

Sales Video Script

1. INTRODUCTION

If you're [CURRENT REALITY] and you want to [DESIRED REALITY], I can help.

Or, if you're [CURRENT REALITY #2] and you want to [DESIRED REALITY #2], you will see how [COURSE NAME] can help get you there easier and faster.

Hi, I'm [NAME], founder of [NEW COURSE] and during our time together today, I'm going to outline how you can get [DESIRED RESULT]. But more importantly, I am going to show you how to get there with a lot more ease. And it's all because of the [PROCESS/SYSTEM/FRAAMEWORK] I've developed behind [COURSE NAME].

2. CURRENT REALITY + STRUGGLE

However, before we get to the details, let's take a step back. In order to get [DESIRED RESULT], we've got to understand where you're working from.

So what is it about [CURRENT REALITY] that has you wanting more? And most importantly, why haven't you made the progress you know you're capable of?

Here's a fact...

Old habits stop more people from getting what they want than anything else. They can keep you stuck... and it happens on a subconscious level. It's hard dealing with [EXTERNAL CHALLENGES].

But worse, are the negative thoughts and doubts that begin creeping in. And if you've ever heard yourself saying [INTERNAL CHALLENGES], it's ok. That's totally normal.

[DESCRIBE CHALLENGES IN DETAIL. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

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With all that being said, change is totally possible. There are many examples of people who despite dealing with similar circumstances (or even worse), have found a way to make it [DESIRED RESULT] happen. What's the difference between them and others?

Personal responsibility. At the end of the day, YOUR decisions and commitment determine your results.

3. OPPORTUNITY

Let's look at the facts.

Every year, there are people just like you getting [DESIRED RESULT]. In fact, there are more people today accomplishing [DESIRED RESULT] than ever before. With the amount of information, tools and resources, it's never been easier.

I didn't say it was easy (remember, old habits never are easy to change). But with what we have available to us, right now is the absolute best TIME for you to make change.

Especially if you're committed to [DESIRED RESULT].

Just think about [BENEFIT OF DESIRED RESULT].

How will that feel having the know-how to [BENEFIT OF DESIRED RESULT]?

And think about being connected to others who are on the same joinery as you... all committed to achieving [DESIRED RESULT].

This is the opportunity that we have today as [MARKET] leaders and it's the reason that I am so passionate about this work. This is the reason why I created [PRODUCT NAME].

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4. TRANSITION TO SOLUTION+ PROCESS

So if you're a [MARKET #1], but you aren't getting [DESIRED RESULT], or you're [MARKET #2] that isn't [DESIRED RESULT], or you just aren't sure where to get started with [SUBJECT], [COURSE NAME] can help.

5. OUTLINE YOUR COURSE

So let's take a minute and talk about what's included in [COURSE NAME] and specifically how it will help you move toward [DESIRED RESULT] easier and faster.

[COURSE NAME] was specifically designed for [MARKET]. And it's structured to help you get results easier and a lot faster.

It's broken down into [#of MODULES/WEEKS]. And during that time, I'll walk you step-by-step through the process of getting [DESIRED RESULT] while eliminating [EXTERNAL CHALLENGE].

Here's a closer look at the curriculum and bonuses:

[LIST and/or OUTLINE COURSE CURRICULUM]

6. HOW IS [COURSE] DELIVERED?

As soon as you register for [COURSE], you'll be taken inside a members area where you'll be able to immediately access the course materials, starting with [MODULE 1].

Then, each module will be delivered to you...

[OUTLINE HOW YOU WILL DELIVER THE MATERIALS EACH WEEK/
MONTH]

For the best results, we see our students dedicating [XXX HOURS] per week to go through the materials. Obviously the time to implement will vary based on your previous experience and ability to implement.

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But the good news is that you'll have access to the material for [OUTLINE LENGTH OF TIME THEY HAVE ACCESS]. So you'll be able to reference it whenever you need and however often you need.

And, you'll be fully supported with [OUTLINE SUPPORT COMPONENTS LIKE Q&A CALLS, FACEBOOK GROUP ETC.]

7. IS [COURSE] RIGHT FOR ME?

Know this...

The people who get the biggest benefit from [COURSE NAME] are those that [IDEAL CHARACTERISTICS OF MARKET].

People like [MARKET #1 - Beginner] who got [RESULT]...

Or someone like [MARKET #2 - Advanced] who got [RESULT].

[LIST OTHER POSSIBLE MARKET TYPES AND RESULTS].

If you see yourself in any of the stories I just shared, and you want to once and for all get [DESIRED RESULT], [COURSE] is for you.

8. WHO SHOULDN'T JOIN [COURSE]?

But before we go any further, let's also take an objective look at [COURSE].

Who won't do well with this material?

It's not for anyone who just wants to "kind of" check things out. You can't "kind of" get [DESIRED RESULT]. Getting these types of results takes a commitment to succeed. Would you want to fly with a pilot who "kind of" knew how to fly? Or would you rather have a pilot who committed to mastering the skills necessary to fly. It sounds like a silly example, but it's

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a perfect analogy.

[COURSE NAME] is for people who are committed to getting [DESIRED RESULT]. If the commitment with the right attitude isn't there, then this is not the right program for you and I ask that you please do not sign up.

9. BONUSES

How else are you supported through this process?

During this particular promotion, I am also including some extras that have been designed to make it even easier for you to implement what is shared.

Because you and I know, without implementation, the results will never occur. That's why you'll also get some carefully crafted bonuses.

The first one is called [BONUS #1 NAME]. If you are struggling with [TOPIC OF BONUS #1] and you're [DESCRIBE STRUGGLE], this bonus will give you a process for finding clarity so you can finally [GET DESIRED RESULT]. You will get access to this program as soon as you complete your registration.

Next, you're going to get [BONUS #2]. Have you ever wondered how [TOPIC OF BONUS #2]? In this bonus training, I will show you step-by-step how it's done. After this, you'll be immediately getting [DESIRED RESULT of BONUS #2]. This program will also be available to you once you complete your registration.

Finally, you're also going to get [BONUS #3]. Are you [STRUGGLE OF BONUS #3]? In this advanced training you are going to learn how to [PROMISE OF BONUS #3] so that [BENEFIT OF BONUS #3]. All three of these bonuses will be immediately available to you inside the members area.

Each of these bonuses have been intentionally designed to help you get [DESIRED RESULT] easier and faster.

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10. GUARANTEE

Speaking of being intentional, I've intentionally included a 100% money back guarantee. This program has worked for hundreds [THOUSANDS?] of people and I know it will work for you too. But I also know that there are far too many "too good to be true", fly by night promotions online which can cloud your commitment to a program like this.

That's why I've included this guarantee. Try the program. If it's not everything that I say it is and you don't feel like I delivered, ask for a refund.

11. PRICE

[COURSE NAME] gets results. And it saves you time. But you do have alternatives.

So let's look at them.

What would it cost if you were to try and learn this yourself?

[COMPARE OTHER MORE EXPENSIVE ALTERNATIVES FOR YOUR MARKET].

And worst, what would it cost you if you did nothing at all? If you stayed stuck in [CURRENT REALITY]?

That's why we have an alternative option.

[COURSE NAME].

The investment is [PRICE].

[IF YOU HAVE PAYMENT OPTIONS, EXPLAIN THEM HERE]

To make the progress you want in your life, you've got to break your old habits. The way you're going to do that is by investing in this program.

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I am going to walk you through, step-by-step, the process of getting [DESIRED RESULT]. If you follow what I'm going to show you, you will make progress - and that's why I guarantee it.

12. REASON TO BUY NOW

The registration period will be closing [DATE OF CART CLOSE]. We do this so that we can cater to all the new students coming through.

It's similar to a college class. Once the registration period is complete, then everyone can begin the class together and I can make myself available to support you. If it was open all the time, it would get very confusing and complicated trying to support people who were going through different parts of the program.

So the deadline to register is [DATE OF CART CLOSE].

13. CURRENT REALITY

As you look to make a decision, just know this...

If you are feeling overwhelmed with [CURRENT REALITY]...

or you are struggling to [CURRENT REALITY].

It's ok. This is normal.

The challenging part for most of us is that we try to manage all of this in addition to all the other responsibilities we have in our lives.

Life is an ongoing competition for your time and attention - and a competition that you rarely win.

But it doesn't have to be that way.

14. DESIRED REALITY

Ask yourself this...

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What is important in your life right now?

What do you want to achieve in the months ahead?

What goals do you have related to [DESIRED RESULT] that keep getting pushed to the back burner?

You have an opportunity to do something about that right now. Today.

15. CALL TO ACTION

Join me and register for [COURSE NAME].

Click the button you see on this page and I can't wait to help you experience the thrill of [DESIRED RESULT].