**Free Book Video Script Template**

This is the script template for the 5 – 15 minute video that should appear on the landing page where you are making your free book offer. It is ideally shot head-on, with you holding a copy of your book, but if this is not possible it can also be recorded as a text-based screen-capture video.

**Step 1: Formal Introduction**

“Hi my name is [Your Name] and I’m the [Your title / brief description of who you are]...

*ex. “Hi, my name is Shaqir Hussyin and I’m the founder of SoloAdsAgency.com...”*

[OPTIONAL: I’m also the author of [list any previous books you have authored, but NOT the book you’re giving away...]

*“...and the author of the best-selling book, ‘The Million Dollar Traffic Gameplan...”*

[OPTIONAL: Very brief bio or description of something important you have done that’s relevant to the book...]

*“...in the last 24 months my team and I have invested over $15,000,000 on marketing tests and performed over 3000 split-tests, and we figured out some pretty amazing things along the way that I’ll tell you about in just a bit. But first...”*

**Step 2: Introduce Your Book**

“I have a big announcement to make today...I’m publishing my [first/second/etc.] book, and it’s called, [Title of Book], and in it I [teach/show] you [briefly describe the big idea of the book]...

**Step 3: Build the Value of the Content In the Book**

OPTION 1: Explain what went into discovering this information

“Over the past [#] years I have been [explain that work you’ve been doing that led to the creation of this book]...”

OPTION 2: Explain how much others have paid for the same or similar information

“In the past, only our [explain who had access to this material in the past, i.e. ‘highest level clients,’ ‘individual patients,’ ‘closest friends and family,’ etc.] even had access to this information, but now that this book is out I can finally put it in the hands of everyone...”

OPTION 3: Tell a personal story that will resonate with your reader

In the past, only our [explain who had access to this material in the past, i.e. “highest level clients,” “individual patients,” “closest friends and family,” etc.] even had access to this information, but now that this book is out I can finally put it in the hands of everyone...”

**Step 4: Who Is It For?**

[State who this book is written for. Be sure to call out known avatars.]

Examples:

* “This book is for anyone who cares about their health and knows that the traditional medical establishment is more interested in pushing the latest pill than in actually curing diseases...”
* “This book is for anyone just getting started in business, but it will also work great for experienced business owners looking for new ideas that can take their business to the next level...”
* “This book is for service professionals, so if you’re a chiropractor, dentist or naturopath...if you meet clients and patience face to face...this book is for you...”

**Step 5: Future-Cast the Benefits**

“Think about it, what if you could [state two or three scenarios you know your market would like to experience...]”

Examples:

* “Think about it, what if you could diagnose, and even treat your own illnesses without leaving your home...”
* “Think about it, what if sales came in on autopilot...literally while you slept? What if you never again had to worry about making payroll because all your overhead was covered the first week of the month?”
* “Think about it, what if patients approached you and practically begged you to let them into your practice. Better yet, what if you practice was ‘By referral only’ so your best clients and patients did all your selling for you?”

**Step 6: Show that the Book is the Solution**

“I cover how to do all this and more in this book. And none of it is theory...[talk about your experience executing the methods in this book and some specific results you, your clients/patients have received...]”

or...

“Wouldn’t it be great if this were YOUR reality. The good news is, it can be. Contained in the pages of this book are the steps you need to take to achieve these same results...to have the reality I just described...”

**Step 7: Call To Action #1**

“And get this: Because we’re still in the pre-launch phase of this book, I’m going to be giving away a limited number of copies. And if you’re watching me now, that means these free copies are still available...

Here’s how you can get yours...

Just click the button or fill out the contact form on this page so I have your name and email address. This will tell me where to send your bonuses [OPTIONAL: ...and a PDF of my book so you don’t have to wait for it to arrive in the mail].

Oh yeah, and I’ll tell you more about those bonuses in just a bit, so stay tuned...

Once you’ve completed Step 1, you’ll then be taken to a page where you can enter your shipping information so I know where to send the book. All I ask is that you pay a small shipping and handling charge just to cover my costs of putting this book in your hands. That’s it!”

**Step 8: Sweeten the Deal**

“Oh yeah, and about those bonuses. It’s a good thing you’re learning about this book here instead of Amazon.com, because when you order from this page, not only are you getting the book itself for free you’re also receiving INSTANT ACCESS to these bonus gifts...

[Describe the three bonuses you are giving them when they order your book today.]

“Now remember, these bonuses aren’t available anywhere else. You can only get them when you accept the offer on this page...”

**Step 9: Given Them a “Reason Why”**

“So why am I doing this? Why am I giving away my book on this page instead of sending you off to a bookstore or Amazon.com where you can buy it at the retail price?

It’s simple. I want to create buzz and anticipation for this book BEFORE it hits retail shelves. I want people talking about it, but not traditional media outlets. That will come later.

For now, I want REAL READERS talking about it. People like you who [restate some of the descriptions from the “Who Is It For?” section]...

...and people like you who [restate some of the scenarios from the “Future-Cast the Benefits” section]...

So I’m betting that once you get this book in your hands and follow the steps I lay out, you’ll not only thank me for it...you’ll tell your friends. And hopefully they will tell their friends, and the messages in this book will spread like wildfire...”

**Step 10: Call To Action #2**

“So go ahead. Click the button or fill out the short form on this page right now. You’ll get instant access to the bonuses [OPTIONAL: and the PDF version of this book], and the print version of my book will be shipped out shortly...”

**Step 11: Use bullet points to describe the benefits and features of the book**

“Once you start reading it, you’ll discover...”

[List 5 – 7 specific, benefit-rich bullet points. NOTE: These are typically the same bullet points that are found on the back cover or inside flap of your book.]

“This is truly [life-altering / business-altering] information, and it’s yours for free...”

**Step 12: Scarcity**

“But fair warning. I obviously can’t give my book away for free forever, and supplies of this first print run will run out. When they do, that’s it. Everyone else will have to pay full retail, and they won’t get the extra bonuses you’re receiving today...”

**Step 13 [OPTIONAL]: Risk-Reversal**

“Oh yeah, and I’m going to do something most book stores would never allow you to do...

I’m going to give you a full 30 days to preview this book. Read it cover to cover. Write notes in the margins. Use it and abuse it. If you decide after all that time that it wasn’t worth the tiny investment you made in shipping and handling, I’ll refund that investment and insist you keep the book and bonuses as a gift for giving it a fair try.

Now I obviously don’t think you’ll need this guarantee or I probably wouldn’t be this bold, but it’s there just in case there’s even the smallest lingering doubt in your mind...”

**Step 14: Call To Action #3**

“Again, all you have to do is click the button or fill out the short form on this page right now. You’ll get instant access to the bonuses [OPTIONAL: and the PDF version of this book], and the print version of my book will be shipped out shortly...”

**Step 15 [OPTIONAL]: Social Proof**

“I’ve been absolutely honored by the comments and feedback this book has already received. Here, let me read you a few...”

[Insert testimonials about the book, ideally from industry celebrities your readers will recognize.]

**Step 16 [OPTIONAL]: Deliver Some “Little Victory” Content**

“Now if you’re still sitting on the fence, let me give you a little taste of what you’ll learn when you get this book...”

[Provide them with an amazing piece of content that addresses their #1 question and ideally moves them down the “Continuum of Belief” so their mind will be open to the offer you’re making on the page. This content should also elevate your status because they’ll see that you really know what you’re talking about.]

“If you enjoyed that little taste, then I know you’re going to love the whole thing. Sogo ahead. Click the button or fill out the short form on this page right now. You’ll get instant access to the bonuses [OPTIONAL: and the PDF version of this book], and the print version of my book will be shipped out shortly...”

**Step 17: Final Call To Action**

“Writing this book was an amazing experience, and I’m very proud of the result. Now I’m proud to be sharing this result with you. Please take it...I think you’ll be glad you did...”

Myself , Shaqir and my team are excited to have you as my next success story.  
  
Shaqir