Selling 7 Video Template: Landing Page

Video Title:

The title of this video should be searchable: think keywords and phrases first.

Website Page Video Lives on:

Paste the exact link where you intend this video to live on your website

The Problem

Let's first address how they found themselves on this page in the first place. Let's find the most specific way to refer to that problem and make the viewer say to themselves "Yes, that's exactly my situation." The more hard-hitting, the better.

- *Are you struggling with scripting your videos? Well, you're not alone, and what you're likely figuring out is that there is more to scripting a great video than just using great words.*

The Solution:

Now, what is the solution we are offering AND what will be the major outcome of attaining this offering? How will the viewer's life be better because of it?

- *With this script template, you'll have every tool you need to be able to write effective, simple script outlines for your videos. This is likely going to cut your pre-production time in half and take the stress out of this intensive process.*

Setting Expectations

Finally, we must explain what's going to happen next. What does the viewer need to do first and then what is the next thing that's going to happen? What's the timeline? Who will I hear from OR what will I receive?

- *If you fill out the form to the right, you're going to receive one email from us. It will have your script template attached to it and a bunch of helpful links and resources to get you started. In two weeks, one of our video strategists will reach out to you in another email to make sure you're successful with the template and offer any assistance you may need.*

Resources:

IMPACT+ course: **Crafting Selling 7 Videos that Convert**