

A flat-lay photograph of a desk. In the top left, a silver laptop is partially visible. Next to it are several pink roses with green leaves. To the right of the roses is a small, rectangular, light-colored object with a zigzag pattern, possibly a notebook or a box. Further right is a black pen with a silver tip. Below the pen are several small, copper-colored paper clips. The background is a plain, light-colored surface.

WORKBOOK

# The Secret Video Script

**TO CONVERT YOUR VIEWERS  
INTO CUSTOMERS**

LucrativeVideos.com

# Quick Win: How to Look Great on Video

**1. THE BIGGER THE \_\_\_\_\_ THE BETTER YOU LOOK.**

List it out: What can you use?

**2. THE BEST COLORS TO WEAR ARE THE \_\_\_\_\_ TONES IN YOUR \_\_\_\_\_.**

Write it down! What colors will look best on you?

**3. YOU SHOULD \_\_\_\_\_ YOU'RE MAKING THE VIDEO FOR \_\_\_\_\_.**

True or False: This is the key to captivating your viewers by being authentically you.

☐

True

☐

False

Write it down! Who are they?

**4. ONE OF THE BIGGEST ROOKIE MISTAKES IS NOT \_\_\_\_\_.**

True or False: You don't necessarily need this for casual videos like behind-the-scenes Instagram Stories.

☐

True

☐

False

The types of videos that you do need this:

# The 7 parts to a sales video

**1. YOU SHOULD ALWAYS \_\_\_\_\_ YOUR IDEAL CLIENT WITHIN \_\_\_\_\_.**

True or False: You shouldn't smile because your ideal client won't take you seriously.

☐ True      ☐ False

Write it down! What can you say?

**2. THE KEY TO SELLING WITHOUT BEING SALESY IS \_\_\_\_\_.**

True or False: The more you agitate this and give specific examples, the better.

☐ True      ☐ False

Write it down! What can you tell your customers?

**3. IN ORDER FOR THEM TO BUY YOU NEED TO \_\_\_\_\_.**

What are ways you can do this for your ideal customers?

**4. LET THEM SEE THE \_\_\_\_\_ YOU CAN GIVE THEM.**

True or False: This is where you introduce your product or service.

☐ True      ☐ False

List out the results that your specific product or service can give your ideal customer.

## 5. EXPLAIN WHY THEY SHOULD \_\_\_\_\_ YOU.

Why should they? Write it down here!

## 6. YOUR IDEAL CUSTOMER NEEDS TO KNOW \_\_\_\_\_.

Fill in the Blank: Include how it makes their life \_\_\_\_\_ and \_\_\_\_\_.

Dish it out! What are the “so what?” answers?

## 7. NOT GIVING THEM A \_\_\_\_\_ IS LIKE MEETING YOUR SOUL MATE AND NOT GIVING HIM YOUR NUMBER.

True or False: I should tell them what to do next to purchase and end with a motivating line.

☐

True

☐

False

## PATRICIA'S KEY TO SUCCESSFUL VIDEOS

Fill in the Blank: It's not just about saying the right thing (a.k.a. Messaging), it's also about

\_\_\_\_\_ and \_\_\_\_\_.

Fill in the Blank: Using the MAP method = \_\_\_\_\_

To sums things up: A Lucrative Video is defined as making a *bigger impact* and *more money* in your business.

Do you want to make Lucrative Videos?

☐

Yes, I want raving customers, be known as an expert and leader in my niche, and have more time to be with those I love.

☐

No, I don't want raving customers, be known as expert and leader, or have more time to be with those I love.