



# **The 3 Key Components**

**You Must Get Right To Sell Online**

## **The Video Ad**

**At 34.6 Billion, YouTube Has The  
2nd Highest Monthly Visits.**

Google Itself Is 1st With 92.5 Billion.  
Facebook Is 3rd With 25.5 Billion.



And For Driving Traffic To An Online  
Video Course, There Is **NO** Better  
Place To Run Ads!

# YouTube Video Ad Outline

- Disqualifying Question
- Primary Promise
- Unique Mechanism Explained/Proof
- Mention Free VSL
- Overcome Objection To The Click
- Casual CTA
- Reason why?
- Primary Promise restated
- Urgency/Scarcity
- Clear CTA

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# Disqualifying Question

- This is an emotional question form using the PP. (Do you want to [Primary Promise]? How would it feel if you could [Primary Promise]? Imagine if you could [Primary Promise])
- It's meant to eliminate non-prospects quickly. Those who want the PP will keep watching, those who don't will move on.
- This saves on ad spend!

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# Primary Promise

- Share the primary promise as the answer to the question and add an extra benefit. (Faster, easier, simpler)
- State this with a pluralized verb. (i.e allows, creates, ignites, launches, gets, etc.”)

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# Unique Mechanism

- The UM delivers the promised result from the question. (“It’s works because of something I created called [UM]” OR “It’s based on something I developed called [UM].”
- Explain how it works VERY BRIEFLY.
- Some mystery is good. We are selling the click...not the product.
- Give proof - Logic can work here. (transitive, common sense, or example). Testimonial, pictures, etc.
- Don’t brag. The UM is the magic bullet...NOT you.

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# Free VSL

- Give a reason to click
- Give a benefit to the click
- We are selling the click...not the product.

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# Overcome Objection To The Click

- No Popups (O: Will you ask for my info?)
- No Signups (O: Will I need to give you my email address to see it? NOTE: Not capturing leads can be used to differentiate!)
- Free (O: Is there a cost?)
- Valuable to them (O: Is this a waste of time?)
- Consider other objections in your niche.



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- **Casual CTA**
- Reason why?
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- Urgency/Scarcity
- Clear CTA

# Casual CTA

- Lowers the sales filter because it feels more conversational.
- This is how friends talk to each other
- Reminds them they have the power

“If you’ve ever wanted to [PP], then **you might want** to check out this video.”

“If you’re at all interested, **you may want** to take a few minutes and watch the video.”

- Feels less “salsie”
- Doesn’t presume to know them (remember...you’re strangers!)

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- Unique Mechanism Explained/Proof
- Mention Free VSL
- Overcome Objection To The Click
- Casual CTA
- **Reason why?**
- Primary Promise restated
- Urgency/Scarcity
- Clear CTA

# Reason Why?

- Have a reason for running your ad
- NOT to sell...but to help (It should be genuine)
- Make sure you leave room for charging for your product/service. (“If you care that much, why isn’t it free!?”)

“I know what it’s like to be XYZ...and **whenever possible** I want to make a difference to some who’s where I was”

“I’ve always loved helping people succeed!”

“...to equip the saints for ministry (Eph 4:12)”

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- Reason why?
- **Primary Promise restated**
- Urgency/Scarcity
- Clear CTA

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- Disqualifying Question
- Primary Promise
- Unique Mechanism Explained/Proof
- Mention Free VSL
- Overcome Objection To The Click
- Casual CTA
- Reason why?
- **Primary Promise restated (So if you want [PP]...)**
- Urgency/Scarcity
- Clear CTA

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- Reason why?
- Primary Promise restated (So if you want [PP]...)
- **Urgency/Scarcity**
- Clear CTA

# Scarcity and Urgency

- Give them a reason to click NOW. (Needs to be true)
- Scarcity has to do with quantity
- Urgency has to do with time

If the benefit is compelling enough,  
getting the feeling of the benefit **NOW**  
can **create urgency on it's own!**



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- Urgency/Scarcity
- **Clear CTA (Click the link NOW...)**

# Worship Piano: Beginner To Pro 2.0

YouTube Video Ad





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