

THE DEMO REVIEW VIDEO

Checklist



ENDLESS
AFFILIATE PROFITS



The Complete Set Of Affiliate Checklists

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One of the benefits that brick and mortar retailers have is that customers can come into the store and hold the product in their hands. When someone holds a product, they start imagining what it would be like to own the product. And when they imagine owning the product, it's just a short leap to buying it. That's why car dealers are so eager to get prospects in for a test drive.

Of course you don't have that luxury online... *or do you?* Truth is, a well-crafted demo/review video can serve as a virtual "test drive" of the product you're promoting, which in turn boosts conversions and generates a whole lot of sales. And this checklist shows you how to do it. Take a look...

Step 1: Gather Your Tools

The types of tools you need for this video depend on what type of video you're creating. Specifically:

- If you're reviewing a physical product, then you need an HD camera and a microphone to do voiceovers.
- If you're reviewing a digital product such as an ebook, video or software, then you need screen recording software (like Camtasia.com), as well as a good microphone.

Next step...

Step 2: Get Permissions

If you're reviewing a digital product, then you may need to acquire permissions from the product vendor in order to produce your video. That's because your video may show copyrighted content. So contact the vendor in writing, tell them exactly what you plan to do and why, and get permission in writing to produce your video.

TIP: To avoid any misunderstandings between you and the vendor, it's a good idea to prepare a rough draft of the video and



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show it to the vendor. That way, you're getting explicit permission to produce and distribute that exact video.

Next...

Step 3: Give Prospects a Tour

Now what your video is going to do is show prospects exactly how the product works and what it looks like. As you show the product in your video, you'll be explaining the main features and the benefits of these features.

Here's how to create your tour:

- Determine which features and benefits are most important for prospects to know about.
- Create an outline for yourself that includes these main benefits so that you remember to cover all these important points. Your outline will look something like this:

- Introduce yourself and let viewers know what the video is about.

E.G., "My name is [your name], and today I'm going to take you on a tour of [name of product]."

- Summarize in a few sentences what it does for the user. In essence, what are the top two or three benefits?

E.G., "You're about to find out what this app does that no other apps on the market today do – and how you can use this surprising feature to [get some benefit]!"

- Give prospects an overview of the product. Now this is where you actually begin the tour. Think of this as a "zoomed out" portion of the tour, where you are showing all sides of the product in a general way.



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For example:

- If you're reviewing a laptop, you'd show the laptop from all sides so that the viewer can get an idea of the size, the ports, etc. If it's a physical product, give the viewer the next best thing to holding it in their own hands and turning it over.
- If you're reviewing an ebook, this is where you'd show the table of contents.
- If you're reviewing software, this is where you'd show the software's dashboard.
- Give prospects a closer look at the main features and benefits of the product. In the previous step you "zoomed out" – now here you "zoom in" to show the most important features.

TIP: Show EVERYTHING, including the perceived flaws of the product. This builds trust and generates sales.

For example:

- If you're reviewing a laptop, now you'd show the features in depth, such as showing where the USB ports are (and talking about how fast they are), letting viewers judge the quality of the sound, demo processing power while opening multiple applications, etc.
- If you're reviewing an ebook, this is where you'd talk about the specific information the viewer will find inside the book.

NOTE: Rather than showing the interior of the book, you'd now demo what you learned. For example, if it's a cookbook, then you'd show the meal you made using the recipes inside.

- If you're reviewing software, you'd go into the specifics of the most important features. For example, if you're reviewing a WP plugin, you'd show how easy it is to set up and customize, and then you'd show the plugin in action.



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- Promote the product. Once you've gone over all the features and associated benefits, then it's time to close the sale. Let viewers know why you recommend the product. Remind them of the top benefits. And then call them to action.
 - E.G., "As you can see, this product is a great solution for those who want to [get some benefit], which is why I highly recommend it. The best part of this product is [name top benefit]. I think you'll agree that [describe how it's a great product], so go to [link] now to check it out for yourself..."
- Do a practice run. Be sure that you can move through your demo smoothly, while providing good narration without sounding either unpolished OR too scripted.
- Film your video. Once you've done a practice run or two, go ahead and film your video.

TIP: You don't need to do it all in one take, as you can edit the video before distributing it. Camtasia works as a video editor as well.

In Sum...

A good demo video does the following:

- Gives the viewer the sense that they are practically holding the product in their hands, which lets them start imagining what it would be like to own and use the product.
- Shows both the highlights and the potential flaws of the product. Again, this lets viewers imagine ownership, but showing the product flaws also builds trust.



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In short, your video should show the product in action while highlighting the best features. Don't forget to end with a call to action where you specifically recommend the product and tell viewers why they should buy (and what link they should visit to buy it now).

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