

# 9 Rules for Writing Video Sales Letters



BY ROBERT W. BLY

The “next big thing” in online video is video sales letters.

Here’s how it works.

Prospects are sent a short email inviting them to view an online video on a subject of interest. The email copy teases the subject to generate interest and maximize click-through rates.

When the prospect click on the link, a video begins. The sales message is delivered both via audio and visually.

The video often contains a PowerPoint showing paragraphs of the audio copy as it is being narrated. Another option is the “talking head” – a video of the narrator speaking, and sometimes drawing notes or charts on a white board.

Another appealing option is to include cartoons that are drawn as you watch, illustrating the sales points. To see a short sample of a cartoon-style video I am using to sell a new ebook, visit this URL: [www.addvideo2yoursite.com](http://www.addvideo2yoursite.com)

Video clips can be short, but for direct-response marketing, video sales letters typically run 15 to 25 minutes; the script is around 3,000 to 3,500 words.

A key difference between video sales letters and static (landing pages or print) sales letters is this: A prospect may read a conventional text sales letters several times, and can go back to reread portions if desired. And they often do. But the prospect will only watch a video sales letter once.

That in mind, here are some guidelines for writing effective video sales letters:

**1 The way to begin is to grab audience attention** with a statement that breaks them out of their normal pattern, says my colleague David Jenyes. Surprise them. Shake them up.

**2 Tell an engaging story** that sweeps the listener along with it. Superstar marketer Michael Masterson calls this the “velvet slide.”

**3 Keep is simple.** The “information density” – the number of facts per page – should be about 20% less than a text-based promotion.

**4 Use short sentences and especially short words.** I don’t use any word longer than 9 letters.

**7 You can concisely state the problem your product solves** in the lead of the video sales letter, but be sure to explain the solution within the first minute or two. If you wait too long to get to the solution, you risk having the prospect click away in boredom.

**8 Don’t use more than two numbers in a sentence.** If you do, round off at least one of them.

**9 The tone of the copy should be positive and enthusiastic** because the prospect hears a voice reading the text. But it should also sound authoritative.



**5 Use short paragraphs** – a couple of sentences is typical. This makes the text on the video easier to read.

**6 If you want to dramatize or prove a copy claim or fact, you can insert a chart or graph** into the video presentation. Even if the prospect only has a few seconds to view it, charts and graphs give the impression that your point is well backed up.

When I talk about video sales letters, invariably I hear the objection, “They’re too long! I always click away. Who would sit there for 20 minutes and watch?”

Answer: Plenty of people. How do I know? Testing shows repeatedly that video sales letters usually generate higher conversion rates than static landing pages.

If you still object to video sales letters because you just don’t like them, I quote this advice from ace copywriter Peter Beutel: “Don’t let personal preference get in the way.” ■

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