

CHEAT SHEET

“4 Unconventional Ways to Use Video to Dramatically Increase Your Conversion Rates...

Even if you hate the sound of your voice, shudder at the thought of getting on camera, and even if you're a complete technophobe.

Note: this cheat sheet is associated with the short FREE MP3 interview here:

<http://www.payperclicksearchmarketing.com/A41.php>

Video is not a cure-all. Nor is it a magic bullet. It's more like “nitrous oxide” in that it can turbo-charge an already winning sales process, sales copy or offer.

In other words, when it comes to video – the script... the formula you use is critical. Because if your sales copy or script is the equivalent of a 1987 Winnebago Elandon – it doesn't matter how much nitrous oxide you pour into that baby... It still ain't gonna beat an unmodified corvette straight off the assembly line with no turbo chargers whatsoever.

So the **big takeaway** – which is not the focus of *this* interview, is to start with winning sales copy... OR have a winning sales formula that's worked elsewhere, which you can apply to your business.

In other words, you don't need fancy equipment or technical savvy to make video effective. In fact, I record 90% of my video as screencapture video using nothing but Camtasia and my \$25 logitech headset – without having to ever put my ugly mug behind a video camera **J**

With that being said, here are 4 unconventional ways to use video to boost your conversion rates:

1. **Use intonation, pace, pauses and voice intonation** to maintain and leverage attention. (will give examples on the call). This is MUCH more difficult to do in written copy.

2. **Different Voices for Different Avatars.** I'm a big proponent of segmentation. If you have different segments in your market – you can have the same video voiced by different voices to match the different avatars in your market (e.g. Jewish grandmother from Long Island vs. Man with Southern Texas Twang vs. sophisticated British Woman). You can hire voiceover talent on oDesk.com for \$20/hr. So if you hate the sound of your voice – then just outsource the recording **J**

3. **Step outside the copy to give users specific instructions** on what you want them to do next. (e.g. this is important. So, right now I want you to take out a pen and notebook to take notes on this.)
 - a. Important because it encourages interaction and action – inertia is a big challenge when getting people to buy. But if you can get people moving and taking action throughout your sales process, when it comes time to get them to whip out their wallet – they'll be ready.

4. **Control the pace of information consumption.** With video, unlike written copy, you can control the pace at which your market consumes your sales message. By disabling the scroll bar, for example people can't scroll ahead so you can more effectively use "open loops" and cliffhanger copy.
 - a. Also, with video – you can more accurately track how far into your video people get before they start to drop off. With written copy, you can track time on page – but because every prospect reads at a different pace and some folks will skip around or skim... it's difficult to know where in your sales message you start losing people.

**For more information about Ryan Levesque
and his Video Conversion Story, please click below:**

<http://www.payperclicksearchmarketing.com/A40.php>

© Psy Tech Inc. and RL & Associates, LLC
All Rights Reserved

(You may pass this along as long as you don't change it)