

Video Sales Letter Template

8 sections with time markers and word targets, for an 8 minute video read at 150 words a minute.

How to use it. Pull 10 recorded sales calls first and list the questions buyers ask, most common first. Fill in each section with real names and numbers. Read it out loud with a timer and cut words, not sections. Record it over plain slides and use the 8 section names as chapters.

1. Hook

0:00 to 0:38 · about 96 words

Repeat the ad's promise. Say who it is for.

Who it is for:

The result and the time:

Why watch to the end:

2. Why you

0:38 to 1:26 · about 120 words

One real result: a name, a before, an after, a time.

Your name and who you help:

Best client result:

Why it matters to them:

3. The bigger picture

1:26 to 2:48 · about 204 words

Why the old way stops working. Why yours works.

The old way they tried:

Why it stops working:

Your method's name:

4. How it works

2:48 to 4:00 · about 180 words

Your method in three plain steps.

Step one:

Step two:

Step three:

5. The offer and price

4:00 to 5:12 · about 180 words

What they get and what it costs. Say the number.

What is included:

Price and payment plan:

Why you say it now:

6. Your questions, answered

5:12 to 7:12 · about 300 words

The top questions from real sales calls, most common first. Answer each with proof.

Question 1 and answer:

Question 2 and answer:

Question 3 and answer:

Question 4 and answer:

7. Who it is for

7:12 to 7:36 · about 60 words

And who it is not for, so the wrong people leave.

It is for:

It is not for:

8. Next step

7:36 to 8:00 · about 60 words

One action only. Apply and book a call.

What to click:

What happens on the call:

Before you record

- ☐ The hook repeats the ad's promise. No life story in the first 30 seconds.
- ☐ Every result is real: a name, a before, an after, a time.
- ☐ It says the price, and the payment plan if you have one.
- ☐ The questions come from real sales calls, most common first.
- ☐ No made-up bonus values. A real discount is fine.
- ☐ It says who it is not for.
- ☐ One clear next step: apply and book.