

**KICKASS**

**Salespages**





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## About The Author



Marketing.

Higher Level Strategies (HLS) exists to EMPOWER Internet entrepreneurs. We provide quality services to serious Internet marketing success seekers by way of web design, product creation and “Done For You” web business development. We aim to deliver cutting edge solutions to ordinary people that don't necessarily have an extensive technical, internet or online sales experience. Unlike coaching and mentoring companies that promise to teach you Ecommerce, Real Estate Investing, Financial Planning, Stock Market Investing and everything under the sun, we specialize in one thing and one thing only, Internet

HLS is owned and operated by Omar Martin, and his wife Melinda since early 2009. Omar's vision for HLS to become a multifaceted Internet Entrepreneur Empowerment Company is now a reality.

At present, the HLS team is made up of a powerful staff of 4 extremely skilled and talented individuals. The company is operated by Omar and his lovely bride Melinda Martin right out of their humble home in Palm Bay Florida. The personal interaction with their clients is unparalleled. They take on only a few serious clients per month so that they can personally interact with each of them. With HLS web services you get a personal touch that you just won't find anywhere else.

HLS was established to serve success minded individuals just like you that are tired of buying old rehashed ebooks and software products to no avail. We want to help you leverage the power of the internet to launch a successful business through step by step mentorship. With HLS mentoring, marketing and “Done For You” web business development, we will help you devise a training syllabus and development schedule that is custom tailored to your specific needs and time constraints if that is what you desire. Our professional staff is comprised of industry experts that will help you achieve online success through courteous, one on one attention and service.

If you prefer to have the web work DONE FOR YOU, we've got you covered there as well. Our



team can create your website, continuity program, email marketing campaigns, social web presence, list building squeeze page, custom blog themes, professional sales videos, product launch campaigns, membership websites and much more. We custom tailor our web development services to your EXACT needs so you can be as involved as YOU like or as hands off if you wish. Whichever you prefer, we've got your back.

Internet Marketing can be a very time consuming, frustrating and even costly endeavor when you try to do it all alone. Omar Martin has helped thousands of people build websites and online businesses throughout the years. Many of them now work for themselves and even earn a six figure income. We welcome the opportunity to help you build your business and achieve online success today.





# Chapter 1

## Introduction

In this volume we will discuss “Video Sales Letters” (VSLs) and how to hypnotize your viewers into making them “buy your stuff”. I think the most popular misconception is that one merely needs to turn on a camera and read their “Long Form Sales Letter”. This is simply not the case. Yes, certain elements will apply to both a sales letter and sales video. However, if you just read your sales letter copy the video will be too long, possibly have its sales message misinterpreted, and simply not be engaging. As a result, you will lose your audience and ultimately your sale.

A sales video is not just a narration of your sales letter recorded with a camera. This is because your prospect will now experience images and sounds that evoke specific feelings. These elements require proper attention as this highly visual and engaging medium, signals different reactions from within your prospect.

When writing copy for a website there is a certain stylistic voice that is adopted. This style is different than when speaking on camera. Written words like “a” may be spoken as “uh” in casual relaxed conversation. However, the same word “a”, when narrated, may be enunciated formerly as “aaa”. Thus, you appear stiff and rigid in your mannerism. This example illustrates how a simple, seemingly small detail, signals a sense of someone who is uptight and your prospect will pick up on that signal. Perhaps this then elicits a feeling of uneasiness within your prospect leading them to be “suspicious” of your sales message. This is not the emotion you want the prospect feeling.

Although I am not a linguistics expert, nor copyist, I can guarantee you that I am a fantastic salesman. This includes selling in-person, in print, and on camera. This is because the basic principles of selling transfer to all mediums. Prospects, being human, will react in a predictable manner called “consumer behavior”. As a result, the “psychology of selling” has been studied to where we now understand that there are certain triggers of impulse that can influence a prospect to take action and purchase your product.



A great example between print copy and video is the audio portion your prospect will experience. Thus, an element like voice inflection with changes in pitch, volume, syllable emphasis, etc. are all ways to impact meaning and elicit specific feelings from within the listener. The enhanced stimulation was not possible when the message was merely delivered via print. When the speaker wants to create intensity in a video they may get closer to the microphone and whisper. This effect will elicit the feeling of closeness emphasizing the message at that particular spot. This is because the change in dynamics captures the attention and engages the listener to “lean in” to hear your message.

Conversely, if the speaker pulls away from the microphone, and increases the cadence, volume, pitch, and inflection of their voice, they will appear enthusiastic, energetic and excited! In turn, the listener will feel those positive upbeat emotions in response to the upbeat delivery of the message. It is these positive emotions that will prepare the psychological “buying space” within your prospect.

Thus, to communicate the message in a video or presentation as intended, requires cohesion between the word’s meaning and delivered voice inflection that is congruent with that intended meaning. This conveys the correct feeling you want to elicit from your prospect. So, even if you are using the correct words, you can convey a different meaning with your voice, ultimately affecting the intent of your message. After all, people buy based on emotion, and if you are triggering the wrong emotion by vocalizing the written copy incorrectly, you can totally screw up your sales message.

Too often, when making a video, those new to Internet marketing, are trying so hard to sound “so right”, to where they totally screw it up, by sounding disingenuous. This is because they are articulating every word in “reading” their sales letter. If they would simply speak as they naturally would, in a relaxed manner, they would appear “genuine”. You must trust your innate ability to express with congruency. Observe that you will naturally smile when remembering and speaking of a happy moment. Thus, this sincerity needs to carry through to your sales message putting the listener at ease. By doing so you create an environment where the message will be communicated and received as intended. Through proper communication, between the sender and receiver, the well crafted sales message will ultimately be delivered as intended. Be received as intended will ultimately lead to increased sales, as people do business with people they know, like, and trust.



In addition to what the viewer “hears” is what they “see”. Thus, what images are being shown in your sales video will also trigger certain feelings giving rise to placing that viewer in a certain emotional state. And again, as people buy based on emotion, it is important to get this right. You have to remember that your prospect’s mind is assembling three things at the point of their absorption of your sales video video message. The three sales video elements of imagery, sound, and copy (script) must be combined in real-time within the prospect’s mind. Thus, to have maximum effect, all three elements must be in support of each other. They must be synchronized in conveying the exact same feeling intended.

There are times when perhaps you want to create a “pattern interrupt” to where you grab the attention of the viewer by having something catch them “off guard”. One of the ways to accomplish this may be to purposely have sales video elements that are in discourse with one another. Punk rock music played over imagery of a tranquil lake may appear odd. Thus, as the elements do not match it would draw the viewer’s attention in, as they would be witnessing something unexpected. However, when delivering a sales message you want your three video elements of visual, audio and copy to support the same intended emotion.

In many respects conveying emotion is harder when only communicating via written sales copy. This is because you don’t have the visual or auditory elements. Thus, the palate of emotional coloring available between written print and motion video is vast as print is solely reliant on word usage, its order, and the visual mental imagery elicited. This is best illustrated when trying to convey sarcasm in an email or on social media, as those auditory cues of inflection are unavailable in the written word. Thus, the intended joke was taken as serious ultimately offending that individual. Thank goodness for emoticons. ;-)



## Chapter 2

### Types of Sales Videos

As with anything there are many different types of sales videos. However, I feel there are a couple of types that lend themselves to selling effectively online. The goal is to create a sales page online that is going to convert your prospects into buyers. Don't think you have to possess the same skill sets that those in Hollywood have in order to create highly converting sales videos. This is because I am confident that the tools available today empower even the novice to create engaging sales videos with a higher conversion rate than mere print.

The first video, often referred to as the "Talking Head" type, is composed of the top third of the subject's body being visible "in frame" and on the screen. I create this type of video often by having my iPhone on a tripod just a few feet away framing me from the waist up. I like to use a solid background to avoid distraction and to have the viewer focus their attention on me. This is a great way to establish a connection using the S.E.E. principle. This S.E.E. acronym reminds the subject to "Smile", have "Eye-to-eye" contact, and to be "Enthusiastic". Those that follow this formula will draw the viewer into their sales message.

The opposite is true when the head is down with no facial expression and voice droning on and on. This delivery will simply not engage the viewer and frankly will push them away. You are missing the trust that eye-to-eye contact builds. Thus, as the prospect can see you it is important to make sure you are establishing rapport. And, the "Talking Head" type of video is great in accomplishing this. A written sale letter falls short of being able to build this type of connection. This is why I incorporate this type of video within all of my "Sales Funnels".

"Slideshow" presentations are another type of video. These are generally created with software programs such as Microsoft's PowerPoint, or Apple's Keynote presentation applications. The companion video training for this volume was made using Keynote. A great feature of both software products is that, upon completion of your slides and notes, you will be able to export the entire slide presentation as a video in a native mp4 video format. Prior to exporting, you could even record a voice-over as you advance through each of your slides. This will not only help you



rehearse your presentation but allow you to record an audio narrative to accompany your video. Again, this type of video does not establish trust as the face-to-face rapport building that a “Talking Head” video provides is missing. This is why I like to incorporate a “hybrid” type of sales video integrating both of these types.

The next is “Action” type videos. These videos are usually recorded on location and involve moving camera shots and/or inserting stock action footage. These sales videos tend to be more “entertaining” in nature. Perhaps, you have the camera follow you as you walk along a beach talking directly to the viewer. Again, these types of videos are more like watching a movie instead of a watching a network anchor deliver the news. As you can imagine, shooting and editing these types of videos require much more work. What once was a good idea of filming on the beach quickly turns into a nightmare, as the audio is unintelligible due to noise created by the wind and crashing waves. On the other hand, perhaps the audio was captured with a windsock and lapel microphone, yet the cameraperson was moving all over the place causing the viewer to experience motion sickness. Thus, there are many issues and accommodations that need to be considered and addressed when shooting “Action” videos. Remember, all these video elements can either enhance, or detract from, your sales message.

A creative type of popular video is the “Animation” video. This type of video is created using special software with digital effects and applies motion to images and illustrations. Cartoon or hand drawn videos are common examples. Another thing about “Animation” type videos is that anyone can relate to a cartoon character or silhouette used in a storytelling format. Thus, it is tougher to have the audience relate to an actual person or actor. Something as simple as gender may be a barrier to having the prospect relate to a character. As an aside, this is why it is important to have testimonials from every demographic reflecting difference in gender, age, profession, and social class to name a few. Cartoons remove this barrier as it allows a greater demographic to relate to your sales message.

A “hybrid” video will incorporate elements from at least two video types in creating a more diverse final production. What I like to do is combine a “Talking Head” with “Slideshow” type video to create a very effective “hybrid” sales video. Sometimes I have incorporated “screen capture” software allowing me to record my desktop for demonstration purposes. Again, I tend to use a lot of “Slide Show” presentation type videos for use in “training” and “Talking Head” type for sales.



## Chapter 3

### Assembling the Script

Now I understand that not everyone is an expert salesperson. Nor may they be at a level where they can improvise in delivering an effective sales pitch on camera. I get that; as that individual is rare. As a matter of fact, I am an expert salesperson who specialized in face-to-face sales. Because of my talents, I helped generate millions of dollars in selling products door-to-door. I helped train and build nationwide sales teams. Although, after years of experience, I still find value in having a “script” to help me stay on point delivering the pitch within a purposeful planned format. However, a problem that tends to surface is that the presenter sounds scripted and unnatural. Thus, it is important that your sales video script not simply be the narration of your long form sales letter. This is because most of us do not speak the way we write. When your delivery comes off stilted it lacks the ability to build trust. So, remember when scripting a video sales presentation that you not only incorporate the “Five Segments”, which we will discuss shortly, but that you write it in your own voice.

Approach script writing as you would a face-to-face conversation about your product. The script must be constructed more like a live interaction. For instance, if you ran into somebody in the lobby of a hotel, how would you describe your product? You almost have to envision this scenario when drafting your video sales script in order to keep the conversational flow and genuineness of nature. You definitely don’t want your script sounding overly rehearsed or perfectly written.

So, the composition of each presentation must have “five segments”. These five distinct components include the: Introduction, Short Story, Presentation, Close, and Rehash. What are important in the first segment of the “Introduction” are the smile, eye-to-eye contact, and enthusiasm as you build a connection and ultimately trust. I like to begin with a bold statement or challenge that captures the prospect’s attention.

The second segment is the “Short Story” where you convey “who” you are, “what” you are doing, and “why” you are doing it. If you don’t address those three concerns you will foster apprehension within the mind of your prospect. The mind is an open-loop system and you must close the loop



by giving them a “because” in response to their questioning. These three questions stem from a more primordial time where survival was dependent on answering these “friend or foe” type questions. Once the prospect is assured you mean them no harm, their primordial survival concerns are alleviated, allowing their mental attention to be focused on your sales message.

The third segment of the “five segments” is the “Presentation” where you deliver the essence of your sales message. Review the product’s features, yet emphasize and highlight the benefits. Have the prospect envision benefiting from the use of your product or service. Ask them how it would feel to have more time to spend with their children Christmas shopping. In a sense you want to place them in a trance as they not only envision, but also feel, positive emotions in association with your particular solution. Remember, this solution may address a problem they didn’t realize they had. All in all, have the prospect experience pleasure, ultimately removing their pain, found in perhaps the drudgery in performing a repetitive task over a long period of time. Show how you can take their pain away allowing them to perform the task, not only better, but also in half the time.

The fourth segment of your presentation is the “Close”. You must have an explicit and direct “call to action”. Ask presumptively if they would like three or four of your product as they probably know of someone who will be having a birthday or anniversary coming up soon. The “Close” is where you tell them exactly the steps needed to fulfill their requirement to purchase. You are practically hypnotizing them in saying, “Take out your credit card and fill in your shipping information as you want to ensure you are using your product on Monday well before all the others.” Thus, the “Close” is where you “seal” the deal.

The fifth segment is that of the “Rehash” where you summarize everything you just went over. This includes all the benefits along with the pleasure they will experience in solving their particular problem. Once you have incorporated all of the “five segments” in your script you will be on the right track. Granted you can’t sell information products the same as a gizmo or widget. Nor will you position your sales approach the same with every product or service, as your target audience will change. Yet, know that you will always implement the five distinct segments within the presentation portion of your sales video script.

Again, remember to compose your script in your true conversational voice. If not, you will sound disingenuous especially when you are reading the lines of your sales video script on camera. Be mindful in eliciting the proper emotion by using appropriate voice inflection. After all, you can say the right thing, but in the wrong way, and ultimately lose the sale.



Beware of “teleprompter syndrome”, meaning you need to have your eyes looking directly into the lens of the camera and sound natural. And, again you build trust through smiling, eye-to-eye contact, and contagious enthusiasm. Also, you need to read from your script as if you are speaking in a natural manner. This includes the conversational aspects of appropriate sounding cadence, inflection, and intonation. Know that you could have a strategically placed pause to serve as a “pattern interrupt” to further draw in your listener, but only after initially establishing a natural cadence. Thus, your ability to appear natural when reading a script will determine whether or not your prospect will buy. Everything that the prospect sees and hears gives off a particular “vibe”. Your goal is to give off the “trust me and buy” vibe.

Remember, that different things are sold in different ways. There are many types of sales video script “recipes” you can follow. Consider adopting one of the ten sales video scripts that I engineered in [Easy-Video-Solutions.com](http://Easy-Video-Solutions.com). Each script has all the necessary elements and components that you can use as the basis to create your own customized sales video script. These sales video scripts will inspire you to create the story.



## Chapter 4

### Production

You do not need to have an expensive recording studio to produce an awesome high converting sales video. It just needs to look and sound good. Yet, I can't emphasize enough, that within our particular Internet marketing niche, image is everything. You are only as strong as your weakest link. Thus, you can have a revolutionary product, and fantastic script, but if you do not have a great looking sales video with quality audio then it will affect your sales. This is because you are not conveying the message properly. Look, if your audio is poor and it is difficult to distinguish the words, then your prospect will not hear your sales message. In fact, they may just give up and leave. Similarly, if your video is difficult to watch because it is blurry, shaky, or its background is distracting, then that too will detract from your sales message. For instance, if the background has a cat walking around, or there is a pile of dirty laundry on an unmade bed, the viewer will be distracted. They will not be focused on the message or its messenger. Remember, you are building a brand. The image you project will be associated with the quality of your products and you. So, again do not be a deterrent to selling great products by sabotaging your success in offering poor quality video or audio.

Now you don't need expensive recording equipment, a studio, or a big Hollywood budget to produce an awesome high converting sales video. It just needs to look and sound good, as image is everything. I actually create my "Talking Head" style videos with my iPhone on a tripod. I then edit out my mistakes with a software product for the Macintosh called ScreenFlow. The quality of the camera on most Smartphone's is going to be good enough for shooting video for the web. Don't be afraid to stop and start over, until you get it right. You could even clap your hands after a mistake to mark where you started a new segment allowing you to find that edit point later. Also, there's a clamp you can buy that allows your Smartphone to be attached to a tripod. I've also seen tripods costing as low as \$8.00. Thus the barrier to entry in creating videos is low. At times I use my iPad as a teleprompter. However, since I am not that proficient, my delivery reading an iPad doesn't sound as polished. I'd much rather have bullets on a traditional whiteboard to help me stay on track. I'd be comfortable with having my eyes appear to drift if it means I will come off more genuine. This is because I am more interested in building that



connection and establishing trust.

When creating slideshows be very mindful of the “template”. This includes the template’s color and style as it has a psychological effect on the viewer. Don’t worry, we will address the psychology of colors in another volume. But for now realize there is a reason that medical office walls are kept bland in color. This is because they want their patients calm, especially when many find visiting a doctor stressful. Thus, during your sales presentation you could change the color of a slide based on the mood you would like to evoke from your audience. Keep in mind that other elements like pace, and transition speed, along with any animations may disrupt your flow. You need to have a “dry run” of your slide presentation to see if there are bullets that come in too slow. Maybe a transition is too abrupt. Perhaps upon review you find an animation that is just too distracting. Ask yourself, “Is the audio consistent and speech audible?” All these elements matter and thus careful consideration should be given to each.

Keep the message and the messenger in focus. Sometimes it may be nice to have a quick pan, to zoom in and out, yet always keeping the speaker in focus. This motion keeps viewers engaged. Remember, that the viewer may be distracted by anything in the frame. Again, this includes anything in the background. The same goes for audio and background music or noises. As mentioned earlier, it is important to have music support the desired emotion. This is because imagery, music, and even the tone of your voice will elicit a particular emotion. It is important to keep these elements congruent with each other.





## Chapter 5

### Editing and Serving

The technical part of video production is important. This is because it is not just how good it looks but how well it is streaming. Let's talk tech. ScreenFlow is an affordable and lightweight video-editing tool for the Apple Macintosh platform. I find it much more stable and user friendly than Camtasia. Both products can be used to edit all the types of sales videos discussed. They both have attractive effects and transitions. Don't get carried away with effects. Use them as tools to break up the monotony. You can "zoom" or "pan-in" focusing on the subject as well as add "fly-in" text and scene transitions. The trick is to capture some space around the subject in the frame during initial filming. By having space around the subject you have room to use post-production effects. So, film the subject off center and zoomed out initially. Know that the effect of "zooming in" is like leaning into someone to emphasize a point. At the same time, be mindful to not utilize too many post production effects, as they may become more of "pattern interrupts" disrupting the overall flow instead of making your video more engaging.

Make sure that your final video file type exported as an MP4. This is because it is the most universally accepted file format most compatible with the widest range of devices and platforms. Try to keep the file size small so it streams quicker to the user's device. It's important to know what devices will be consuming your video, as you may not need to record at such a high resolution. Another consideration are on-screen order buttons which certain video players like Easy Video Suite accommodate. These added features help you make more sales. For instance, they have a feature that places an on-screen order button perhaps at the point where you are making your "Close" and "Call-to-Action". This feature elicits a "real-time" response from the viewer. Also, once the video ends you could redirect the user to a sales page. Know that there are commands within Easy Video Suite to make this happen. It is important to know that free alternatives like YouTube do not offer this sort of technology available in commercial video players like Easy Video Suite.





## Chapter 6

### Conclusion

Remember, image is everything! Everything the prospect hears and sees on their screen will affect their decision to buy. Make no mistake about it. I hear people speaking foolishly that an individual's appearance will have no affect on how they are perceived. Look, there is a reason that politicians wear a white shirt, blue suit, and red tie. This is because this combination has been proven to evoke the proper balance of desired power and trust. If what the viewer is seeing does not appeal to them than you lost them. Also, know your audience. Filming a person with piercings and tattoos may resonate with some while alienate others. If the same video is being filmed for a tattoo parlor, than that is the image you want to portray. If it is for a conservative group of some sort, then of course it may not be the best image to put forth. So, image really is everything. Hey, if you enter a restaurant, and it looks dirty, you won't eat there regardless of the quality of food.

I am often asked how long in duration should a sales video be in length. My response is as long as it takes to cover the "five segments" of a presentation. You need to adequately cover the introduction, storytelling, presentation, close, and rehash. Thus, your sales video should only be as long as they have to be in order to raise a viewer's impulse. Have you seen the movie Avatar? That movie is three hours long, yet people are riveted to their seats for the entire time. The success formulae that has worked for me has been to educate while entertaining. This continues to work as I engage my audience whether in-person or online. I accomplish this by interjecting humor, and by using a dynamic speech pattern with inflection. I invite you to try my formulae: Education + Entertainment = Engagement. The barriers to entry in producing high quality video have never been lower and I encourage you to experiment in creating your own sales videos. This is because video engages the viewer offering higher conversion rates than traditional long form sales letters. I know you may be apprehensive and self conscious about filming yourself, yet as Nike says, "Just Do It!"

