

## The Client-Getting Video Script

When shooting a video for your online business, it can be tough to remember everything you need to do and say. If you don't know where to start, you can feel like your rambling. Worse, you probably have tried to shoot your video 100 times, but you can never get through it without mistakes.

*This is where a script really helps.* This script can help you stay on track and shoot your video with ease!

**Even better:** This video script is designed to convert which means you get more clients. I use this script with my clients and as the basis for my sales videos.

All you must do to use The Client-Getting Video Script, is add in your own words, and go shoot your video!

Let's get started:

### The Client-Getting Video Script

#### The Intro:

*Congratulations! Your free gift is on the way to your inbox, it will be there in about 10 minutes.* [This is applicable when your sales video is viewed right after opting-in for your list. If your sales video is following something different than a free offer, then change the statement to reflect the last action taken)

*Right now, you have everything you need to achieve*

\_\_\_\_\_. (Fill in what the free offer helps them achieve or whatever the last action is going to help them accomplish.)

### **The Problem:**

*But, the big question on my clients' minds is:* \_\_\_\_\_.

(What problem does this program, product, or service help solve? For example, "The big question on my clients' minds is how to I make a sales video that gets clients?")

### **The Urgency:**

*I have the answer for you and a very special while you're on this page.* (If this is an offer only on this page or for a limited time or for new customers only, state it). *It will help you* \_\_\_\_\_. (what will they achieve?).

*The big challenge is* \_\_\_\_\_. (This is your audience's challenge that your solution solves. This is related to the big question on your clients' mind.)

*If you want to* \_\_\_\_\_ (have, become, solve, etc.) (Insert the big idea which is what they can achieve with your product, program, or service. For example, "If you want to double your income." Or "If you want to lose the last stubborn 10 pounds.") *Then* \_\_\_\_\_ (your program, product, or service) *is for you because it helps you* \_\_\_\_\_ (solve what?)

**Call to Action:**

(Tell them what to do, for example, “Click the button below to get registered for the Client-Getting Video Training Workshop.”)

**Your story:**

*Who am I to help you with this?* (Give some of your experience, credentials, or your story)

**Your solution:**

Tell a little bit about your program, product, or service (modules, steps, or how it works).

**Call to Action:**

(Tell them what to do, for example, “Click the button below to get registered for the Client-Getting Video Training Workshop.” Or “If you’re feeling inspired, click the button below to get instant access.”)

**Who is this for?** (Call out your target audience, for example: “If you’re a coach, consultant, or entrepreneur, this is designed for you.”)

**Your Guarantee:**

*If you're not completely satisfied with your training, I'm giving you 30 days to request a no-questions-asked refund. (Whatever your guarantee or promise is, state it here.) There's no risk to you, the risk is all on me.*

**Final Call to Action:**

(Tell them what to do, for example, "Click the button below to get registered for the Client-Getting Video Training Workshop." Or "If you're feeling inspired, click the button below to get instant access.")

There you go – a client-getting script that's been proven repeatedly. Keep your video under 10 minutes and you'll be rock'n it!