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# The Case Against Video Sales Letters

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*By Jason Fladlien*

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## Intro

Recently there was a HUGE launch about video sales letters and using a tactic called "video skinning".

In and of itself, video skinning is a good tactic, and one you should consider having in your arsenal. But there is a huge misconception going around the marketplace about video sales letters in general, that I want to clear up in this report.

Some people should NEVER use video sales letters, others should use them almost entirely, and most of us will find a balance. Regardless of what category you fit in, this report will benefit you.

## Video Sales Letters Are NOT Magic Bullets

First, most people don't understand marketplace cycles, or the concept "everything old is new again". One of the reasons I've been writing reports lately to give away for free, instead of video based training is simple...

Too many internet marketers these days have given up on the PDF reports and have gone straight to audio or video. So this is a way to be different.

Second, people are way more lazy with video than they are with the written word. Most think that video is a more powerful persuasion tool (not *always*) so it gives them an excuse to not treat it as seriously as they would with letters.

It's the equivalent of writing a sales letter without proof reading it.

Not too long ago you could get away with it - because video in almost all markets was a novelty. Not now. Consumers are becoming more and more picky about the sales pitches they watch via videos.

In other words - video will get harder and harder to make high converting sales pitches with.

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Third, there is more technological challenges with using video. And it's often more expensive. Even if you're using just Microsoft PowerPoint and camtasia, that's like \$400 you have to invest right there.

And then you have the learning curve of using the software itself - fun, fun, fun! I remember it took me hours to properly embed a video that was high quality but not a HUGE file into a web page.

I could've written two sales letters in the time.

### Going With What You Got

Some people just plain don't have any business shooting video sales letters at all!

You know you're one of them if your voice is very inexpressive, if you're not extremely personable when recording, if you continually trip over your words, stutter, ramble and just plain don't sound confident and the authority on the subject.

Until you get comfortable speaking and selling vocally, video is probably not your best option.

There is just a way higher learning curve with video than there is with the written word.

### But Video Works Better, Right?

Have you tested it? I have, and it's about a coin flip.

Some offers just plain make more sense to pitch with a video. For example when I was selling my video sales tactics training, I used video to sell it.

Why?

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Simple: I could *demonstrate* my proof I'm good at using video to make money on the internet - buy USING video to explain it to you.

Another good time to consider using video (if you have the skills) if when you can dramatically demonstrate a part of your offer or your proof.

For example - I have a product selling wordpress video sales letters with drag and drop "swipe files" you can literally point and click you way through... and have a decent sales letter in almost no time flat.

It's much more powerful for me to show the product in action than to just talk about it.

Another product I have is on how to write articles in 7 minutes or less - <http://instantcontentcreation.com/> - that product has generated over 16 pages of testimonials for me.

One of the best ways to show those testimonials is to go through them dramatically in a video format. Leaves a much stronger impression on you, doesn't it?

When I sold my course on email marketing called tiny list, big profits... I initially used a sales letter. It crushed it! Then we rolled it out with a video sales letter and got about 1/3 response!

In retrospect, it makes sense - email is about WRITING, right? So a written sales letter is probably the BEST way to go.

### **Video Sales Letter Gimmick That MIGHT Increase Sales... With A "Catch"**

Right now the "rage" is those no fast forward video sales letters. I personally don't like them because many of my customers don't like them. But I had to try them out... here's what I found...

They only work really good on high ticket offers of \$497 or more... and they almost always work WORSE on anything you offer that's less.

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Plus, I'm afraid of the long term implications of using these gimmicks.

I'm very well connected in this business, and of the guys I talk to who use those no fast forward videos, I know that their responses are consistently going down - probably as more people use them and consumers get more and more burned out on them.

At first they DID work like gangbusters - probably because of the novelty aspect of them.

But it's not good if you're getting in late... and it's worse to build your business around when who knows how effective they will be in 12 months from now?

### Other Pitfalls Of Video Sales Letters

One of the things that drives me nuts about video sales letters is it's hard to edit them after the fact. Very hard to split test them, as well. For example, if I do a video and say "the price will only be \$27 for so long..."

And then I raise the price... well I have to go back and change the video or write some sort of cop out on the sales page.

The same is true if I update the course, or want to try a whole new angle for my sales pitch. That's the BIGGEST drawback in my opinion with video sales letters.

Then, there are some people who won't be able to view the letter because they might not have the right plugins, might not have sound on their computer, have a fast enough internet connection, or whatever.

The most guaranteed way to get the largest amount of people to consume your letters is still with the written word...

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### Don't Get Me Wrong, I DO Still Use Video Sales Letters but...

Not as my first choice. The only times I really use video sales letters is when it's an extremely personal and time-limited offer... when it's a higher ticket item I'm selling... or when whatever I'm selling lends itself to being pitched with a video better than a written letter.

Also, if all things else being equal, I prefer to write the letters. First, I can write it faster than I can script out the video and record it. Second, I can edit it easier. Third, I just plain like writing more than shooting video.

It's about YOUR preferences and strengths as well as anything. Plus I know that written letters will bring me in MORE predictive results than sales letters.

### ONE of The Best Solutions

Perhaps the best solution of all is to use both - video and the written word. Here's how to start.

The first I did on a lot of my letters was just to shoot a video of me going over the guarantee. Then I'd put that in the letter right above the guarantee. T

his got me comfortable with video, and it was easier to get the learning curve down.

Then, after that I'd take my sexiest benefit or proof element, and shoot that as a video and include it on the page. You can see how I did this at <http://mst20.com> where I showed the membership site templates IN ACTION.

Bottom line though - you have to learn to think for yourself when it comes to video sales letters.

And don't buy into the hype that they are a magic solution. It's a good tool to have, but it should be one of many you use... and decide when to USE it based on logical contexts, not on guru hype.

## Products By Jason Fladlien

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

<http://3hourad.com/>

**How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less**

<http://goldmembercoaching.com/bare-essence-squeezepages/>

**Internet Marketing Profit Equation - Traffic & Conversion Training**

<http://www.goldmembercoaching.com/profit-equation/>

**How To Create An Info Product In Under 48 Hours**

<http://48hourreport.com/48hour/>

**How To Write A 400 Word Article In 7 Minutes Or Less**

<http://goldmembercoaching.com/7minutes/>

**Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU**

<http://48hourreport.com/nichecopywriter/>

**How to Invade ANY Niche In One Day**

<http://goldmembercoaching.com/5minuteniche/>

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**Why the 80/20 Rule Sucks - & How To Triple Your Productivity!**

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With  
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes  
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

**Amazing "PLR Repurposing" Secret Creates  
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

**Personal Development for People Who Hate Wishy Washy Self Help Gurus**

<http://goldmembercoaching.com/wishywashy/>

**How to Become An Expert At Almost Any Skill in 27 Days or Less...**

<http://goldmembercoaching.com/instant-expert-standalone/>

**How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days**

<http://goldmembercoaching.com/ghostwritingsystem/>

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**The Gary Halbert SWIPE FILE**

<http://halbertswipefile.com/>

**16 Web 2.0 Website Templates For Your Sales Pages  
& 7 “Fill In the Blanks” Sales Letters**

<http://goldmembercoaching.com/templatefactory/>

**How A Former Monk Went From \$0 to \$50,000 Online In Less Than 6 Months**

<http://www.internetmillionairerecipe.com/>

**How to Make Money In 7 Days or Less on the Internet...**

<http://goldmembercoaching.com/cashin7days/>

**How to Turn Wordpress Blogs Into Sales Letters**

<http://goldmembercoaching.com/wordpress-salesletters/>

**Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”**

<http://goldmembercoaching.com/mindstatechange/>