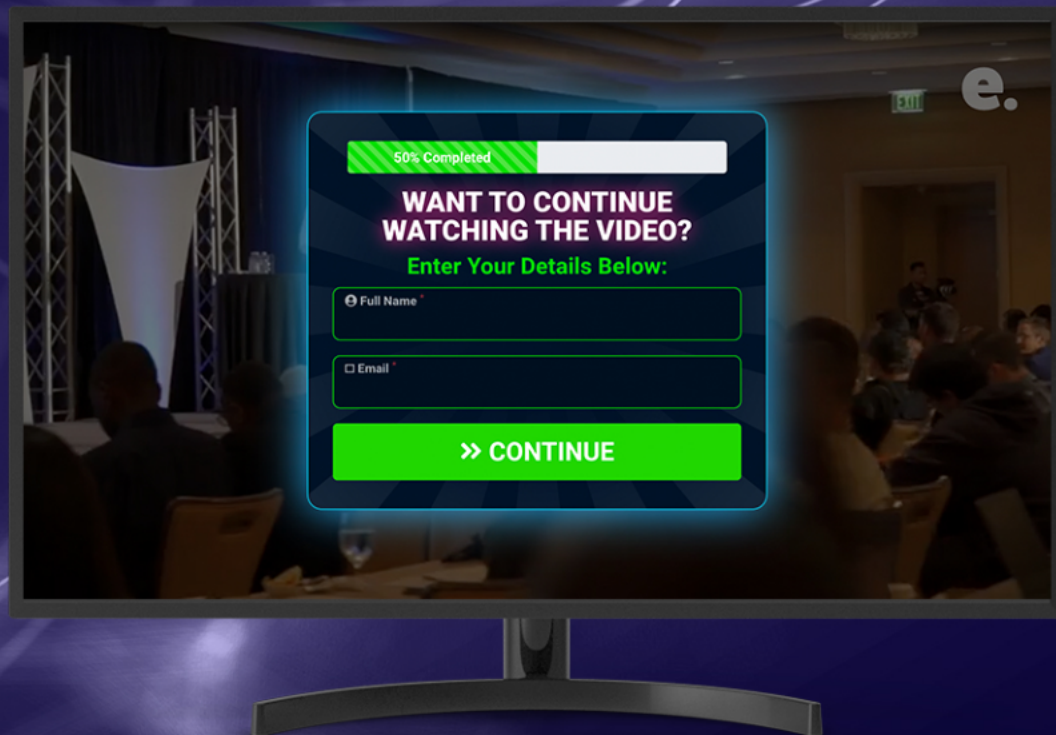


In-Video Conversion (IVC) Script Workbook



Welcome to your new and **improved** sales tool!

Use this script, along with In-Video Conversions (IVC), to increase your Webinar or Video Sales Letter (VSL) registrations by up to 80% - and to vastly reduce the time between viewer and buyer.

The top five reasons to use this script and IVC include:

- Increase lead flow (up to 80% more).
- Get better quality leads (more likely to buy).
- Extend watch time (85% completion).
- Get higher email open rates.

The current three-step funnel is **killing your business.**

Every single step within the funnel is like a stop sign. It creates potential breaking points for each and every segment of your sales process.

The usual funnel experience, when it isn't executed well, will end up looking something like this:

- You send traffic to a registration page.
- Only 30% register for your webinar.
- Of those who register, only about 35% of them will attend the webinar.
- And of those who attend, only 2% will buy.

So, if you send 1000 people to the registration page, you might expect 300 to register, 102 to attend the webinar, and just two people to buy. Yikes!

In-Video Conversion Webinars **are the solution.**

Here's how the IVC process goes:

- There is no registration page.
- ALL of your leads (which have increased by 80%) watch your webinar.
- If 2% buy, you just increased your sales rate by 10x!

Using the example above, let's say 1,000 people watch your IVC. If just 2% of them make a purchase, that's 20 people who buy.

Without a registration page, you may ask yourself, "How do I generate leads if people aren't registering?"

With In-Video Conversions, you can strategically pop an opt-in form right inside your webinar to generate leads.

With this approach, people aren't opting in because they're curious about what your webinar will be like (as is the case with registration pages). They're opting in because they're already invested in watching the actual webinar and they need to opt in to keep watching.

**Everyone saves time,
and your sales process
becomes more efficient.**

Let's take a closer look at the elements of an optimized IVC Webinar.



eboov

Eight steps to creating an IVC Webinar script.

Use this script to create your In-Video Conversion Webinar that will boost your leads and sales, and save you (and your viewers) lots of time and energy.

You'll find condensed examples to illustrate each step. You will want to elaborate more for your final script and add in visuals.

For best results - follow along with the IVC Webinar training to see for yourself how this works.

Use the space below each step to write your version of the script. By the end, you'll be ready to record!

1. Meet your customer at the front door.

Immediately share with the viewer what the video will be about. Make it easy for them to understand how watching your webinar will benefit them.

Example: Attention entrepreneurs and business owners. What you're about to see may be the most important video you can ever watch when it comes to you getting more registrations for your webinars or your VSLs. My In-Video Conversion Script increases webinar or VSL registrations by up to 80%

Your Script:

2. One big belief.

Get your viewers to share one big belief with you about their problem and how to solve it. Continue to refer to this one big belief throughout the webinar.

Example: My In-Video Conversion Webinar Script will fix the problem of inefficient sales funnels.

Your Script:

3. Who you are.

This should be the shortest part of the presentation. Keep it about the viewer (not your life story!)

Example: Hey, my name's Vince Reed. I've been helping entrepreneurs and business owners generate leads and sales for over a decade.

Your Script:

4. Credibility or proof.

Showcase the evidence that your solution works. This could be your own experience, expertise or the stories of others that your solution has worked for.

Example: Now, over the years, I've been doing digital marketing for well over a decade. I've been able to create my version of this script which has taken my business to another level. [Showcase two comic club X awards] I've been able to do it by leveraging what I call In-Video Conversions. And that's what I'm gonna show you in this training.

Your Script:

5. What you will learn.

This is the most powerful part of leveraging In-Video Conversions. You will outline what viewers will learn, in the order you'll be presenting it. Then you'll say "let's get started," and viewers will be required to opt-in to view the rest (this is how you get qualified leads!)

Tip: Mention the bonus you'll share at the end to keep viewers engaged throughout the entire webinar. (See step eight for more details on the bonus)

Example: Today I'm going to show you how to predictably scale your webinar to seven figures and beyond, and then show you the In-Video Conversion Script - eight steps to creating webinars or VSLs that convert. As a bonus, if you stick around to the end, I'm gonna reveal to you how to get 95% email open rates.

6. Identify the problem.

Name the problem you solve. Ask a question to confirm they have the problem you are outlining. This way you know that anyone still viewing is a quality lead.

Tip: Start from the beginning and go to the end. Do not skip over problems people may be having when they're at the beginning stages. You'll notice I didn't go straight to purchasers. I addressed leads and registrations first.

Example: We're going to take the best numbers, and you'll see why using In-Video Conversion Scripts is a huge advantage over traditional online sales funnels. All right, so essentially if you convert at 30%... 700 of the 1000 people who clicked on your page will never see it... you can expect 35 to 45% of individuals to actually show up to your presentation. This means that if you get 30% of the 1000 clicks to register, 35% of the people who registered will show up to your webinar or watch your video. It's a lot of work to get just 105 people to actually show up again... So you can see here the standard purchase rate is around 2.3. [Outline of the cost of each funnel step as I go along] Would this number be profitable to you? If not, how can you fix the problem?

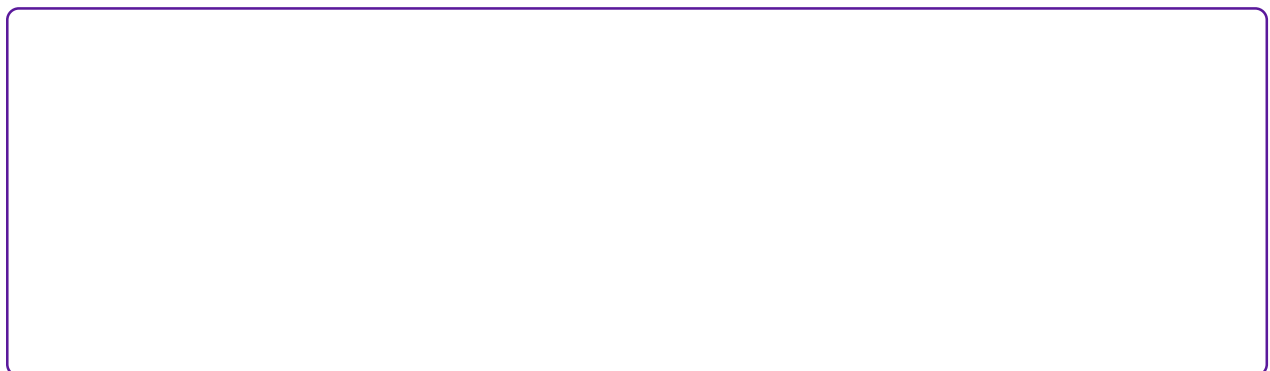


7. How to fix the problem.

Outline the solution you offer to the problem - and invite them to take the next step.

Example: Eliminate your registration page, and drive viewers directly to your webinar or VSL by creating one video with an In-Video Conversion opt-in form. At any time during the video, you can lock it and request more lead data. After the viewer submits their information,, the video continues playing and the user never has to actually leave the page. This increases their watch time on the video.

Plus, you can embed the video on a website, or you can just simply share the actual url. That's how we are going to fix that problem of all of the individuals who hit a brick wall when they land on your opt-in page.



8. Bonus Content.

Add relevant bonus content at the end. This keeps viewers engaged throughout your entire video. This will also boost your sales rate!

Example: If you recall I mentioned at the start that as a bonus if you stick around to the end, I'm gonna reveal to you how to get 95% email open rates.

Here's the big secret - if you are doing a VSL or webinar where someone has to schedule a call and apply to speak to someone in your team, the application the product details, the order page, the checkout page, anything that you're using to sell your product or service or get them to connect with you is being sent to their email.

That forces them to check their inbox and provide you with accurate data. It also, as a benefit to you, allows you to focus on providing amazing content on your actual presentation and not actually selling the product. On the webinar or VSL, you simply direct them to the inbox! (This also ensures you've got real buyers attending your webinar)



Are you ready to get started?

We've shared the benefits that IVC can bring, not only to you but to your potential viewers as well. With our expertly-crafted IVC script, you will be empowered to create In-Video Conversion Webinars that can lead to more (and higher quality) leads, extended watch times, higher email open rates, and of course, more conversions.

Sounds like a win-win-win in our books.

If you're ready to get started on your journey to using In-Video Conversions, apply for a 1:1 demo of eboov today! [\[eboov.com/plans\]](https://eboov.com/plans)

More about Vince Reed.

Vince is the founder and CEO of eboov.com, the author of the book Internet Traffic and Leads, and has been helping entrepreneurs and business owners to generate more leads and sales for their businesses for over a decade.

He's been responsible for managing over nine figures in advertising spending as founder and CEO of SetUpMyAds.com. Based on his experiences, he created the **eboov**. This IVC platform is so powerful and important that he literally quit his eight-figure business to focus 100% of his time on **eboov**.

