

This is a sales letter that I wrote from scratch for a client who wanted to use it as a video script. The target audience is real estate professionals who are already successful but who want to really step up their efforts and use custom published magazines to dominate their market area.

They hired a professional spokesperson and rented a video production studio to create a video. That is why there are directors notes attached. I also recorded myself reading the script to provide the spokesperson with a solid understanding of my intent. You'll notice many words are italicized or in all caps, to convey where they should change the inflection or tone.

“Directors Notes”: spokesperson should be sitting on a stool if possible. Tone of the conversation is warm, casual, like a fireside chat. Educational and informative, with lots of emphasis on key words and concepts. Smile a lot, use hand gestures when you can to emphasize key points, and speak as if you are talking to a single person, not a crowd. Sincerity and concern for the person being spoken to is the predominant idea.

(Begin)

“Welcome, and thank you for tuning in to this video professionals who want to *double their income within six months*. Here is what you'll learn by watching this important video to the end:

- You'll learn the three main issues you face when it comes to growing your income today
- You'll learn why your marketing is slowly losing effectiveness and what you can do to not only turn it around, but *step it up* to bring you the success you've been preparing for
- And you'll learn how to use the relatively new “secret weapon” of agile Fortune 1000 corporations and how *you* can use this secret weapon to double your income

This information is for accomplished, intelligent pros who weather the storms of market downturns, and who are in business to build wealth. If that describes you, then you have three challenges:

First, you need to reach many more people than you are currently. People really *do* need your services. But they can't give you their money if they *don't know about you*. But a small increase won't cut it, **to double your income you need to reach people by another order of magnitude.**

Second, you need to regain the trust of your prospects. Let's face it: so many people have been hurt by the latest downturn that the public trust has been seriously eroded. You need to re-earn the trust and faith of your clients and prospects, even if you personally did an excellent job of serving their needs.

The good news is that when people are in the market for your services, they have to turn to *someone...*, the question is, how do you ensure it's YOU that they turn to? That is your third challenge. *Listen closely, because if this point doesn't sink in, you will flush money down the toilet this year.*

Prospects will only do business with you *if* they like you, trust you, and have confidence in you. You must really connect with prospects in a significant and compelling way that moves them to take action to reach out for your help, and not even consider any other professional but you.

Now, here's a simple question: can you get potential clients to like and trust you enough to do business with you, just by sending postcards to your farm area? Or newsletters via email? Or worse yet, by putting your ads on bus stop benches? Those methods *barely* worked in the past, and have *even less chance* of success now.

So what can you do instead? Make *a change based on what works!* A new approach to marketing has been gaining traction, slowly but steadily, as other strategies like postcards and billboards have become much less effective.

This new strategy is perfect for you if you are a professional who wants to: (Note: count out these bullet points on your fingers for emphasis)

- A. Differentiate yourself in the prospects eye in a way that makes you seem to have no peers and no competition – to stand out from the rest of the pack.
- B. Put your marketing budget to work in the most effective way possible ... to know once and for all that you are getting a return on your marketing investment
- C. Generate a very high number of excellent leads that are not only *ready* to do business with you, but are *highly qualified* for the programs you offer
- D. Close an astoundingly high percentage of those leads for a significant increase in cashflow..... and
- E. Make more money in one year than you did in the last three years combined!

These are bold statements, *but I will fully explain how this is possible for you throughout the rest of the video, so listen closely. (pause for effect)*

Traditional marketing has never been able to meet your real goals. Today's marketing and advertising is so overblown, *so saturated* with ads, that your marketing messages fall on deaf ears the vast majority of the time. Endless hype has numbed people to traditional marketing.

Advertising is *intrusive*. It's *uninvited*. Even worse, it's usually *irrelevant* to the reader – your prospects. That's because advertising is usually all about the needs of the people paying for the ad, not about the *prospect*. It puts the advertiser's name, image, product, or service at the center of

the universe, when the *core message* should really be *all about the interests and needs of the prospect!* It's completely backwards! It's almost always "hard-sell"... and no one likes to feel like they are being "sold".

To enjoy an even higher revenues, you must turn this around and really give your prospects what they want and need, which is solid advice, helpful information, and content that they care about. In other words, the new trend, getting fantastic results, is a shift to a *prospect centered approach* using *relevant* and *focused* content tailored to the needs and desires of your prospects.

Picture this scenario and see if it doesn't make perfect sense to you:

(Actor: slow down, lean in, speak softly for emphasis) A friend of yours invites you over to dinner, and while you are enjoying a relaxed atmosphere, building the friendship, and generally enjoying yourselves at a nice meal, the doorbell rings. Your friend gets up and answers the door, and there's one of your competitors standing there. Before your host can get a word in edgewise, this slick talking intruder arrogantly launches into a sales pitch about how great they are. Your host is shocked, but... after a moment regains his composure, and closes the door in the face of the salesman, to resume his conversation with you, his guest. In the conversation, you let him tell you what is important to him, and then you tailor your answer to his address his needs and concerns. Of course you don't pitch to a *friend*, you're just having a nice chat. (Actor: resume normal speed and tone)

Now, when your friend needs the services you offer, who is he going to want to do business with? You, or the annoying "dime a dozen" competitor who so rudely interrupted his dinner? Well, the answer is obvious. Of course, he already asked you for advice because he was in a relaxed state and you weren't trying to sell him anything.

Can you *see* the *magic* of this approach? When you use this new approach, you are transformed from being regarded as an "intrusive salesman", to being regarded as an "invited guest".

It's like the difference between rowing a boat hard upstream against a strong current, or turning the boat around and (easy peaceful tone here) easily being carried *downstream*. Put another way, this strategy works **WITH** our human nature, not *against* it.

So how can **YOU** become that trusted friend who gets invited to dinner? (Actor: louder, more excitement) The answer is called "content marketing" and it breaks from traditional marketing in two very important ways.

Like the pushy guy who rudely interrupts your dinner, traditional advertising is intrusive and usually obnoxious, and if you sent it through the mail, most of the time it goes right into the trash. (Articulate each word) It never gets read!

In contrast, content marketing is *invited* into the home of the prospect because it is *relevant* and *helpful* and *adds value* to the lives of the reader, and they keep it and refer back to it, and it *actually pulls its weight!* It gets much better results for you!

Remember, traditional advertising immediately puts people on alert, so they raise their defenses. But content marketing by its very nature gets people to relax, to lower their barriers, giving you the very valuable opportunity to connect with them. Gently and skillfully, the foundation is laid through content marketing so that when the need arises, you are the steady and consistent source of advice that your ideal prospects turn to. In other words, with *content marketing*, you become *an ally... a team member...* and a trusted advisor! *Trust.* Remember how important that is?

Here is what it boils down to: Prospects *will* do business with you if you allow them to learn about you and your services *on their terms, when they are ready, when they are most receptive.*

With this new strategy, you'll finally gain your prospects' trust and confidence, and most importantly, *their appreciation* because ... instead of *beating them over the head* with your *unwanted message*, you provided a valuable service, for free. When you provide something of value, human nature dictates that they will want to repay you, usually by doing business with you. It's called the Law of Reciprocity, and it really works! And professionals *like you* are in a business that is uniquely suited to *capitalize* on this fact.

Big corporations like Wal-Mart, Lexus, Toyota, and General Electric have been sending content marketing campaigns for the last few years to their best prospects. You see, the big players are smart - they put their money towards *what works.* The return on investment with content marketing is excellent, it's been proven repeatedly. But big corporations can never be as targeted, as agile and as relevant as you can!

(excitement and wonder to help them imagine) Imagine instead of reaching one or two thousand prospects this month, if you connected with *twenty thousand prospects.* *And instead of a 1% response rate, you get closer to 10%?! CAN YOUR ENVISION THE NUMBERS YOU WOULD DO THEN?* Can you see how you would quickly come to OWN your area? That one-two punch would make you totally recession-proof, and *completely* free of worry about competition, and *your income would take a massive jump!*

If you're wondering if there's a *catch* – well...there is! Effective content marketing isn't "dirt cheap". You can't get started for fifty bucks. Content marketing is an investment, and that's why we are presenting this message to you as someone who already has the fundamentals in place to *really do well* with content marketing.

Here's the key to success using the content marketing strategy: the content itself must be high quality, meaning that it must be *appropriate*; it must address the prospects needs, likes, and dislikes. And you need to make sure you work with a content marketing expert who knows how

to *showcase you properly* within the content delivered on your behalf. Your content needs to be well written, by a professional content marketing journalist.

Now I will share a final secret to doubling your income within six months using content marketing, but first, let's do a quick recap (Actor: big smile). Oh! (Actor: feign surprise) If you were wondering, there is no hard sales pitch at the end of this video, this is just free information for you if you want to really step up your game to make more money. (Actor: smile warmly and graciously)

Ok, first we discussed why traditional marketing and advertising has lost its effectiveness. We also discussed how the economy is forcing people to either change with the times, or go out of business. And we discussed how you need to reach more people, with a significantly more compelling message. A message that puts the focus on the needs of the prospect so they trust you and like you. And finally we talked about how content marketing will enable you to exponentially expand your reach to many more people and households without spending a fortune to do it, so you can close significantly more deals.

Alright, here is the final secret you need to know. In any one area, there can be only one leader who dominates the area by using great content marketing. You need to be that person. And the only way to do that is to gather your facts quickly, and make a decision as soon as possible.

Everyone *wants* to double their income, but few people have *the guts and strong determination* to make it a *reality*.

The time to start is NOW, so by the time others hear about this secret weapon, you will *already* have your territory *under lock and key*, and experiencing a level of income that they can only dream about!

That's why we only accept one professional per geographic area, so if you want to double your income in the next six months, then I encourage you to contact us to learn more. You can fill out the form or call the number, whichever works best for you. We'll provide you everything you need to know to make an informed decision about whether or not you'd like to apply for our marketing program. We have excellent case studies and examples, and we can fully explain the variety of options available to you. We'll answer all of your questions *without pressure*. Our goal is to educate and inform you, just like you will with your prospects.

So, take action to get all of the facts and figures by contacting us today so you can start doubling your income within six months! (Big Smile) Thank you for watching and I wish you all of the prosperity and success that you rightfully deserve!