

PROMOTIONAL SALES VIDEO FORMULA

PART 1

HOOK

- ▶ - This is the first few seconds of your video. This is where you give your viewer a reason to keep watching.
- ▶ - Successful hooks contain a promised benefit to the viewer for watching the whole video.
- ▶ - "How to" hooks work great.
- ▶ - In my video I created a video for the automotive smash repair industry so the hook went like this.

PART 2

WHO ARE YOU?

- ▶ Knowing who you are and why your viewer can trust you is critical for making your viewer feel comfortable both taking your advice and buying your product.

PART 3

PROBLEM

- ▶ This is where you identify the specific pain and problem that your product solves. But don't introduce the solution just yet. Instead linger on the pain.
- ▶ Explain the pain first then agitate it by explaining why it is so serious.
- ▶ In my example the problem was that plastic car parts are notoriously hard to repair.
- ▶ I then agitated the problem by explaining that failed repairs means unhappy customers. And unhappy customers costs you money!

PART 4

SOLUTION

- ▶ Your viewer is thinking about his problem and how painful it is.
- ▶ Now is the perfect time to introduce your solution.
- ▶ In my example the solution was a special technique for bonding plastic and our product provided all the tools to achieve that special type of bond.

PART 5

PROMISED RESULTS

- ▶ This is where you show how your product will solve your viewers specific pain.
- ▶ Provide a mental picture of what it is like to own your product and how the pain mentioned earlier will no longer exist.

PART 6

BENEFITS

- ▶ This is the part where you get to sell your product
- ▶ List the mouth watering features followed by the specific benefits they provide. I call these "so what" statements.
- ▶ List a feature then ask yourself "so what"
- ▶ In my example the product we supplied came with a training DVD. That's great... So what?
- ▶ So that your whole team can get started making high quality repairs to plastic.
- ▶ Explain the benefits don't rely on your viewer using their imagination as to how the features of your product will practically benefit them, be specific and explain it.
- ▶ Take your time on this section. Give your viewer every opportunity to rationalise the purchase in his head.
- ▶ Give him permission to get excited.

PART 7

CALL TO ACTION

- ▶ This is the part where you explain the exact steps to take to make a purchase.
- ▶ You want making a purchase to be as quick and easy as possible to do right now that your viewer is thinking about it.

INSTANT SALES MOTIVATORS (*buy now triggers*)

These “buy now triggers” can be added to your video to trigger your viewer to take instant action on making a purchase.

They fit best after the benefits section and before the call to action

TRIGGER

1

SOCIAL PROOF

- ▶ This is where you show other happy customers that currently use your product.
- ▶ Show the specific results it has achieved for them.
- ▶ Get current customers to endorse your product or service.

TRIGGER

2

OVERCOME OBJECTIONS

- ▶ Address common objections your customers might have regarding your product.
- ▶ For example “You might be wondering if x product is hard to use... That's ok we have included a training DVD with the product so you won't have any troubles getting the results you want”

TRIGGER

3

PRICE COMPARISON

- ▶ Compare the price of your offer to that of an alternative competing product or service.
- ▶ Also explain the difference in value/benefits.

TRIGGER

4

TIME SENSITIVITY

- ▶ Give your prospect a limited time only to make a purchase.
- ▶ Feeling like the offer will “be there later” will cause buyers to put off making a decision. But if the offer is only for a limited time prospective buyers will need to make a purchase decision on the spot while your pitch is still at the front of their mind.

TRIGGER

5

RISK REVERSAL

- ▶ Make your prospective customer feel confident to go ahead with a purchase right now by offering a money back guarantee.
- ▶ Doing this “reverses the risk” and makes prospective customers much more likely to commit to a purchase on the spot.

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