deeper problem will vary based on the type of person you're targeting.

Your videos should pinpoint a specific problem AND a specific audience. The more niche your audience, the more accurate and direct you can be at identifying problems, but the smaller your addressable audience is.

This requires some balance, but I would always recommend being "too niche" versus being "too generic." Nobody buys "generic" unless your product is a low-cost commodity, like peanut butter or something.

Make sense? Great!

Step 2: Agitate the Problem

Once you've addressed the painful problem your product or content solves for, the next step is agitating the problem until your viewers can *feel the pain* from your problem.

Don't overthink this section -- if you choose your words carefully and look for the "hidden problem," it shouldn't take long to make your viewers feel the pain.

The purpose of conjuring up the pain felt by your viewers is to create contrast.

Every emotion has an opposite, so your goal here is to make your viewers feel the pain, so that when you offer up relief, it feels more valuable.

Remember: people act on the basis of emotion and post-rationalize with the facts. You need to give them both, but without the emotional underpinning, you will find it difficult to get your viewers to take action.

Using the same example as in Step 1, here's what agitating the problem can look like:

> *"Do you avoid playing golf with your friends because you're embarrassed by how much better they are?*
>
> *And what about the people playing behind you? Do you rush trying to keep up, or let them skip you and your friends...?*
>
> *Unlike other sports, there are no "naturals" in golf. Nobody plays well when they're first getting started…"*

As with the problem, the agitation should be relevant to the type of person you're targeting.

In the case of the example above, we're still targeting business executives. With that in mind, we focused our agitation language around competition and etiquette, without discouraging them from continuing to try.

So if you break down the two new sentences, the first seeks to agitate the problem further, while the second protects the viewer's ego and addresses the tendency of high achieving people to give up on things they aren't naturally good at.

Be deliberate, make your viewers feel the problem you're providing a solution for, and handle objections wherever it makes the most sense in the context of your script.

Step 3: Promise a Solution

Now that you've stated and agitated the problem, the next step is to promise your viewers a solution.

In an ideal scenario, you can get to this solution statement within the first 30 seconds of your video, when most of your viewers are still paying attention.

This should be the easiest part of the formula: simply tell your viewers that you're going to solve the problem and how.

Using the same example as in Steps 1 and 2, here's what that may look like:

> *"Do you avoid playing golf with your friends because you're embarrassed by how much better they are?*
>
> *And what about the people playing behind you? Do you rush trying to keep up, or let them skip you and your friends...?*
>
> *Unlike other sports, there are no "naturals" in golf. Nobody plays well when they're first getting started…"*
>
> *But it's possible to dramatically shorten your learning curve by focusing on three core skills: swing mechanics, putting mechanics, and reading the green.*

These are the 20% of golf skills that get you 80% of your results. So if you commit to following the steps I'm going to show you in this video, soon your friends will be asking YOU for golf tips!"

There are a couple things I want to point out here.

First, notice how I transitioned into my promise -- I flowed into it conversationally.

This is very important when writing scripts because anything abrupt will make your viewers stumble...and when they become aware of the fact that they're watching your video, you create a natural opportunity for them to decide to stop.

Don't give it to them!

Make your scripts flow smoothly and use lots of transitions, even the ones that make your English teacher cringe, such as starting your sentences with "and" or "but."

Trust me, you'll maintain your viewer's attention much better if everything flows seamlessly from one idea to the next.

Next, notice how I tied the promise back to the problem. The problem was being embarrassed that your friends are better, but the solution promises that your friends will be asking you for tips. This brings the viewer full-circle and offers resolution to the specific, underlying pain you identified in your hook.

Step 4: Deliver the goods

Now that you've got your viewers on the hook, it's time to reel them in.

If you're using this template for an educational video, then deliver the value you promised and be sure to cover it adequately so you can fulfill your promise.

However, if you're using this template for a promotional video, the next step is to explain how your product will fulfill the promise you've made.

At this point you're simply providing the details and asking your viewers to take action.

In many cases, this section represents the bulk of your script, but there's no specific formula here -- simply communicate the information your viewers need to take action and do it quickly and with as much clarity as possible.

Remember: never use a big word when a smaller word will do and keep your script conversational and flowing smoothly.

If you're promoting a product, keep your focus on the benefits, not the features.

And whether you're making a promotional or educational video, always include a call-to-action that moves your viewers another step down the buying pathway.

If your video is promotional, ask them to click for another piece of information.

If your video is educational, give your viewers an opportunity to join your email list by offering something of value in the form of a lead magnet.

Another Flexible Script Template: Before - After - Bridge

This framework is fairly similar to the first, so I'm not going to cover all the redundant details.

Instead, I'm simply going to explain how this framework is different and when you would use it.

- **Before**: This is your life right now, and it sucks...

- **After**: Imagine what your life could look like, if it didn't suck…

- **Bridge**: Here's how you move from the world that sucks to the super awesome world you could have...all you need to do is _____

Step 1: Imagine a world without your solution

At it's heart, Before-After-Bridge is a technique for helping your viewers imagine what it would be like to have your product.

The biggest difference between this framework and "Problem - Agitate - Solution" is a matter of style.

Instead of simply pointing out a painful problem, you're trying to paint a picture in your viewer's mind and help them imagine their life in a state of pain.

Again, using the same example of a golf instructor, here's what the "Before" may look like:

> *"Your friends are always inviting you to join them for a round of golf, but you always say "no."*

After all, they're so much better than you, it wouldn't be fun for anyone. It might even be embarrassing... everyone waiting while you swing away, helplessly trying to put the tiny ball in a hole 400 yards away.

And what about the people playing behind your group, frustrated at how slow you're being…"

It may help to think about this first part being a mash-up of the Problem-Agitate section in the previous framework, with the key difference being how you frame them in the context of a situation or story.

Step 2: Imagine a better world, without the problem

This section represents the biggest difference between these first two scripting templates.

Now that you've established a situation or scenario based on the hidden pain your viewers are experiencing, the next step is completing their emotional journey by helping them imagine a world without that pain.

Here's what that could look like in the context of the scripting example we've been using:

"Your friends are always inviting you to join them for a round of golf, but you always say "no."

After all, they're so much better than you, it wouldn't be fun for anyone. It might even be embarrassing... everyone waiting while you swing away, helplessly trying to put the tiny ball in a hole 400 yards away.

And what about the people playing behind your group, frustrated at how slow you're being…

Wouldn't it be nice if you could shorten your learning curve from months to weeks and finally catch up with your friends?

Not only would you feel more confident on the course, but imagine all the fun you'll have and the people you'll meet now that you know what you're doing?

*Before you know it, your friends will even be asking **you** for tips!"*

An important part of this second step of the formula is encouraging your viewers to put themselves into the situation by using words that cue them to use their imagination.

In the example above, I used the phrases "wouldn't it be nice if…," "imagine," and "before you know it" to cue the viewers to imagine themselves in the world I'm creating for them.

By doing so, I'm able to stimulate the emotional reaction they would feel in that situation, which creates the emotional contrast needed to move them to action.

Which brings me to...

Step 3: Building a bridge between the two worlds

This is quite similar to Steps 3-4 in the Problem-Agitate-Solution template, except the transition is a little different. Everything else is fairly consistent, you still want to:

- Use simple, clear language
- Focus on benefits, not features
- Tie your solution back to the underlying pain
- and provide a clear, specific call-to-action that moves your readers further along in the buying process

Now as I mentioned, your transition here is going to be a little different. In the Problem-Agitate-Solution framework, you simply need to promise a solution to the pain.

But with Before-After-Bridge, you need to directly bridge the gap, like this…

> *"Your friends are always inviting you to join them for a round of golf, but you always say "no."*
>
> *After all, they're so much better than you, it wouldn't be fun for anyone. It might even be embarrassing... everyone waiting while you swing away, helplessly trying to put the tiny ball in a hole 400 yards away.*
>
> *And what about the people playing behind your group, frustrated at how slow you're being…*
>
> *Wouldn't it be nice if you could shorten your learning curve from months to weeks and finally catch up with your friends?*
>
> *Not only would you feel more confident on the course, but imagine all the fun you'll have and the people you'll meet now that you know what you're doing?*
>
> *Before you know it, your friends will even be asking **you** for tips!*
>
> *So the question remains: how do you go from zero to hero in record time? It's all about focusing on the 20% of skills that get you 80% of your results.*
>
> *Things like: proper swing mechanics, putting mechanics, and reading the green.*

> *If you can improve just these three core skills, you'll be impressing your friends in no time.*
>
> *In my training DVD, I'll teach you these three skills step-by-step, so you not only understand the concepts, but know how to put them into practice on the course."*

As you can see, the content is pretty much the same, but the presentation is different for the different framework.

In particular, I want to call attention to the transition question "*So the question remains: how do you go from zero to hero in record time?*"

This is your "bridging statement," which establishes the contrast between the two worlds you've presented to your viewers.

From there, I focused on believability (the 80/20 rule) and tying the solution back to the underlying problem (*"you'll be impressing your friends in no time"*).

The amount of information you need to include in this section will vary based on your product, price, and audience.

If your product is complex or expensive, then your viewers are going to need more information before they'll feel confident making a buying decision, so your video may need to be longer (or you may need multiple videos).

Also, some audiences are more likely to pull the trigger than others. For example, early tech adopters won't need much information to try out the latest, greatest gadget.

On the other hand, business owners on a bootstrapped budget are more likely to analyze your product in-depth prior to making a purchase decision.

Similarly, if your target audience isn't comprised of decisionmakers, then you're going to need to provide more information so your "advocate" can pitch your product or service to the decisionmakers at their company.

That pretty much covers the essentials for the Before-After-Bridge framework, but **what do you do if your product doesn't solve a painful problem your audience is aware of?**

You can't use B-A-B or P-A-S without a problem-solution dichotomy.

Fortunately, that's exactly why we use the next template, the 4 P's...

When your product doesn't solve a problem, remember the 4 P's

Our next scripting template is quite different from the first two, but all of the underlying principles remain the same.

The biggest point of departure is that the first two templates are based on creating an emotional journey through a problem-solution framework, while this template is based on leading with a desirable promise or benefit.

Here's what the 4 P's stand for:

- **Promise**: Make a big claim that will make your viewers sit up and pay attention

- **Picture**: Imagine what your life could look like after you get the promised benefit

- **Proof**: Provide an explanation of your solution, how it works, and back it up with supporting proof

- **Push:** More than just a call-to-action, here you're going to recap what you've explained as simply and concretely as possible, then give your viewers a specific set of instructions for taking the next step

When to use the 4 P's

I generally recommend that you use use the problem-solution frameworks whenever possible. The problem-solution story arc gives you a greater opportunity to move readers from a state of pain to a state of relief, which makes for more emotional and persuasive videos.

However, because they're based on establishing a problem to hook your viewers, they do pose a significant limitation: you can't use them unless your target audience is already aware of the problem AND that problem is significant enough to get their attention.

So while technically you could use this framework for every script you write (every product should have a compelling benefit), I only recommend you use this template when the other two won't work.

For example, when the first iPods came out, nobody felt like their lives sucked because they didn't have portable music. After all, there were already other MP3 devices on the market, in addition to portable CD players and radios.

There was no *major*, recognizable pain that would hook viewers. But as we know, that didn't stop Apple from having one of the most successful product launches of all time.

So how did they do it?

They focused on the key benefits of their new product, instead of the pain associated with existing products.

Sure, there were minor pains (skipping, low storage capacity, etc.), but nothing that would make someone *really* pay attention.

Instead, the iPod was positioned as a lifestyle upgrade...a tool that would enrich your life and deliver tangible benefits.

I hope the distinction is clear enough, because it's very important when writing a script that you first identify what's going to get attention, that way you can choose the right script framework for the job.

Understand who you're selling to

Another situation in which you'd use this framework, is when the buyers aren't the ones feeling the pain that your product solves for.

For example, if you were trying to sell software that makes managing payroll faster and easier, pointing out that managing payroll is too complex isn't going to resonate with a C-Suite decision-maker who isn't personally experiencing that pain.

In order to get budget for a new piece of software, payroll managers need to get approval from either the COO, CTO, CFO, or even CEO.

So if you begin a script by presenting a problem those people aren't experiencing, you'll lose your buyers before they even have a chance to hear about the benefits.

In cases like these, you'd want to lead with the big benefit of your solution.

And since Payroll (and IT) departments aren't revenue-generating, you'll need to present your solution in terms of cost savings. Perhaps that your

solution reduces overtime pay, costly payroll mistakes, or will allow the organization to reduce staff.

Make sense? Good!

A quick note on "latent pain"

When people don't realize that they have a problem (even if they actually do), we call that "latent pain."

In some cases, all you need to do is introduce someone to their pain and they'll suddenly feel it.

A good example of this in action would be Uber. People took things like using taxis, driving yourself, or using a designated driver for granted, because that's how it *always* was.

There was no conception of pain, because that was the norm.

But once Uber started telling people that you could get a driver on-demand, at lower cost, AND you can track their progress...people suddenly realized how bad their lives were before Uber existed.

This new state is known as "realized pain," because the pain can be felt once it's pointed out.

In cases where there is a latent pain that can be used as a hook, I suggest you stick with Before-After-Bridge, since you can clearly paint the picture in a problem-solution format using that template.

Now let's break this template down step by step…

Step 1: Promise a big benefit

Everything we've already discussed applies here as well.

In this script template, you start by making a big promise, much like the promise we talked about in Step 3 of the Problem-Agitate-Solve framework.

However, this promise differs in a couple key ways:

1. This promise is going to focus on a big, underlying benefit, instead of promising a solution to a problem

2. You also make this promise up-front, so it needs to be framed a little differently

Again, we'll use the example of a golf instructor for practicing this template.

> *"Want to know how to impress your friends on the golf course, even if you've never played before?"*

It's that easy…

A couple things I'd like to point out about this, is that I keyed in on the underlying benefit (impressing your friends), instead of talking about how you can "get good at golf," whatever that means…

I also immediately handled the biggest objection to my promise by reassuring viewers that, yes, they can get this benefit even if they're brand new to the game.

If I had omitted that second part, I would have immediately lost the attention of anyone who was brand new, because they wouldn't believe it's possible...and perhaps they still don't.

That's okay, because all I needed to do here is earn enough time and attention to keep my viewers engaged until I can provide proof, in Step 3.

The last thing I'll say about this hook is that it was phrased as a question very deliberately -- when you ask someone a question, they can't help but answer the question in their heads.

So not only do rhetorical questions actively engage your viewers in the video, they also give you an opportunity to get your viewers saying "yes."

This is a very powerful sales technique.

Back in the day, when I was selling life insurance (thank goodness those days are over), I was taught to get my prospect to say "yes" at least 50x before trying to close them.

I know it may sound silly, but **it actually worked!**

Obviously you can't get 50 "yesses" in a video, but anytime you can get your viewers to engage and raise their hand is going to increase the effectiveness of your video.

Step 2: Paint a vivid picture of that benefit

I don't want to waste your time going too far into this step, since we basically covered it completely in the "After" portion of the Before-After-Bridge template.

Essentially, you're going to paint a picture of what the world looks like for your viewers after they have the benefit you promised them.

Here's our golf instructor example again:

> *"Want to know how to impress your friends on the golf course, even if you've never played before?*
>
> *Let's be honest -- winning makes the game more fun.*
>
> *Plus, there are bragging rights at stake...*
>
> *Before you know it, you could be beating your friends, and making new ones, each time you step foot on the course."*

Pretty simple right?

All you're doing here is painting a picture of what it will really feel like when you get that benefit. Depending on your audience, the underlying benefits may change.

Keep in mind that we're assuming our audience is comprised of high-performing executives with a competitive streak.

So talking about things like "impressing your friends," "winning making the game more fun," and "bragging rights" gives your viewers an opportunity to imagine themselves inside the world you've created for them.

Now if only they knew how to **get** that benefit...

Step 3: Prove that you can deliver on your promise

Believability is an essential element of this scripting template.

Your viewers may resonate with the benefits you're promising, but if they don't believe you can actually deliver...well, good luck.

In this section, believability is all you care about.

To make your script more credible, you're going to focus on two things in this section:

1. Explain the logic behind your solution (how it works and why)
2. Proving your claim is true by using credibility amplifiers

The first is fairly simple, so I won't belabor it, but the second is a little more interesting.

There are many "tools" you can use to make your promise more credible, including things like:

- Demonstrations
- Testimonial clips from happy customers
- Studies, facts, or data that support your claims
- and examples of recognizable people or organizations you've helped in the past

You may use one or a combination of these credibility amplifiers in your script to make your promise more believable.

Now let's go back to our example:

> *"Want to know how to impress your friends on the golf course, even if you've never played before?*
>
> *Let's be honest -- winning makes the game more fun.*

Plus, there are bragging rights at stake...

Before you know it, you could be beating your friends, and making new ones, each time you step foot on the course.

So the question remains: how do you go from zero to hero in record time? It's all about focusing on the 20% of skills that get you 80% of your results.

Things like: proper swing mechanics, putting mechanics, and reading the green.

If you can improve just these three core skills, you'll be impressing your friends in no time.

In my training DVD, I'll teach you these three skills step-by-step, so you not only understand the concepts, but know how to put them into practice on the course.

In fact, my DVDs have a 5-star rating on Amazon with over 4000 happy customers at the time of this recording.

I've also personally worked with several big-name pros on their game, such as Tiger Woods and Rory McIlroy..."

Pretty easy right? Use logic and explain how your solution works to make it believable, then drive it home with proof that backs up your claims.

Step 4: Push your viewers to take the next step

This section should be more thoughtful than just a call-to-action.

You've just spent at least one minute making your case (probably more). Now you want to wrap it all up in a nice, neat package and ask your viewers to take action.

Depending on the complexity of your offer, this may be easier said than done.

Ultimately what you're doing here is distilling the entirety of your script down into one or a couple clear, compelling statements.

Here's what it looks like using our example:

> *"Want to know how to impress your friends on the golf course, even if you've never played before?*
>
> *Let's be honest -- winning makes the game more fun.*
>
> *Plus, there are bragging rights at stake...*
>
> *Before you know it, you could be beating your friends, and making new ones, each time you step foot on the course.*
>
> *So the question remains: how do you go from zero to hero in record time? It's all about focusing on the 20% of skills that get you 80% of your results.*
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> *Things like: proper swing mechanics, putting mechanics, and reading the green.*
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> *If you can improve just these three core skills, you'll be impressing your friends in no time.*

In my training DVD, I'll teach you these three skills step-by-step, so you not only understand the concepts, but know how to put them into practice on the course.

In fact, my DVDs have a 5-star rating on Amazon with over 4000 happy customers at the time of this recording.

I've also personally worked with several big-name pros on their game, such as Tiger Woods and Rory McIlroy…

So if you want to take your golf game to the next level, impress your friends, and have a great time doing it, look no further than my [insert name] DVDs.

*In them, I show you how to improve your game by focusing on just the three **most important** golf skills...because nobody has the time to learn everything all at once.*

To get more information about this offer, including more testimonials, FAQs, and my unconditional money-back guarantee, just click the button..."

There's just a couple things I want to point out in the example.

First, note how I recapped the underlying benefits of my offer in the third-to-last paragraph -- before asking your viewers to take action, you want to remind them of all the benefits they'll get if they do.

From there, I restated the core offer from a slightly different angle to reinforce believability.

The last thing I did was create a clear path to purchase, without actually asking for the sale.

This is very important and we've not discussed it elsewhere in this guide, so I want to spend a moment sharing how you should think about your calls-to-action.

Before writing your call-to-action, you need to consider if your video is a harpoon or a fishing line.

A "harpoon" video is when your video is powerful enough to get the sale without additional information. This works best with simple, low-cost products and offers.

When you create a "harpoon" video, you ask for the sale directly and give your viewers a "Buy Now" button (it doesn't need to say "Buy Now," but you get the idea).

However, most products are not so easily sold -- typically you'll use your video as a way to capture the attention of your target customers and get them interested in learning more about it.

These are your "fishing line" videos, because once you have your viewers on the hook, you still need to reel them in.

In situations like these, you want to promise additional *value* after the click. Make it clear that you're not done helping your viewers make a buying decision.

If you ask for too much, too soon, you'll scare away all the fish!

But in addition to that core strategy, I was very tactical about which resources I promised after the click -- testimonials, FAQs, and an unconditional guarantee.

The promise of additional testimonials increases credibility, even if nobody ever watches them. From a consumer's perspective, it's often good enough just knowing they exist.

The FAQs promise an easy-to-consume method for getting any lingering doubts or questions resolved, which helps overcome any outstanding trust or believability objections.

And the unconditional money-back guarantee is all about eliminating the risk of acting. Even your most unsatisfied customers are unlikely to ask for a refund, so simply adding a guarantee to your offers is a great way to overcome final buying resistance and increase your revenue.

Next Steps

Whew! You made it!

I know this was a long guide, but I'm sure you'll agree that it's better to have a true step-by-step guide than a list of 5 bullets, especially when you're investing the kind of time and money it takes to produce a video.

Without a good script, the rest of your video will fall flat. So put in the time up-front to write a script where every word can be justified.

That's an important criteria, whether writing web copy or a video script...***every word and sentence should have a specific function for moving your target customers further along in the buying process.***

Be strategic about what you include in your script and put in the time researching your audience and their hidden pains so you can tap into their emotions.

And as I mentioned earlier, videos are naturally better at maintaining attention than text, so don't worry if you're writing isn't perfect just yet. As long as you follow the formulas and assemble the right pieces, you're in pretty good shape.

The point isn't to create the perfect video, but to create a sales or marketing asset that captures and maintains your prospect's attention better than your text-based equivalent (blog post, sales letter, etc.).

Your video doesn't need to compete with every video out there, it simply needs to be better than what you have.

And if you follow one of these frameworks, you can do that!

But if you want a truly "great" video, produced by a world-class team of scriptwriters and video producers, look no further than our team at WireBuzz.

You may not need a professional team for all of your videos, but when you're creating a high-value asset you plan to use again and again, getting it done right the first time will make you more money in the long run.

To find out more about working with WireBuzz, get a free consultation with our video strategy team (that's my team) and we'll discuss your goals, help you develop a video strategy to achieve them, and begin producing videos that propel your business forward.

Sincerely,

Marcus Krieg
Director of Strategy
WireBuzz, LLC
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