

Create & Cash | Video Sales Letter Template Supplemental

Opening

Hey, I am ____

And if you ever wanted to ____ then you need to watch this important presentation

Inside you will discover PRIMARY BENEFIT as well as SECONDARY BENEFIT all without:

LIST OF OBJECTIONS

Watch now before this video comes down

Story intro

You see, I didn't always ____

Describe your struggle, should express the same challenges your viewer is facing now

Describe how you found the solution you are offering

Describe how this solution works, and why it is better than any other solution

Product intro

Introducing: Product name

Product name is USP

USP = Unique sales position. Stack benefits to describe what makes your product unique in the market

Product bullets

Focus on all the important benefits of your product. How will it make your customer feel? What problems will this solve? How is this easier/faster/cheaper than similar products?

Price tease

List items in your product and assign a price to each one

Listen, the total value of this package if you bought everything individually is: \$x

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However right now I have an even better deal coming your way so keep watching.

Bonus reveal

First, to make sure this is the last solution you ever need for CUSTOMER PROBLEM, I'm including these super bonuses at no extra charge.

List bonuses and benefits.

Price reveal

Act right now during this limited, exclusive promotion and you can have PRODUCT NAME plus all the bonuses for the low price of only \$x.

Guarantee

Listen: Don't decide right now

Take advantage of our 60 day guarantee.

Just try PRODUCT NAME on me for a full 60 days.

If you are not bouncing off the walls thrilled with the results you receive

Just send me an email and I will send you back every penny.

You can even keep your copy of PRODUCT NAME just for trying it out.

Scarcity

You must act now however.

This offer is only available on this page

Close

Look below this video now.

Click on the add to cart button you see below

Complete the secure checkout on the next screen

And I will see you on the next page with some even more surprises for you.

FAQ

Have a pause after the last close

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If you're still watching, I bet you have some questions about PRODUCT NAME. Here are some questions I've gotten from savvy customers in the past:

Final close.

Look, now is your last chance to get [Product Name] and get [restate USP]...

Make the only smart move you can and click the button below now...

NOTE: see PPTX example for additional style and formatting tips.