



# PLUG→'N'←PLAY VIDEO SCRIPT TEMPLATES

YOUR GO TO RECIPE FOR A HIGHLY PROFITABLE LAUNCH

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# VIDEO #3 - OWNERSHIP EXPERIENCE & SALES VIDEO

## 1. INTRODUCTION

Hello, it's [NAME], founder of [NEW COURSE] and in this video I'm going to share everything you need to know about our program and how it could help you [DESIRED RESULT].

## 2. CURRENT REALITY + STRUGGLE

But first, let me ask you something important.

Are you happy with [CURRENT REALITY]? Are you satisfied with [CURRENT REALITY]?

Making change, no matter how big or small, is never easy.

It's challenging to deal with [EXTERNAL CHALLENGES].

But worse, are the negative thoughts and doubts that begin creeping in. And if you've ever heard yourself saying [INTERNAL CHALLENGES], it's ok. That's totally normal.

[DESCRIBE CHALLENGES IN DETAIL. SHOW EMPATHY TOWARDS "THEIR CURRENT REALITY". ENTER CONVERSATION IN THEIR MIND.]

With all that being said, I've got good news. You can change your situation. You are in complete control of [DESIRED RESULT]

### 3. OPPORTUNITY

Let's look at the facts.

Every year, there are people just like you getting [DESIRED RESULT]. In fact, there are more people today accomplishing [DESIRED RESULT] than ever before. With the amount of information, tools and resources, it's never been easier.

I didn't say it was easy. I said it's never been easier.

But that's why now is such a great time to be thinking about and committing to [DESIRED RESULT].

Imagine how it will feel to finally know that you're [BENEFIT OF DESIRED RESULT].

Imagine having the know-how to [BENEFIT OF DESIRED RESULT].

Imagine being connected to others who are on the same joinery as you... all committed to achieving [DESIRED RESULT].

This is the opportunity that we have today as [MARKET] leaders and it's the reason that I am so passionate about this work. This is the reason why I created [PRODUCT NAME].

### 4. TRANSITION TO SOLUTION + PROCESS

So if you're a [MARKET #1], but you aren't getting [DESIRED RESULT], or you're [MARKET #2] that isn't [DESIRED RESULT], or you just aren't sure where to get started with [SUBJECT], [COURSE NAME] can help.

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## 5. WHAT IS YOUR COURSE?

What exactly is [COURSE NAME]?

[COURSE NAME] is the world's best online program for [MARKET]. It's an [# of WEEKS] training program that teaches [SUBJECT] to people who want more [DESIRED RESULT].

The course focuses on:

[LIST and/or OUTLINE COURSE CURRICULUM]

## 6. WHO IS [COURSE] FOR?

Who is [COURSE NAME] for?

Our grads range from [MARKET #1 - Beginner] to [MARKET #2 - Advanced]. So if you're an aspiring [LIST POSSIBLE MARKET TYPES], [COURSE] is for you.

## 7. WHO IS [COURSE] NOT FOR?

Who is [COURSE NAME] not for?

It's not for anyone who just wants to "kind of" check things out. You can't "kind of" get [DESIRED RESULT]. Getting these types of results takes a commitment to succeed. Would you want to fly with a pilot who "kind of" knew how to fly? Or would you rather have a pilot who committed to mastering the skills necessary to fly. It sounds like a silly example, but it's a perfect analogy.

[COURSE NAME] is for people who are committed to getting [DESIRED RESULT].

If the commitment isn't there, then this is not the right program for you and I ask that you please do not sign up.

It's also not for [NEGATIVE CHARACTERISTICS OF BAD CLIENT]. Our goal is to only work with people who are [IDEAL CHARACTERISTICS OF PERFECT CLIENT].

## 8. HOW DOES THE PROGRAM WORK?

All course materials, downloads and instruction is provided in a members only website. You'll be able to follow along and learn at your own pace after each module is released.

Each lesson is delivered in [VIDEO/AUDIO/TEXT] which means you can [BENEFIT OF FORMAT].

[INSERT ANY COPY ABOUT ANY COMMUNITY COMPONENTS THAT MIGHT BE INCLUDED]

## 9. BONUSES

Is there anything else I should know?

Yes there is. I want you to have everything you need to succeed which is why you are getting even more than the core curriculum. I'm also including some additional foundational and advanced bonus trainings.

The first one is called [BONUS #1 NAME]. If you are struggling with [TOPIC OF BONUS #1] and you're [DESCRIBE STRUGGLE], this bonus will give you a process for finding clarity so you can finally [GET DESIRED RESULT]. You will get access to this program as soon as you complete your registration.

Next, you're going to get [BONUS #2]. Have you ever wondered how [TOPIC OF BONUS #2]? In this bonus training, I will show you step-by-step how it's done.

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After this, you'll be immediately getting [DESIRED RESULT of BONUS #2]. This program will also be available to you once you complete your registration.

Finally, you're also going to get [BONUS #3]. Are you [STRUGGLE OF BONUS #3]? In this advanced training you are going to learn how to [PROMISE OF BONUS #3] so that [BENEFIT OF BONUS #3]. All three of these bonuses will be immediately available to you inside the members area.

## 10. HOW MUCH TIME WILL IT TAKE?

Time is the most valuable resource we have. So I can understand why you might be wondering if you have enough time to fully participate in [COURSE NAME] and get everything you possibly can out of it.

The good news, once you register, the course is available 24/7 after each module is released. So you're able to learn when it's most convenient for you. That means if something comes up and you miss a few days or even a couple of weeks, it's not a problem. You just pick up where you left off.

As far as the actual time it will take you to go through the course materials, that really depends on you. How quickly you learn will vary from person to person. But in general, we see our members progressing through each module in roughly [TIME - Ex. 2-3 HOURS PER WEEK]. The key however is that you intentionally schedule and time on your calendar and dedicate this time specifically for your [SUBJECT] growth.

## 11. GUARANTEE

Speaking of being intentional, I've intentionally included a 100% money back guarantee. This program has worked for hundreds [THOUSANDS?] of people and I know it will work for you too. But I also know that there are far too many "too good to be true", fly by night promotions online which can cloud your commitment to a program like this.



That's why I invite you to test drive the program 100% risk free. If you give it a genuine go and you don't feel like I delivered on my promise, ask for a refund.

## 12. PRICE

The investment for [COURSE NAME] is [PRICE]. You can either pay in full or take advantage of our payment plan.

As you consider joining us, I want you to think about [COMPARE OTHER MORE EXPENSIVE ALTERNATIVES FOR YOUR MARKET].

Finally, what would be different in your life six months from now if you decide not to commit to [DESIRED RESULT]? Probably nothing right?

To make the progress you want in your life, you've got to break your old habits. The way you're going to do that is by investing in this program. I am going to walk you through, step-by-step, the process of getting [DESIRED RESULT]. If you follow what I'm going to show you, you will make progress - and that's why I guarantee it.

## 10. REASON TO BUY NOW

The registration period will be closing [DATE OF CART CLOSE]. We do this so that we can cater to all the new students coming through.

It's similar to a college class. Once the registration period is complete, then everyone can begin the class together and I can make myself available to support you. If it was open all the time, it would get very confusing and complicated trying to support people who were going through different parts of the program.

So the deadline to register is [DATE OF CART CLOSE].

## 11. CURRENT REALITY

As you look to make a decision, just know this...

If you are feeling overwhelmed with [CURRENT REALITY]...

or you are struggling to [CURRENT REALITY].

It's ok. This is normal.

The challenging part for most of us is that we try to manage all of this in addition to all the other responsibilities we have in our lives.

Life is an ongoing competition for your time and attention - and a competition that you rarely win.

But it doesn't have to be that way.

## 12. DESIRED REALITY

Ask yourself this...

What is important in your life right now?

What do you want to achieve in the months ahead?

What goals do you have related to [DESIRED RESULT] that keep getting pushed to the back burner?

You have an opportunity to do something about that right now. Today.



[INSPIRE THEM - Show them what's possible and help them see what their life could be like after experiencing the transformation your program promises.]

## 13. CALL TO ACTION

[COURSE NAME] is a program that I know can transform your [OUTCOME]. So, if this video series resonates with you, then I invite you to say “yes”. Yes to [DESIRED RESULT]. Yes to [MORE DESIRED RESULT]. Yes to [BENEFIT OF DESIRED RESULT].

Let this be the beginning of your [DESIRED OUTCOME] journey.

I look forward to being your guide along the way. Click the button below and register now. I'll see you inside the program.