

# SCRIPT A VIDEO SALES LETTER

with [Ryan Deiss](#)  
and [Justin Rondeau](#)

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Congrats! You just made one of the best decisions of your career (thus far 😊) and we're absolutely thrilled that you found this workshop.

I started what would become *DigitalMarketer* in my dorm room at The University of Texas in the Spring of 1999. In the 20+ years since, marketing as I've known it has evolved into something I certainly couldn't have imagined when I got into this business. And that's why I created this company and, more specifically, the workshop you now possess: because I wanted to give Marketers and "Accidental Entrepreneurs" everywhere the tools and resources they need to succeed in this ever-changing business landscape. I wanted to give marketers and entrepreneurs a cost-effective way to learn how to market their product or service. And I wanted these workshops and tools to be created by real marketers who are actually in the trenches, doing this marketing "thing" every single day—people who know what is actually working RIGHT NOW.

And I think we, as a company, have succeeded in delivering just that 😊.

In this special, all-encompassing Script A High Converting Video Sales Letter (VSL), learn to craft the script for a Video Sales Letter (VSL) that sells your products and services. In this Workshop, you'll learn tried and true copywriting principles and apply them to the most modern of selling tools: digital video. You'll learn the core concepts of video selling, how to script a high-converting video sales letter from scratch, tips for recording and producing your VSL, and a proven process for optimizing and improving the conversion rate of your VSLs.

Whether this is your first DigitalMarketer Workshop or your 4th, our goal is to leave you with proven, actionable lessons you can apply to your business immediately.

So settle in and commit your focus to learning the valuable lessons included in this workshop. I speak for everyone at DigitalMarketer when I say: you got this.

What are you waiting for? Let's get started!



P.S. If you're serious about not only advancing your career, but growing your bank account using DigitalMarketer's tools, templates, and tactics... then visit <https://www.digitalmarketer.com/lab-plus/> to learn all about our entire suite of products aimed at helping you grow your career and your business.

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# MEET YOUR INSTRUCTORS



## RYAN DEISS

Ryan Deiss is an entrepreneur, best-selling author, and one of the most sought-after and dynamic speakers on marketing in the world today. Ryan is the founder and CEO of The Scalable Company, a scaleup accelerator based out of Austin, TX. Ryan is also the founder and CEO of DigitalMarketer, the founder of Recess, and is also the host and founder of Traffic & Conversion Summit, the largest digital marketing conversion conference in North America. Ryan has authored a number of books on marketing and business growth, including *Digital Marketing for Dummies* and *The Invisible Selling Machine*, and has introduced and popularized many of the digital selling strategies that modern companies now take for granted.

Connect on LinkedIn: <https://www.linkedin.com/in/ryandeiss/>



## JUSTIN RONDEAU

Justin Rondeau is a marketing leader & tech enthusiast with over 10 years of experience and has trained thousands of marketers in CRO, Analytics, Funnel Architecture, Email Marketing & Marketing Strategy.

Currently, Justin is the Head of Growth & Acquisition at Teamwork. Where he leads a team of marketers to grow the project management software, Teamwork.

Connect on LinkedIn: <https://www.linkedin.com/in/jtrondeau/>

# SCRIPT A VIDEO SALES LETTER

NOTES

Notes:

**DISCLAIMER:** The following notes are in order of the presentation. All fill-in-the-blanks come directly from the presenter's slide deck, in order of presentation. On the left side of the workbook, is an extra space to write any additional notes or anything the presenter says that "you need to write down."



## WHAT IS A VSL?

- List the five types of sales videos.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

*"If you're not telling an interesting story, you're probably not going to be able to keep them around for very long."*

– Ryan Deiss

Notes:

- Text-Based Sales Video (aka “\_\_\_\_\_”)
  - **TYPICAL USE CASES:** When your product/service doesn’t demonstrate \_\_\_\_\_, when deploying \_\_\_\_\_ / \_\_\_\_\_, when “video-izing” a proven long-form sales letter, or when you just don’t have the \_\_\_\_\_ or \_\_\_\_\_ for “professional” production.
  
- Doodle/Illustrated Sales Video
  - **TYPICAL USE CASES:** Shorter “\_\_\_\_\_” - \_\_\_\_\_” videos, during the intro of a text-based sales video (extend its life), or when you don’t have a “\_\_\_\_\_” at the company.
  
- Talking Head Sales Video
  - **TYPICAL USE CASES:** On-location \_\_\_\_\_ (either with an actor or “face” of the company), when you want to show you’re \_\_\_\_\_ or increase \_\_\_\_\_, when you have a “\_\_\_\_\_,” or when you have a proven stage/face-to-face salesperson (ex. Billy Mays, ShamWow guy)
  
- Live-Action Sales Video
  - **TYPICAL USE CASES:** When your primary goal is \_\_\_\_\_ and you have a large \_\_\_\_\_.

Notes:

- On-Demand Webinar/Demo Sales Video
  - **TYPICAL USE CASES:** When you have a \_\_\_\_\_ and \_\_\_\_\_ webinar or demo, and you want to \_\_\_\_\_ and \_\_\_\_\_ it (a.k.a. trade conversion rate for scale).
- Do I have to pick just one? NOPE!
  - The transition between formats within the \_\_\_\_\_ video, or change the format to extend the life of a \_\_\_\_\_ video.

*"[Your sales video] never needs to be as long as you think it needs to be."*

– Ryan Deiss



## WHY VIDEO SELLING WORKS

- Selling through video is \_\_\_\_\_ and \_\_\_\_\_ than selling through text.
- Video is more \_\_\_\_\_ and \_\_\_\_\_ than text. (Prospects can literally hear and see your excitement.)
- Video gives you more \_\_\_\_\_ over the sales flow than text. (It's difficult to \_\_\_\_\_ a video.)



Notes:

## THE 12-STEPS IN ACTION

- Step 1: \_\_\_\_\_
- Step 2: \_\_\_\_\_
- Step 3: \_\_\_\_\_
- Step 4: \_\_\_\_\_
- Step 5: \_\_\_\_\_
- Step 6: \_\_\_\_\_
- Step 7: \_\_\_\_\_ (CTA #1: Gain)
- Step 8: \_\_\_\_\_
- Step 9: \_\_\_\_\_ (Again) (CTA #2: Logic)
- Step 10: \_\_\_\_\_
- Step 11: \_\_\_\_\_ (CTA #3: Fear)
- Step 12: \_\_\_\_\_

*Optimization requires doing something that a lot of people don't like doing, and that's looking at video analytics."*

– Justin Rondeau



## WHAT TO DO BEFORE YOU WRITE

- List the five steps of the video scripting process.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## DETERMINING YOUR VIDEO'S LENGTH

- Video duration is a function of \_\_\_\_\_ and offer \_\_\_\_\_.
- 1 - 5 min: \_\_\_\_\_-style videos designed to convert \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and low-ticket sales. (Typically leverage steps 1 - 7 only.)
- 12 - 24 min: \_\_\_\_\_ video sales letters designed to close a \_\_\_\_\_-\_\_\_\_\_ sale.
- 30 - 90 min: On-demand \_\_\_\_\_ and \_\_\_\_\_ designed to make a content-driven \_\_\_\_\_ sale.
- ULTIMATE RULE: Make it as long as it needs to be to get the \_\_\_\_\_.
- Longer videos don't have extra steps. They simply \_\_\_\_\_ and \_\_\_\_\_ the same 12 steps that make up \_\_\_\_\_ videos.



## MAINTAINING FOCUS AND ATTENTION

- List the seven attention resets to use in a VSL.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

*"If you try to get it really fancy, it'll probably be worse than if you kept it really simple."*

– Ryan Deiss



## VIDEO SCRIPTS CHECKLIST

- Relevant + Believable + Surprising = \_\_\_\_\_
- If it's not relevant, it's...\_\_\_\_\_.
- If it's relevant, but not believable, it's...\_\_\_\_\_.
- If it's relevant and believable, but it fails to surprise, it's...\_\_\_\_\_.



## HOW TO RECORD AN “UGLY” SALES VIDEO

- Step 1: Build a \_\_\_\_\_ or \_\_\_\_\_ presentation (like this) with \_\_\_\_\_ to \_\_\_\_\_ sentences per slide.
- Step 2: Open \_\_\_\_\_ (PC) or \_\_\_\_\_ (Mac), and record yourself delivering your presentation in \_\_\_\_\_ mode...
- Step 3: Export your sales video \_\_\_\_\_ and you're done!



## TIPS FOR RECORDING PROFESSIONAL VIDEO ON A BUDGET

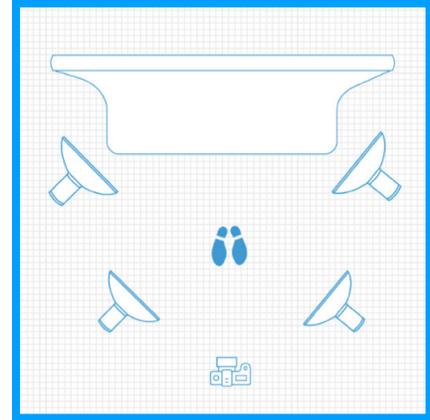
- No distracting \_\_\_\_\_.
- No \_\_\_\_\_ things in \_\_\_\_\_.
- No \_\_\_\_\_ (raccoon eyes).
- No \_\_\_\_\_ - \_\_\_\_\_ walls.
- Audio/Video Dos & Don'ts
  - DO use your \_\_\_\_\_ is the perfect tool for \_\_\_\_\_ (Even 2 - 3 year old phones have HD).
  - DO reduce \_\_\_\_\_ noise.
  - DO \_\_\_\_\_ your camera.
  - DO \_\_\_\_\_ and \_\_\_\_\_ before your first take.
  - DO use \_\_\_\_\_ (but 720p is fine, too).
- \_\_\_\_\_ trumps \_\_\_\_\_.



## HOW TO SETUP A SIMPLE STUDIO

### SIMPLE STUDIO SETUP

- No such thing as a bad video... just videos that "say" the wrong thing at the wrong time
- Eliminates information in frame with white or solid backdrop (all the focus is on the message and the messenger)
- Adds "professionalism" because it's an artificial environment
- 4 major variables: lighting, lens, camera angle and the subject

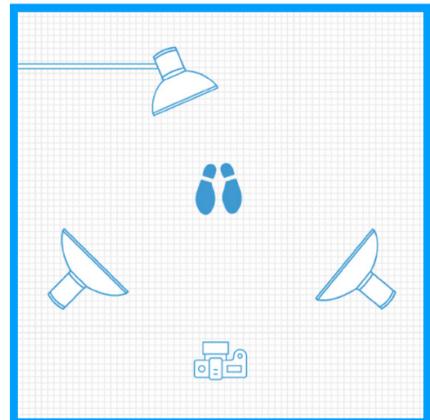


## HOW TO RECORD ON-LOCATION

- Be \_\_\_\_\_ with your \_\_\_\_\_.

### ON-LOCATION SETUP

- Background needs to READ RIGHT to audience
- Composition (Rule of Thirds, gestures in frame, camera angle - inferior vs. superior)
- 3 Point Lighting
- Blur background with depth of field



## CAMERA ANGLES AND COMPOSITION

**CAMERA ANGLES AND COMPOSITION**

- Rule of Thirds
- Subject Superior VS Subject Inferior
- Field of focus bringing audience attention to subject
- Keep subject's Gestures in frame

<b>ACTION</b> (text, examples, images, etc.)		<b>POWER</b> (main subject)
	<b>EXTREME POWER</b> (be careful!!!)	
	(wide shots)	

- Camera angle: \_\_\_\_\_.
- Used to show \_\_\_\_\_ and \_\_\_\_\_.
- Sitting at Desk/Chair - \_\_\_\_\_.
- Sitting on Stool/Elevated - \_\_\_\_\_.
- Standing - \_\_\_\_\_.
- Keep It Simple - Simple (and even "\_\_\_\_\_") videos usually \_\_\_\_\_ high-production videos.

*"If you have people not looking at your VSL while its going on you lose most of the power of it."*

– Justin Rondeau



## EDITING AND EXPORTING YOUR SALES VIDEO

- Utilize \_\_\_\_\_ that simplify editing such as \_\_\_\_\_ and \_\_\_\_\_ and learn your choice in \_\_\_\_\_.
- Use \_\_\_\_\_ recorded in the same place with the same \_\_\_\_\_ at the same \_\_\_\_\_.
- Make sure audio stays \_\_\_\_\_ to video.
- Don't try to figure out something \_\_\_\_\_ that's way over your head... just ask Fiverr to make it.
- NO \_\_\_\_\_ (exception of fade when going in and out of Live Action to Screen Recording).
- NO \_\_\_\_\_ (font, color, background, size).
- NO \_\_\_\_\_ awkwardly placed.
- NO Cheesy \_\_\_\_\_ or \_\_\_\_\_ (don't skimp on stock music).
- NO Cheesy \_\_\_\_\_.
- Ignore everything below if you're using your phone.
- \_\_\_\_\_ frames per second.
- Codec: \_\_\_\_\_ (web-ready video).
- Format: \_\_\_\_\_ or \_\_\_\_\_.



## IDENTIFY

- Video Analytics
  - \_\_\_\_\_ = hours watched / (total plays X video length).
  - \_\_\_\_\_ = self explanatory.
  - \_\_\_\_\_ = unique plays / unique page loads.
- Expect to lose \_\_\_\_\_% in the first \_\_\_\_\_ seconds.
- Only \_\_\_\_\_% ever see the \_\_\_\_\_.
- List the Five Key Video Metrics
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
- List The Two Types Of Technology Metrics
  1. \_\_\_\_\_
  2. \_\_\_\_\_
- List the Six Video Metrics Captured in Google Analytics
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
  6. \_\_\_\_\_

Notes:

- What was said in the \_\_\_\_\_ at the point where we saw the biggest \_\_\_\_\_ ?
- Did they see/hear my \_\_\_\_\_ before they \_\_\_\_\_ watching the video?
- What can I do to maintain \_\_\_\_\_ and increase video \_\_\_\_\_ ?



## **IDEATE**

- List the 6 VSL Elements Worth Testing

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

- List the 5 More Elements Worth Testing

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## TEST

- List the 6 Step Testing Process

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

- Do I get at least \_\_\_\_\_ conversions per variation in at most \_\_\_\_\_ weeks?

### CHEAT SHEET!

Test Length	Minimum Conversions Per Variation Per Day
7 Days	29
14 Days	15
21 Days	10
28 Days	8
35 Days	6
42 Days	5

- Make sure your test \_\_\_\_\_ completes an entire \_\_\_\_\_.



Notes:

## ACTION ITEMS

### ACTION ITEMS

#### SCRIPT AND PRODUCE A HIGH-CONVERTING SALES VIDEO

- 1. Complete a Before and After Grid**
- 2. Choose Your Video Type**  
(Text-Based, Doodle/Illustrated, Talking Head, Live Action, On-Demand)
- 3. Select a Template**  
(Text-Based, VSL Script, 12-Step Video Script, Q&A Interview Script)
- 4. Story-Board Your Script**
- 5. Write Your Script**
- 6. Audit Your Video Script**
- 7. [OPTIONAL] Post Your Video Script To the Facebook Group for Feedback**



Notes:

A large, empty gray rectangular area intended for taking notes.

# SCRIPT A VIDEO SALES LETTER

## REFLECTION QUESTIONS

Notes:

- Of all the different types of VSLs, which one do you think would be best for your organization?

- Before this workshop, what was your biggest challenge when it came to VSLs? After taking this workshop, what do you feel the most confident about now?

- Based on your product (and marketing needs) how long do you think you need to be making your VSLs for your customers?



# SCRIPT A VIDEO SALES LETTER

RESOURCE PAGE

Notes:



## [The Ultimate Guide to DigitalMarketing](#)



## [DigitalMarketer's Blog](#)

Get the latest tactics and tips in all things digital marketing by checking out our free blog!



## [Playbooks: Getting Started with DigitalMarketer](#)

If this is your first time at DigitalMarketer, check out our main core learnings.

1. Customer Avatar Playbook
2. Customer Value Journey



## [Certifications:](#)

Are you looking to get a deeper understanding of digital marketing concepts? Take a look at some of our digital marketing courses to take a deep dive into the pillars of digital marketing. Not sure where to start? Check out Digital Marketing Mastery that starts your journey as a "T-Shaped" marketer.

# SCRIPT A VIDEO SALES LETTER

RESOURCE PAGE

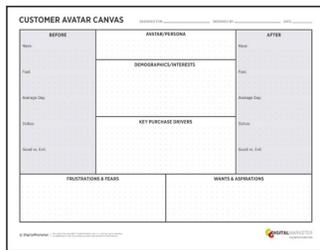
Notes:



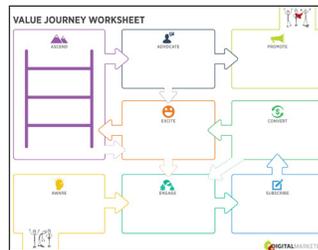
## Podcasts:

Check out our two free DigitalMarketer podcasts. [The DigitalMarketer Podcast](#) and [Perpetual Traffic Podcast](#). You can subscribe on all major podcast platforms as well as check out our library archive to listen to past episodes!

## Extra Resources



[Customer Avatar Canvas](#)



[Customer Value Journey](#)

10-POINT SALES VIDEO AUDIT					
Keyframe Element	Elemental Details	Questions to Ask	Best Practices to Apply	Checklist to Do	Score
Sequence	Does the video follow a logical flow? Are the key messages clear and concise?	Are the key messages clear and concise?	Use a clear and concise structure to deliver your message.	Check for clarity and conciseness.	4
Flow	Does the video flow smoothly? Are there any awkward transitions or jumps?	Are there any awkward transitions or jumps?	Use smooth transitions and a clear flow to keep the viewer engaged.	Check for smooth transitions and a clear flow.	4
Text	Is the text clear and legible? Is it easy to read and understand?	Is the text clear and legible? Is it easy to read and understand?	Use clear and legible text that is easy to read and understand.	Check for clarity and legibility.	4
Visuals	Are the visuals appealing and professional? Do they enhance the message?	Are the visuals appealing and professional? Do they enhance the message?	Use appealing and professional visuals that enhance the message.	Check for appeal and professionalism.	4
Audio	Is the audio clear and professional? Is it easy to hear and understand?	Is the audio clear and professional? Is it easy to hear and understand?	Use clear and professional audio that is easy to hear and understand.	Check for clarity and professionalism.	4
Call To Action	Is there a clear call to action? Is it easy to understand and follow?	Is there a clear call to action? Is it easy to understand and follow?	Use a clear call to action that is easy to understand and follow.	Check for clarity and ease of understanding.	4
Overall	Does the video effectively communicate the message? Is it engaging and memorable?	Does the video effectively communicate the message? Is it engaging and memorable?	Use a video that effectively communicates the message and is engaging and memorable.	Check for effectiveness and engagement.	4

[Video Sales Letter Audit](#)

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