



**Instant Video
Marketing Secrets**

**Explodes Your Subscriber List & Sales with Video
Marketing!**

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Instant Video Marketing Secrets

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Introduction

As you may know submitting videos to video-sharing sites is an effective way to get traffic to your web site. And you likely know that using videos on your sales letter will usually increase your conversion rates. Plus, you might know that you can increase your list by getting people to opt-in to see your videos.

But the trick is actually getting people to go watch your videos. That's what this report will help you do. It will give you many different ways to persuade people to view your free videos. There's no point in offering a free video if no one will actually view it.

Say It's Free

Tell your prospects that your video is free to watch. Of course, this is pretty basic but a lot of people forget to mention that.

You can tell them it 100% free and there is no sign up form to see it and they can go straight to the video.

If your video is free but they have to opt-in to see it, tell them that up front because a lot of people will get mad about that.

Opt-In For No. 2

Tell your prospects the your first video is free to view but they need to opt-in to your list to see the second video. It could be that you are launching a series of videos or you are dividing a long video up into smaller parts.

Just make sure you first video will persuade them to opt-in to see the next one. You also could ask them to invite a few friends using a tell a friend script to see the next video. Tell them they can always unsubscribe later if they don't want to be on your list.

Lots Of Views

Tell your prospects that a ton of people have viewed your video. Of course, use the specific number amount to make it more detailed. People will see that that make people can't be wrong about your video and it must be a popular subject they should learn more about.

You can also mention your video web site's traffic rank to show them how popular it is or tell them how many view per minute, hour or day.

It's High Quality

Tell your prospects that your video is of high quality. You can describe it as clear, high resolution, crisp audio, etc. You can mention you film it in a high priced studio, use expensive video equipment and editing software or hired a professional film crew, director actors or actresses and a full set.

It's Long Or Short

Tell your prospects how long your video lasts in second, minutes or hours. You could even offer a short or long version of the video. Some people will just want to watch an overview or summary and some people will want to view the full show.

For example you could say, it's only 2 minutes long or this 125 minutes of killer strategies.

What Type Is It

Tell your prospects the type of content is in your video. Sometimes just mentioning the type of video will persuade them to go watch. I made a big list for you.

Plus, this list will give you a lot of brainstorming ideas for new videos to create.

Tutorials	Taped Classroom Course	Product Testimonials	Text Only
Taped Workshop	Product Samples	Product Demonstrations	Home Movies
Success Stories	Entertaining Stories	Strategies, Tips, Tactics	News Related
Taped Seminars	Sales Letter Previews	Gossip/Rumors	Short Clips
Training	Teaching	Screen Capture	How To
Top 10	Flash	Funny/Comical	Countdowns
Original	Secrets Revealed	Live On Stage	Uncut/Uncensored
Live Streamed	Photos	Unedited	Expert Interview
Video Slides	Unrehearsed	Celebrity Interview	Instructional
Behind The Scenes	Lessons	Special Announcement	Backstage

Special Effects	Product Presale	Taped Speeches	Video Report/E-book
Bootleg	Question/Answer	Product Reviews	Secretly Leaked
Step By Step	Music Videos	Presentations	Tours
Mini Movies	Surveillance	Commercial	Infomercial
Auditions	Podcast	Video Series	Taped Meetings
Proof Of Something	Vacation Video	Article Videos	

This list will get you started, I'm sure there are way more than I list here.

Limited Viewing

Tell your prospects that your video may not be around long. You could say that you are only allowing a certain number of views of the video then you are taking it down, you don't know how much bandwidth your server can handle before you have to delete the video, or you can put out a countdown clock on how long the video will be available for viewing.

Video Comments

Tell your prospects how many comments were made at your blog about the video. For example, 6 hours after we released this video we had over 200 comments about it at our blog. People will know if they don't watch your video they will be missing out on something.

If your comments are like testimonials or rave reviews it will persuade them even more to watch your video. And if some of the comments are questions use persuasive content to answer them.

Till The End

Tell your prospects to watch your video till them end because there will be a special benefit waiting on them.

It could be:

- a special discount price on your product
- a link to another free video
- a bonus product
- they can rebrand this video with their affiliate
- link and give it away to others
- a free transcript version of the video
- get a free just pay shipping hard copy of the video mailed to them list of free resource to learn more the resell
- master resell or private label rights to it
- etc.

What You're Doing

Tell your prospects what your are wearing or doing in the video that will spark their curiosity to see.

It could be:

- wearing a crazy costume like a chicken outfit
- doing a skate boarding stunt
- wearing your pajamas or half naked
- parting at a party
- you getting caught doing something crazy or embarrassing
- using some swear words or something that might be offensive

- getting it a fight or argument with someone
- calling somebody out
- playing a joke on someone
- revealing a secret
- doing something controversial
- etc.

Search For It

Tell your prospects that they need to find something hidden in your video.

It could be:

- a hint about a new product
- a certain code or number they can use to get a huge discount
- a password they can use to get a free bones
- a list of objects they have to enter to try to win a contest
- etc.

You can tell them about were the hidden item is in your video like for example it's 1/2 way through it. People will be entertained by your little search and seek game.

No Pitching

Tell your prospects the videos are pure content.

You can mention that:

- they aren't full of sales pitches

- they aren't full of resold or rehashed information
- there won't be any order link or web site address at the end of it
- they won't be directed to any web site automatically at the end of the video
- etc.

Just Like TV

Tell your prospects to prepare to watch your video just like they would to watch regular TV or a movie.

You could say:

- to just sit back and relax
- just kick back and enjoy the show
- sit down a grab your favorite beverage
- grab a bucket of popcorn
- grab your favorite bag of potato chips
- turn up the volume
- munch on your favorite candy
- etc.

The Reactions

Tell your prospects the types of emotions or physical reaction they may have or you had by watching the video.

You could say:

- the video shocked you

- gave you the chills
- made you tingled with excitement
- made you cry
- scared you
- made you happy
- pumped adrenaline through your veins
- raised the hair on your arms
- etc.

Conclusion

Today online videos are popular than ever and going to get even more in the years to come. That means it's just going to get harder and harder to get your video watch with all the competition that keeps growing.

Hopefully these video persuasion strategies will give you an unfair advantage over your competition. But don't stop with this report.

One of the best ways to learn new techniques is by actually studying the other video marketers and see how they are trying to persuade you to watch their videos.