

Video is one of the BEST ways to advertise & communicate on the internet.

In the next 10 minutes we will be going over 3 GREAT video ads.

We will be going over key elements contained within these videos, that make each one a great video ad.

We will then write down our key takeaways in the section below.

Then we will brainstorm with 3 members of the call on how they can apply key takeaways to their offer.

David Sharpe: <https://www.facebook.com/535841053474433/posts/1100385173686682>

Trey 1: <https://www.facebook.com/366193863524243/posts/1878446032299011>

10k Sales: <https://www.facebook.com/366193863524243/posts/1878446188965662>

Sophie: <https://www.facebook.com/2017504311626366/posts/2645581018818689>

Key takeaways:

Headline / creative angle to begin the video in order to break focus.

Establish yourself as an expert in the video.

Product / Service is being demonstrated.

Sell your offer in the video.

Hit pain points in your videos, by knowing your customer demographic.

Scarcity factor. Why should the prospect order now?

Example of Bike Ad:

<https://www.ultraebikes.com/collections/shop/products/ultra-26-all-terrain-hd-1000w-mid-drive-fat-tire-electric-bike>

***Bad ass music playing..***

You roll past the camera looking like you're going fast (catch their attention)

***It transitions to you talking.***

Do you want to grab a bike that can get you anywhere you want fast?

A bike that's rugged enough to take on the toughest terrain? (b-roll footage)

A bike that (x)

Hey, my name is Gerard Sattiewhite

And I'm the founder of X

And If you're looking for a bike that's durable, looks killer, and lasts, then you need to check out (product name)

This bike has a monstrous 1000W BAFANG Mid Drive Motor allows you to go through rocky, sandy, wet and snowy terrain with ease. (b-roll footage)

When it comes to torque this thing packs a punch, it thrusts you from 0 - 20 mph in 10 seconds..

It has X brakes that are made from X steel, these brakes allow you to go from 28 mph to 0 in less than X seconds flat...

Just hear what Bob Miller has to say about this..

***1-2 minute video of Bob talking about Bike***

Then hear what Sally Sue has to say..

***1-2 minute video of Sally talking***

Here's the thing, if you want a bike that looks killer, is fast, and is going to last the next 10 years, then you need to grab (product name)

Normally it costs \$3,995, but due to a shipping error, we got 23 more bikes than we were supposed to, so we need to get these extra ones out the door.

That's why I'm slashing \$1,595.01 off the price for the next 16 days. Once these sell out (and they will) it's going back to the normal price of \$3,995.

You're backed by our 10 year warranty, which means if anything goes wrong, we take the bike back and fix it for you free of charge, we even pay for you to ship it to us.

We also have a 30 day money back guarantee, so the risk is all on us.

If you don't absolutely love this bike, simply call us (phone number) and we will refund you right away.

So click the link below, you'll be taken to our secure site where you can order and have the bike in your hands in the next X days.