



The Bizologist Tool Box



Video Opt-In Script

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Opt-In Video Script

Use this script to create a quick and compelling video for your opt-in page. The goal is to grab attention by giving your viewer an immediate reason to keep watching. Then introduce yourself to start building familiarity and a rapport with your soon to be subscriber. Give them the benefits and remind them of what they have to lose if they don't sign up.

*Tired of [insert problem that your free offer solves]? Then look no further because in just a few moments, [insert what main benefit your free **offer does for your viewer**].*

[Empathize with your reader here and make them feel like they're not alone. If you've faced the same problem, tell them about it, and how you overcame it. Or if you haven't faced the problem, but your customers and clients have, tell them about that.]

If you're ready to make a change and [remind them of the main benefit], just simply enter your first name and email address in the form below and you'll instantly receive [insert what they'll receive].

Think about it. Can you afford to [insert what happens if they leave their problem unchecked]?

Instead, you can grab your [what you're giving them] and start making changes in a matter of minutes.

With this [report / template / free gift], you'll be able to [insert a short list of compelling benefits].

You know what to do. Just enter your name and email address below and you'll be well on your way.