

Startup Success

VIDEO LAUNCH
STRATEGY

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MODULE 5 // Easy, Effective, and Enjoyable Sales Systems

Four-Part Video Series Outline

Video #1: Inspire

"Here's what's possible." This video gives them a reason to really be interested.

1. Show the opportunity. Show/tell how their life will change with your product.
2. Position. Show/tell why they should listen to you.
3. Teach. It's important not to just go on and on about the opportunity; you have to deliver value.
4. Raise objections and either answer them or promise to answer them in upcoming videos. No matter what your offer is, there will be objections. You need to face them head on.
5. Foreshadow video #2. Let them know there's another video coming, and spark their desire by revealing some of the really cool stuff that they're going to learn in video #2.
6. Call to action. Ask for a comment below the video or on social media.

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Video #2: Educate

“Here's what you need to do.” Deliver value, show customers how to get results, and help them imagine actually getting those results for themselves.

1. Thanks and recap. Thank people for their comments and questions on video #1, and then give a quick recap of what they've learned so far.
2. Recap the opportunity. You won't spend as much time as you did in the first video, but you need to quickly recap the opportunity. Don't ever assume that your prospect has seen or paid attention to or remembered video #1. Remember, they've got busy lives and your launch isn't nearly as important to them as it is to you.
3. Recap your positioning. You need to remind them who you are and why they should listen to you. But don't take too long with this—do it quickly.

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4. Teach them what they need to do, and present a case study. Give plenty of detail, so that they can actually see themselves doing it.

5. Address objections. Talk about the top two or three objections and answer them. You want to go after your prospects' big objections to the change or transformation that you're promising.

6. Foreshadow video #3. You need to let them know you have another video coming soon. Build some anticipation for it by telling them a little about what you're going to teach in that video.

7. Call to action. Ask for a comment on the video or on social media.

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Video #3: A Problem and a Solution

“What could hold you back, and how to overcome”

1. Express thanks and excitement. Thank your viewers for their comments and questions from video #2. Tell them how excited you are and how excited all your viewers are. (And if you did a good job in videos #1 and #2, then your viewers WILL be getting excited.)
2. Quickly recap the opportunity and your positioning. Don't assume they remember (or even saw) your first two videos—briefly describe the opportunity, and remind them who you are and why they should listen to you. Don't take too long with this—move through it quickly.
3. Possibly present a short Case Study.
4. Answer the top questions and doubts people have about why this would work.

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5. Explain the big view and how to make it happen. This is where you step back and look at what's really possible. What's the ultimate transformation or change that your prospect can have in their life if they buy your product? Look at it from all angles and project out into their future.
6. Problem. Share one big thing that could get in the way of their success.
7. Solution. Present your product as the solution, and explain how it will overcome the problem.
8. Seed the scarcity of your launch offer. This isn't the main point of the video, but by mentioning it now you'll generate anticipation.
9. Call to action. Ask for a comment on the video or on social media.

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Video #4: An Exciting Announcement

"It's finally here! This will enable you to create the result you desire."

1. Exciting announcement -- the product is finally released!
2. Credibility. Deepen your audience's trust in you by reminding them what they've learned over the past few days.
3. Explain why you created the product.
4. Recap the opportunity and positioning.
5. Scarcity. Explain why they must take action NOW or else they will miss out.
6. Direct them to the sales page for more details.
7. Inspire them and call them take to action.