

“Video Inception Secrets” PDF

First and foremost I want to welcome you to this content packed video series & let you know that over the next few days I'll be laying out the strategy and simple framework for you to follow to generate more clicks, leads & sales using video and ultimately, use these techniques to make you more money.

I've made all kinds of videos over the past few years for myself and clients. Some of them running 8 figure companies and some with hundreds of thousands of YouTube subscribers, with tens of millions of views.

I've made Ugly VSL's. Talking head videos. Animation. Movie style videos & even what I'm using today which is a combination style.

The bottom line is, it doesn't necessarily matter what the video looks like or what kind of special effects you use, it's all about what you say and how you say it.

See everyone knows that videos work, right? I mean you've heard this for years and if you look back through all your experience in the quote unquote 'internet marketing' world. You'll notice most of the promotions are done with video, and that's because video's work or no-one would do it.

But you've got to do them right. And a lot of people don't do them right, so in this video I wanna share with you the 3 video inception

secrets to making your videos work better, making them convert, making them make you look better, improve your positioning and get more sales.

So in order to do this right the first thing you need to do is grab their attention immediately.

Bottom line is you're videos have just 10 seconds to live.

Here's what I mean by that.

Studies have shown that if you don't grab your prospects attention in the first 10 seconds. They're gone.

At least 20% anyway. I actually think it's a lot more. Then nearly half - 45 seconds to be exact - are gone within 60 seconds.

So the first thing you need to do is grab their attention and sell them on watching the next segment of the video.

And that brings me onto VIS #1.

Now even if you've heard of this, 99% of the time it's not used effectively, but with some small tweaks and used correctly it can massively improve your videos retention rates and results. And the good news is it's quick and easy to implement.

So What is it?

It's called **PATTERN INTERRUPT**.

So basically the 1st step in causing inception using video is to interrupt your viewers pattern. Here's why...

When we're doing certain tasks, our minds anticipate what's likely to happen and it often makes people zone out and not pay full attention.

So when your viewer clicks a link in an email to watch your video, imagine them disengaged and sceptical with their arms crossed and distracted. That's a normal pattern of behaviour people have when we think we're going to be sold to.

So your job right at the very start of the video is to break that pattern.

You do this by doing something completely different to what is expected.

Like at the start of this video, instead of starting in "presentation mode", we started with the totem spin and almost like a movie style which is completely different to what most people expect to see from a training video or clicking a link in an internet marketing video.

So once you've interrupted your viewers pattern, which opens the pathway to allow you to cause inception.

Next thing you have to do is sell them on watching the next segment of the video.

See your prospects are bombarded with distractions, more now than ever before.

Your videos have to compete with, I don't know, videos of sneezing pandas and cute cats.

Or worse.

Your competitors same old boring promotions that are causing your prospects to become burnt out and jaded in the first place.

So in order to sell them on watching the next segment of the video we need to control their attention, and to do that we need to control their focus.

See right now your viewers might be watching your video focusing on "this isn't going to work for me" or "this is just like everything else" or their focus might be on pictures of cute cats I showed you earlier, or who knows right?

So you need to redirect their focus into an area where you want it to be.

So the next question is, how do I control focus?

Well, a great way to change someone's focus is to ask them a question.

You'll notice, this video started with a question didn't it?

See the reason that's important and the reason it works so well is because it's pretty much impossible for the brain to ignore a question. Even if you don't want to answer a question, you want to ignore it. Your brain still has to answer it. It's got to envision the question to decide whether to answer it or not.

So ...asking a question is one of the quickest and easiest ways to control their focus at the start of the video to be able to sell them on watching the next segment.

And using a pattern interrupt is the best way to get their attention first, to disarm their defenses & sneak in under the radar to open them up to your influence. To open them up to inception.

So now you've got your viewers attention [by using a pattern interrupt] and you've sold them on watching the next part of the video [by controlling their focus using questions] I want to take things a bit deeper and give you some more insights into some things that you can say that's gonna help you influence your prospects to take action.

What I'm talking about here is VIS #2 known as **EMBEDDED COMMANDS**.

And this isn't so much about the words we say but more the words they don't hear.

It's about building words into your marketing videos that people don't necessarily pick up on a full conscious level.

So an example of this that you'll hear all the time in sales video's but will probably never notice is in the sales video you'll hear the person say "So buy now you've probably realized that this will be an amazing course for you", now that sentence doesn't sound out of the ordinary other than the fact that the second thing I said was BUY NOW.

Now I've even seen sales videos that have spelt it wrong, on purpose, they spell by B U Y but most people don't notice.

Another one is "I'm sure that you like me". So it would be "I'm sure that you, like me are looking to make more money online". So I Just embedded the words "You Like Me" into the subconscious mind.

"This is powerful stuff. Don't you agree?" I just put the words "you agree" into the sentence.

So this is about getting under the skin and using embedded commands to push people in one direction or the other. The best copywriters in the world all use embedded commands, they just don't tell you about it so you can't go off and do it yourself but I assure you they all use these strategies in their business.

So now we've walked through the first 2 video inception secrets, let me reveal the third.

The 3rd VIC is **PERSUASION TRIGGERS.**

There are 6 persuasion triggers you want to use in your videos, which are Reciprocity, Liking, Consistency, Authority, Scarcity and Social Proof;

If we can trigger these six things in your videos then you can really start to influence, persuade and tap into the minds of anyone that you want.

Now you'll notice that if you've been on the Internet for any length of time or studied copywriting at all... then you'll notice that a lot of people talk about at least one of these six triggers;

And it's because these 6 persuasion triggers are used all over the world both in online businesses and offline businesses too;

So what I'm going to do is go over the 6 persuasion triggers & if you want a more in depth training on them and you want to see how they apply to video specifically; so you can start using them in your sales videos; just download the free PDF on this page where I go over them in more detail.

So the first is **RECIPROCITY**.

As humans we are brainwashed into wanting to "give back" to the people that do something for us.

That's just how we are wired up;

So that means if you're invited to someone's wedding or party, then we feel obliged to invite them to ours. Right?

Even if you don't like them.

And if you think about it I'm sure you can think of a time where you're throwing a party and you didn't want to invite someone but you ended up inviting them because you thought "Oh we have to cuz they invited us to their party". Okay, that's what it is.

Now there was an experiment done, and it was documented in Robert Caldini's book, that basically said they sent a load of people into a restaurant, and when there was a mint supplied with the bill, there was a 3% increase in people tipping compared to without the mint.

That's the law of reciprocity in action.

What more interesting is when they had 2 mints, you would expect it to double but it quadrupled the amount to a 14% increase, now my favorite part of the experiment is when they put down 1 mint and turned to walk away then paused, turned back and said "actually for you, here's another mint" that had a 23% increase.

Just by giving someone a mint in a slightly different order.

So what that tells you is if you're going to give someone something, you need to give them high value information and it should be unexpected.

Just like this video and the free report.

The next trigger is **LIKING**.

Let me ask you a question...

Have you ever bought something. Intentionally. From someone you knew you really didn't like? Not very likely right?

We like to do business with people who we know like and trust so it's key that you learn to develop the likeability factor.

I class the likeability factor as coming across as genuine, sincere and caring.

Also, you want to try and display signs of root similarity so people feel they have something in common with you. In other words you have to say to somebody "I am this successful now, but if you go back to my roots, we've got so much in common".

By connecting with people on that level you're going to have more chance of getting them to know, like and trust you.

I just wanna say this isn't about lying, faking it or saying that you're some big shot when you're not, it's not about fake it till you make it, it's about presenting the best possible version of you and your products as you can in a genuine, sincere and caring way.

The 3rd persuasion trigger is **CONSISTENCY**.

People, on average, don't like change. People like things to stay the same.

So that means if we do something once, chances are we'll probably do it again; So many people buy a car from audi for example and they'll buy their next car from Audi too, once people buy into something once they will probably do it again and again and again.

So if you can get your customers to take some small, seemingly unimportant action in the right direction, they'll be much more likely to continue taking action in the future;

And this is why low ticket front-end products with upsells work; like \$7 products or \$1 trials. Because ppl buy something cheap where there's very low resistance and they'll have this built-in programmed consistency that they'll buy from you again. That's why the chain of upsells thing works.

So you want to try and build consistency into your video marketing.

The next one is **AUTHORITY**.

It's important that you're seen as a credible authority in your marketplace because it will make you more persuasive and influential; Think of the white coat syndrome and the power that it holds; we just assume that they have some sort of authority. Like doctors/dentists etc.

Think of a time when you've gone to see your doctor and it was a time where you couldn't see the doctor that you always see, that you've seen forever, so you saw a different doctor that you've never seen before...

did you ask them for their certificates or diplomas? No, of course you didn't. They have their name on the door, they might be wearing a suit or a white coat and because of that perception of authority we go along with it.

And an important note to make is we automatically take authority and credibility on face value which is a hugely powerful tool for us.

So this means that before you go and make a pitch to someone you have to present the key facts about your credibility. You have to tell them what you've done and what you've achieved.

So authority is really important and can massively help with influencing someone to take an action like to opt in or buy.

The next persuasion trigger is **SCARCITY**.

And this could well be the most talked about persuasion trigger of them all;

The one thing that we want more than anything else, is the one thing we can't have; And that's the reason why you want it, because you can't have it;

So we can influence our prospects to take action with the fear of losing something or missing out.

So imagine if you was selling an actual physical course on DVD and you only had 1000 copies, literally, you had them at home, if there's only 1000 of something available everybody wants it because they don't want to miss out.

It means you should always give specific, quantified scarcity statements around, during or in your video presentations.

And finally the last trigger is **SOCIAL PROOF**.

We take comfort in knowing that we're not alone and other people are buying, saying and thinking the same thing as us;

It's called the domino effect or the sheep effect;

You can use testimonials, case studies from previous customers; photographs or footage of people using and benefitting from your products to include social proof in your videos.

You can also do what we've done here and have a comments box below your videos; I know that if I land on a page and it's got like 200 comments I'm more likely to watch that video and so is everybody else.

Now that we've walked through the 3 video inception secrets to help get more people to take your call to actions in your videos.

In the next video I'm gonna show you the #1 video mistake you're likely making but can quickly fix, to convert more viewers into leads and sales. I see so many profitable businesses making this mistake and because of it, they're leaving a ton of money on the table.

So strap in and get ready for the next video because I'm going to reveal how different traffic temperatures require different video scripts to close the sale.

You're gonna learn the 5 part video script designed for warm traffic.

The 22 step video script for cold traffic.

And the secret "Netflix Method" multi-million dollar companies are using to double conversion, triple engagement and 14x click through rates.

So by the end of video 2, you will know exactly what you need to not only increase your retention rates and results using video inception, BUT you'll know exactly how to create compelling video sales letters to convert visitors from the different traffic temperatures.

Without the worry of sending the wrong traffic to the wrong video with a structure & script that may not convert.

If you enjoyed this training let us know what's your biggest takeaway in the comments below.

In fact for the next few days we're running a contest that anyone can win, all you need to do is comment below & share this page on Facebook to potentially win lifetime access to our custom built video software before even the general public.

So that's it for now, I look forward to seeing you in the next video!