

The 90-Second Video Sales Letter

Black Friday isn't luck. It's engineered. This download has the simplest possible version of what we call a "VSL" (aka Video Sales Letter).

Turning a visitor into a paying customer is an art. And this super short, extremely sweet video script is exactly what you need to reinforce why someone should buy, overcome their objections, and close the sale.

Take your phone out. Fill in the blanks of this script. Tweak it if you need to. And record! This short video should be added to the top of the Black Friday sales page template (found inside of SamCart).

Let's get to it...

Scott Moran
SamCart, Co-Founder



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RECORD THIS ON YOUR CELL PHONE, AND ADD IT TO THE TOP OF THE BLACK FRIDAY SALES PAGE TEMPLATE.

Hey, it's [NAME] from [Your Brand]!

To celebrate Black Friday, we are taking our best-selling product/service/training/template and cutting the price by XX%. This is your opportunity to finally get [big benefit] without [big objection].

Until midnight tonight, you can grab your copy of [Name of Product] at this huge discount! Plus, you can add-on some of my other most popular products/services/trainings/templates, each with a big discount of their own at the bottom of this page.

If you're still on the fence, here are 3 things that you'll discover inside of [Name of Product]...

How to finally get [Big Benefit] without [Big Objection]

Discover exactly how to [Desired Result] so that [Big Benefit]

How to overcome [Big Myth] with my XYZ method

Here's what one customer had to say about their experience...

[Insert Testimonial]

Secure [Name of Product] at a XX% discount today! You have until the timers on this page hit zero. See you inside!