Skeleton Script

Module 5 Sales Video Skeleton Script

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

SALES VIDEO

**(The Big Promise or Hook)**

*What if there was a (process, system, method, way, etc.) that, once learned, could (give you this transformation/knowledge/results)? That could radically transform (this aspect of your life)? Would you want to know (process, system, method, way, etc.)? Well, I’ve got it.*

*I’m (name) and I’ve been (doing/teaching/helping others achieve these results) for (time period). (Add any other positioning/ authority credentials /prior accomplishments you have/results you’ve helped others achieve/etc.)*

**(Show the Opportunity)**

*When you (are able to/know this) then you can (have/achieve/feel this).*

*Once you know how to do (this step/action), then you can (have this desired result).*

*When you have (this desired result), then (this is how that feels).*

So that’s what this video is about... are you ready to (achieve this desired result)?

**(Show Authority)**

*Now... I’ve (helped/taught/coached/trained) (this many people) (accomplish this goal).*

But when I first started out, I (was in this situation).

Now I’m in a different place – I’ve (accomplished this).

And it all started with (this step).

Now at this point, the big question is (raise and address a common objection).

© 2018 Internet Alchemy, Inc. of 2 7

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

**(Proof and Testimonials)**

*When I think about (how it feels to achieve this desired outcome) ....I’m reminded of (my students, my last class, this specific person’s name) who (was in this situation) then they (went through this program, implemented these strategies, etc.) and now (this is their improved situation or accomplishments).*

*(Give examples of how this program or what you’re teaching in this program has helped you or better yet – others to achieve the desired results/transformation this program offers.)*

**(Foreshadow Urgency)**

But before I tell you more about (this program) ... I have to warn you...because (tell why they have to register now, i.e. this program is going to be interactive, and since it’s an online coaching program)... registration will only open for a short time. Then we’ll close registration and start the class.

**(Make Your Crushing Offer)**

*Since you’re watching this video, either (you’re in this situation and want to accomplish this) or (you’re in this situation and want to accomplish this so you can have this). Whether you (avatar situation 1), or (avatar situation 2) this (program) will help you (achieve this desired result).*

So first off, when you join (program name) you get (this stuff). I have broken up this training into individual training modules where I will walk you through all of the steps to (achieve this result).

And after the program is over, you’ll still have access... so you’ll be able to go back over the material at your leisure. You’ll find that the ability to review the material as often as you like... at your own convenience... is simply priceless.

*You also get (more stuff that helps you achieve this desired outcome).*

*You’ll learn (how to accomplish this).*

*• What are the key things... (to know/do/to accomplish this goal)?*

© 2018 Internet Alchemy, Inc. of 3 7

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

*• How do you...(accomplish this)?*

*• How do you...(figure this out)?*

• I’ll show you how to do all of that in (this course).

The bottom line is that we're going to cover a lot of ground over (this time period), and you're going to come out the other end with (desired outcome).

But that's not enough. I want to take you beyond just knowing... and right into action. So I'm going to give you (more stuff) that will help you (achieve this desired outcome).

**(Bonuses)**

So by now you’re probably thinking that I’ve put together a pretty amazing offer...

But I thought long and hard about how I could make this offer even better. And I came up with not one, not two... but three amazing bonuses. Each one of these bonuses would easily be worth more than the cost of the entire (program name).

*The first bonus is all about (helping you accomplish this goal/achieve this desired result). You will get (this bonus – and describe it) ...*

I’ve never sold this (bonus) to the general public before, but when I do it will likely be (price). And you’ll get this (bonus) for free when you (join, log in, etc.).

*OK... next up... the SECOND over-the-top bonus for you is (this bonus – and describe it including the value$).*

And that brings us to the FINAL BIG SURPRISE... the last piece of the puzzle that makes this a COMPLETE no-brainer... and this is it. You’ll also get (this bonus – and describe it including value$)...

**(Price Reveal)**

So... if you add up the value of JUST those last three bonuses... well, you’re already at (price).

© 2018 Internet Alchemy, Inc. of 4 7

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

So by now, you’re probably wondering what the cost for (program name) will be.

Your investment in (program name) is just (price) or just (price) if you use the easy payment option.

Remember, if you want (this desired result), then you have to (take some type of different action). Think about how your life will be different if you commit to (taking this action).

**(Here’s What to Do Now)**

So go ahead and click the button below the video and join me in the (program name).

**(Urgency)**

One last thing that I need to mention... this is a limited timed offer. You see, (program name) is only open for a few days – usually between 2 and 5 days ... and then we close down registration and start the class.

If you want to get in, then you need to act quickly... because the registration window is never open long.

However, if you miss out... well, please don’t freak out or anything - the odds are pretty good that I’ll offer another chance at (program name) in another (time frame, i.e. 12 to 14 months). If you’re not ready to step up today, then maybe (when it opens again, i.e. a year from now) will be the right time.

**(Call to action)**

If you’re ready to (achieve this desired result), then your next step is to click the order button below and get registered for the (program name).

© 2018 Internet Alchemy, Inc. of 5 7

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

**(Surprise Bonus)**

*Oh, and one more thing. When you register, you’ll also get (this surprise bonus that gives you this desired result).*

**(Risk Reversal)**

You have a full 30 days to see if my (program name) is right for you. If you determine that it isn't, just let us know and we'll gladly refund your money. No hassles. No hard feelings.

**(Re-Close with Scarcity)**

One last thing...

I am not some (your product topic) magician. I just stumbled onto a discovery - more than (how long ago) that has become the (program name). Since then I have continually worked on it... refining it, adding to it, perfecting it.

The result is a method, a system, a process that can be applied very successfully over and over.

If you’re ready to (achieve this desired outcome) then your next step is to click the order button below and get registered for the (program name).

Now is your time. It’s time to step up. There has never a better time... but you have to act now... registration is closing soon. Now is the time to act. Enroll in (program name) and say yes to (biggest outcome or goal your program will help them achieve – desired result/outcome).

Click the button below and join me now. This is your time, and I'd love to serve you in (getting this desired result).

© 2018 Internet Alchemy, Inc. of 6 7

Skeleton Scripts / Module 5 / Sales Video Skeleton Script

**(P.S. with Social Proof)**

You have a big decision to make. I can’t make it for you... the only thing I can do is tell you that the (program name) works. It’s worked for me, and it’s worked for (# i.e. hundreds) of my (coaching clients, program students, etc.).

Click the button now and I'll see you in the program...

© 2018 Internet Alchemy, Inc. of 7 7