

Assignment 9: The Open

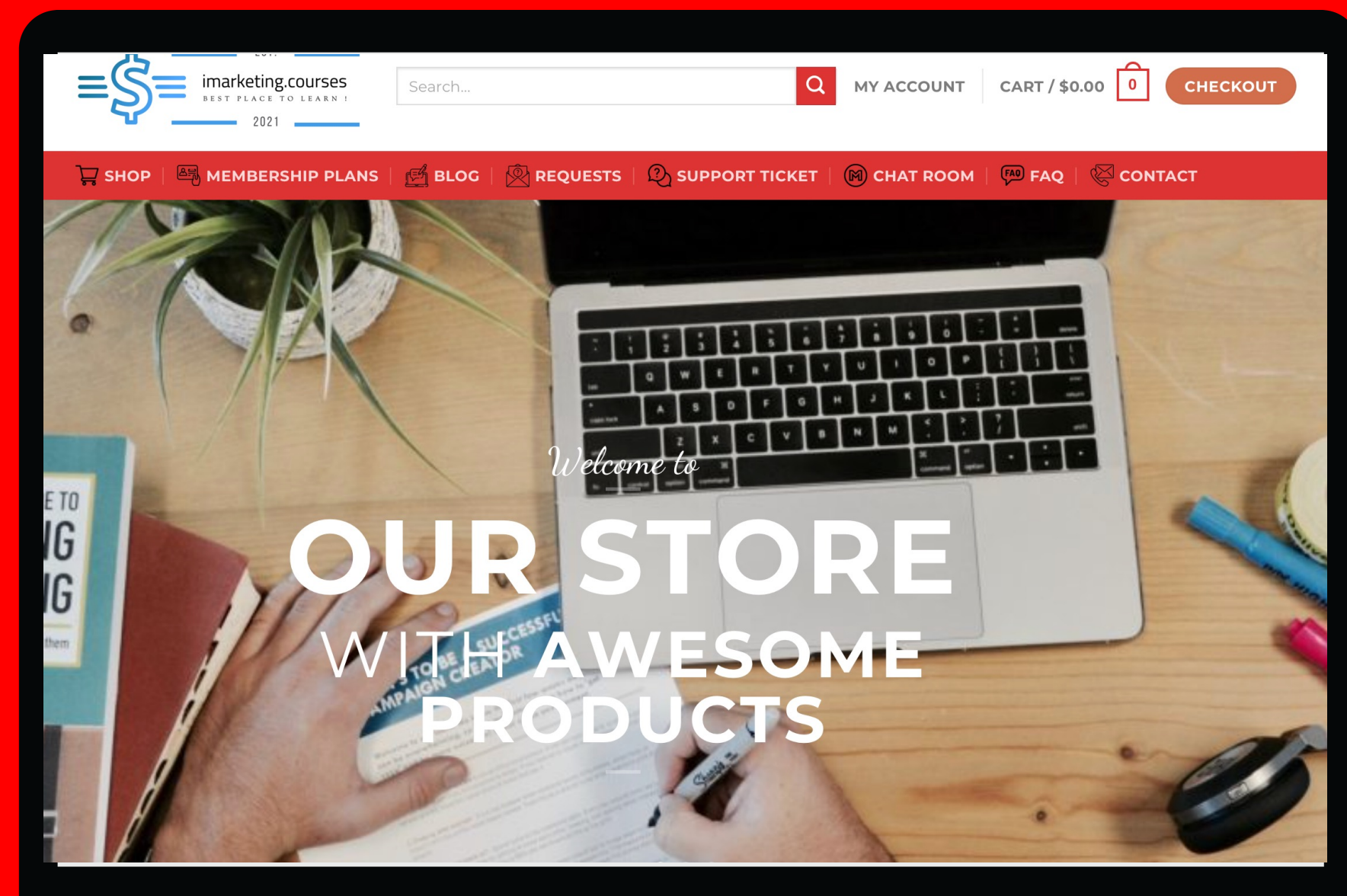
Congratulations! You're almost there. There's only two more "chunks" of your sales video script you need to create before you're able to put the whole thing together.

Your "Open" (the crucial beginning of your video where you grab attention, let your viewer know why they NEED to keep watching and start leading them down the path to the sale.)

And the "Close" where you "knock 'em off the fence," get your avatar to reach into her pocket, take out her credit card and complete the sale.

Here's all you have to do . . .

1. Make sure you watch the full "open" videos, including the fully written out and presented examples.
2. Download the slide PDF's for reference.
3. Use one of the three "open formulas" I give you in the video to script out the open to your sales video. You may want to play with two or even three of the formulas to see which one fits you the best. Depending on your niche, what you're selling and how painful the problem you're solving for your prospect is, you may find one open to work quite a bit better than another.



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Option 1: The “Big Benefit” Open

In the “Big Benefit” open we start our video by making a big promise about what our avatar is going to learn IN THE VIDEO. Remember, **we’re not pitching the product yet**. The goal of the beginning of our video is NOT to make the sale, it’s to get our avatar to WATCH the video. So we make a promise early on about what AMAZING result they’re going to get just by watching the video.

The basic construction of the “Big Benefit” Open is

1. Hi, this is (YOUR NAME) . . .
2. And in this short video I’m going to . . .
 - a. (show you why the way you’re doing things now is completely wrong.)
 - b. (Reveal the evil of the “Common Enemy.”)
 - c. (Teach you how to solve your problem quickly, easily and in a way you’ve never thought of before.)

My current Text Your Wife video is based off a “Big Promise” open. Take a look at the slides to see how I open up the video with an attention getting statement (against the common enemy), move into making statements that are incongruent with “common knowledge” about romance and then really HAMMER my prospect with a HUGE promise.

Quick note: Don’t be shy. Marketing is the art of making a promise and keeping it. Don’t be afraid to make a promise.

Quick note 2: One way to “diffuse” a big promise slightly is to make it about YOUR discovery of this amazing information and how it affected YOUR life. If you empathize properly with your avatar (and give them emotional transference) this can work like gangbusters.

Sketch out your “Big Benefit” Open Below . . .

Option 2: The “Worst Day Of My Life”/Overwhelming Emotion Open

Option 2 is definitely a little trickier than the big benefit open, but can be just as effective (if not more so in some markets.)

In this open we start off our video making the most powerful emotional statements possible. This open often starts in the MIDDLE of our story (a technique they use all the time in Hollywood movies.) In this open we start off talking about a point where we were at an EXTREME emotional point around our issue.

Note that a large part of what makes the “Worst Day of My Life” open work is the CURIOSITY factor. Folks who watch the beginning of the video start off having NO IDEA what’s going on and feel like they need to watch more to get the “gist” of the story.

You can see the example I did for the “Donut Weight Loss” product in the video and slides.

Some other examples would be . . .

Credit Repair . . .

“You ever feel absolutely hopeless . . . like the world is about to swallow you . . . like your whole life is about to end and there’s nothing you can do? That’s how I felt, standing in my driveway in my slippers and my robe, my hand shaking as I realized I was about to be kicked out of my house . . .”

Dog Training

“It was the most embarrassing moment of my life . . . there I was, down on my knee in front of the woman I wanted to spend the rest of my life with, fumbling in my pocket for the ring, looking up at the eyes of this WONDERFUL woman . . . When suddenly I heard my dog peeing on the carpet.”

The key with this is to be as EMOTIONAL as possible.

Some key words you can use:

Humiliation
Embarrassed
PISSED OFF
MAD

Angry
Sad
Nauseous
Ashamed
Shaking
Shaky
Scared
Petrified
Frightened
Worried
Sick with worry
Nervous
Pride
Hopeless
On edge

No matter what words you use, you want to make sure they're as EMOTIONAL as possible.

Sketch out your “Worst Day of My Life” open below . . .

Option 3: The “Shocking Statement” Open

The “Shocking Statement” open is about revealing your “Big Idea” in the most shocking and emotional way possible. It’s all about “Drawing your line in the sand” and letting folks know RIGHT AWAY that what you’ve got to say is different than what they’ve heard anywhere else.

You can see a “Shocking Statement” open I did for a personal development pitch in the video and PDF downloads. In a lot of ways the construction of a “Shocking Statement” open can have a lot in common with your “Big Benefit” open. The difference is that in the shocking statement you’re promising “secret knowledge” or a different perspective more than you’re actually promising to make their problem better.

In a lot of ways you’re actually making the problem WORSE in this case so you can “Relieve the issue” later.

Here’s a couple more examples:

Back Pain:

“Hi, I’m John and I hate to say it but if you’ve been trusting a chiropractor to help you take care of your back, you’re KILLING your spine and heading for a life in a wheel chair.”

Make Money:

“If you’ve been trying to make money online and haven’t had the success you want, it’s incredibly important that you watch this video. Why? Because a “weird” discovery I accidentally discovered proves that YOU’VE BEEN LIED TO about what works online.”

Make sure to watch the example from the video training, then come back and . . .

Use the space below to outline you’re shocking statement open:

Once you've played with all three open options, pick the one you think has the most emotional power and put it in the comments below.

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