

THE
SIMPLE
VIDEO SCRIPT
FORMULA



The Simple, 3-Part Video Script
Responsible for Generating Tens
of 1,000s of Red-Hot Leads!

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About Tim Erway

The guy behind some of the biggest online success stories... Over the last decade, Tim Erway has coached and empowered dozens of 6-, 7-, and 8-figure entrepreneurs.

But success didn't come easily for Tim. After 2-years of "working the plan," Tim found himself eye-deep in debt and close to being homeless when he was evicted from his 1-bedroom apartment. On a loan and a prayer, Tim dedicated himself to becoming a student of Internet marketing, and just 6 months later he bounced back making his first 6-figures in affiliate and network marketing.

In 2003, he launched his first 7-figure online education company dedicated to providing debt-laden consumers with the tools and information needed to eliminate debt from their lives. By 2004, Tim's company helped thousands of people avoid bankruptcy, regain control of their finances and get a fresh start. All the while, he was earning a healthy 6-figure income selling his own products, affiliate products and with network marketing.

Today Tim is CEO of Elite Marketing Pro. He also owns a successful real estate investment company that he launched using "attraction marketing" methods - proving yet again that the universal principles of attraction marketing work across multiple industries, both online and offline.

Why You Absolutely **MUST** Market With Video Today!



Video marketing is just as effective as paid advertisements, and it's totally free!

Not only that, in the next few years, video will account for over 90% of all Internet traffic. The popular video hosting site, YouTube, gets more than 1 billion unique registered users visiting each month. And YouTube users watch 6 billion hours of video every month - which, if you think about it, is nearly an hour of video for each! It's time for you to capitalize on this trend.

Would you like to...

- **Build your email list?**
- Drive traffic to your website or capture page?
- **Convert your prospects into clients and make more money?**
- Position yourself as an expert?
- **Create your own brand to pre-qualify your prospects?**
- Attract interviews?
- **Quit your day job and fill up your coaching program?**
- Get paid what you're worth?
- **Make an extra \$1,000, \$2,000, \$5,000, or \$10,000 each month?**

Video marketing is the fastest way to attract qualified new prospects to your business, like bees to honey!

If this sounds complicated, don't worry...

I'm about to show you how to create **quick and easy videos** to market your business, grab a ton of leads, and make a fortune with your videos!

Why Video Creates the BEST Leads!



Once you've created and uploaded your video, you can sit back as your message is perfectly delivered day after day to prospect after prospect.

- New people will find your video and become your leads for months and years to come.
- These leads never stop flowing and it requires no prospecting or advertising on your part.
- It's a world of difference from approaching your friends or family (*and especially strangers!*)
- All you have to do is create your videos once and they'll keep producing leads practically **forever!**
- These "residual leads" will automatically **build your list** without costly ad expenses, providing you with a significantly lower startup cost than any other form of lead generation.
- And the best part is that video converts traffic to leads 2-3x better than any other medium!
- Your prospects can hear and see you so **rapport is created instantly!**

You never need to pick up the phone and you become viewed as an instant celebrity in your prospect's mind!

Warning!

Attention spans are extremely short these days.

Viewership *significantly* drops off after the 2-minute mark.

So keep your videos short and sweet.

Don't waste your prospect's time.

Create short, 2-3 minute videos revealing how to get the *results* they desire.

And deliver strong content with a clear call to action.



What Are the Most Effective Topics?



Start by thinking about your prospect's wants and desires and move them closer to their goals.

Essentially, your videos have to pass the “so what” test - your viewers should always know exactly what's in it for them to watch your videos.

“How to” videos work great:

- How to generate more traffic
- How to convert leads
- How to sponsor more reps
- How to build a team
- How to prospect on the phone
- How to sell more product
- How to effectively blog
- *How to create killer YouTube videos!*

These topics directly serve your viewers self-interests and goals.

And if you've prepared a capture page with an opt-in bonus that compliments your “how to” video, your viewers will be excited to give up their email address to learn more!

Outline the “Script” for Your Video Using the Following Formula:



1. **Introduce yourself**, telling the viewer who you are, a bit about your background, and where else they can connect with you, either through your blog or your social media accounts. Keep this SHORT.
2. **Tell them what to expect**, by telling the viewer how long your video is and the benefits they’ll get by watching it. (In old-time sales lingo, this is the “tell ‘em what you’re about to tell ‘em” phase.)
3. **Deliver your information**, making sure you provide the value you promised them in the headline (this is the “tell ‘em” part of the presentation).
4. **Provide a recap**, summarizing the video. (Tell ‘em what you told ‘em.) You’ll want to bring your video full circle, reminding them what you promised, showing how you delivered on the promise, and summarizing the benefits they now have.
5. **Close with a powerful “call to action.”** What, exactly, do you want the viewer to do now? Don’t wimp out - tell the viewer very specifically what to do next.

Some of the most effective marketing videos close with a simple PowerPoint slide featuring a link being promoted.

Example Video Transcript



“Hi, my name is Joe. I’ve been successfully generating leads daily to marketing my opportunity on the Internet combining the amazing leverage of video marketing and my blog at BigJoe.com.

In this video I’m going to teach you how to generate more leads than you’ll ever need for your opportunity using easy video marketing.

***Step #1:** Create quick “how to” videos addressing the wants, needs, and desires of your prospects. This positions you as a leader trying to help others to leverage the latest tools and build their opportunities without bugging their friends and family.*

***Step #2:** Make sure you include a link to your website with a strong call to action so your audience knows exactly where to go to find more information and become a lead.*

***Step #3:** Make sure your link goes to a lead capture page that provides additional value - usually in the form of a free report - and compels them to opt in and become your lead. This will allow you to build your list and market to your leads without you ever having to pick up the phone.*

If you liked this training on how to generate leads using video marketing, make sure you head over to my blog at BigJoe.com to get my free guide that details exactly how I convert my leads into customers daily using my blog and simple videos.”

****Display link****

Ready to Flood Your Website with FREE Laser-Targeted Traffic?

How would you like to...

- Quickly gain maximum search engine exposure and visibility
- Build a powerful brand, boost your influence, and gain authority status
- **Attract more qualified prospects and increase sales and profits**

It's no secret that video marketing creates the highest quality traffic on the Internet.

So I pulled 2 of our traffic and marketing experts aside.

Locked them in a room.

And challenged them to turn their ninja traffic getting secrets into a **simple, step-by-step plan** that you can use to start attracting visitors to your website like hungry flies to melted fudge.

The result is the *YouTube Traffic Blueprint*.

A step-by-step guide to get as much high quality, laser-targeted and FREE traffic as your heart desires.

And for a limited time you can grab it at a major discount.

[Click here to learn more now!](#)