

CREATE PERSUASIVE LANDING PAGE VIDEOS

WHY DOES YOUR WEBSITE NEED A DEMO VIDEO?

A **GOOD** DEMO VIDEO WILL HELP:

A **GOOD** DEMO VIDEO WILL HELP:

- INCREASE CONVERSIONS

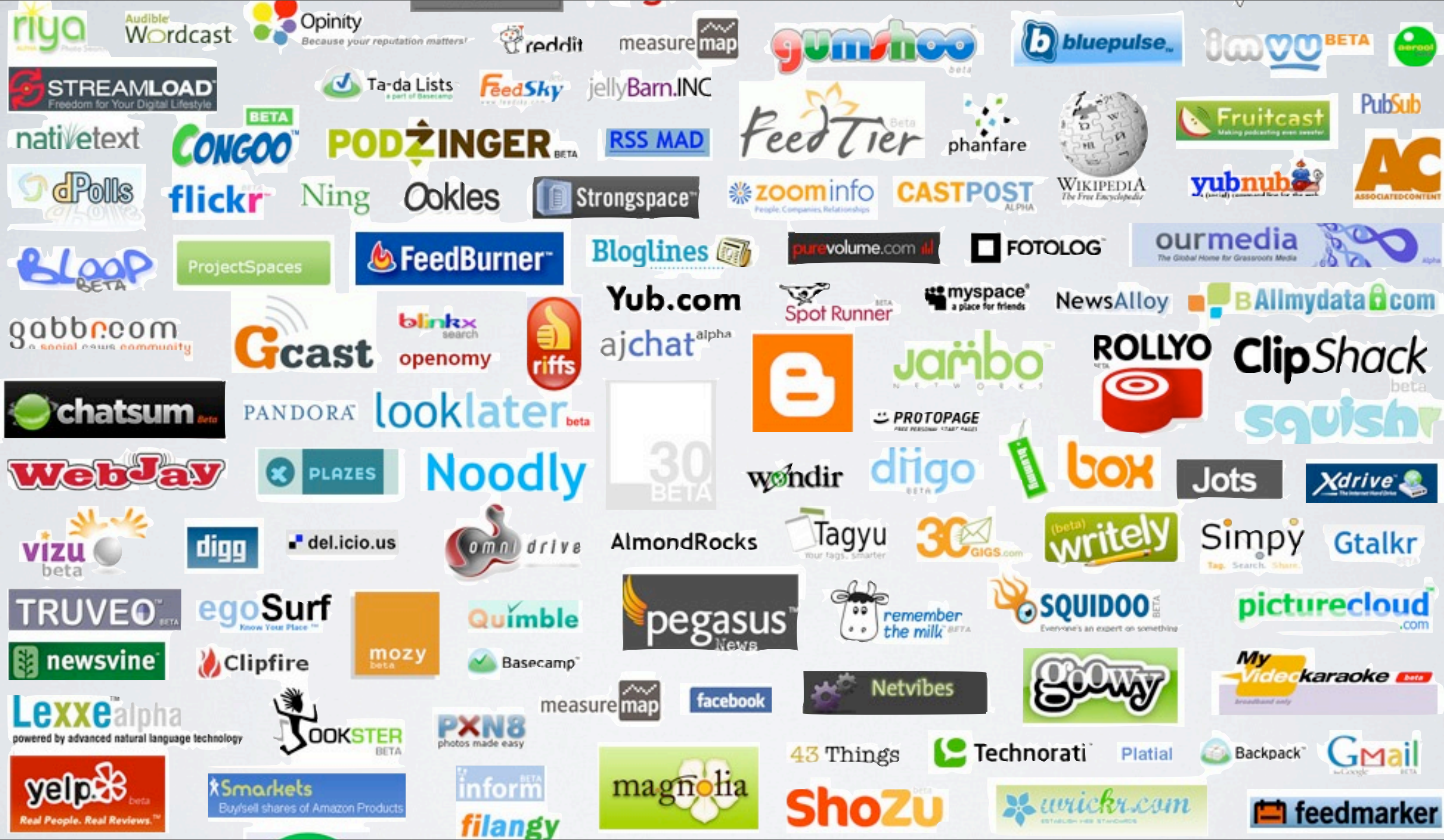
A **GOOD** DEMO VIDEO WILL HELP:

- INCREASE CONVERSIONS
- RAISE CAPITAL

A **GOOD** DEMO VIDEO WILL HELP:

- INCREASE CONVERSIONS
- RAISE CAPITAL
- PROMOTE YOUR BUSINESS

WHO USES **DEMO VIDEOS**?



EVERYONE!



Dropbox



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choicevoice
beta



What is ChoiceVoice?

Get Started



Woody allen

For his new project, Woody reads his classic short stories.

"Thought: Why does man kill? He kills
for food. And not only food:
frequently there must be a beverage."

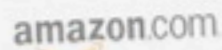
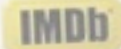
- Without Feathers: Selections from the
Allen Notebooks



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choicevoiceTM
beta

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Video's Ultimate GOAL

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9 PRODUCTION STAGES:

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I. SCRIPT

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER
3. STORYBOARD

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER
3. STORYBOARD
4. ILLUSTRATION

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER
3. STORYBOARD
4. ILLUSTRATION
5. ANIMATION

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER
3. STORYBOARD
4. ILLUSTRATION
5. ANIMATION
6. SOUND DESIGN

9 PRODUCTION STAGES:

1. SCRIPT
2. VOICEOVER
3. STORYBOARD
4. ILLUSTRATION
5. ANIMATION
6. SOUND DESIGN
7. EDITING

9 PRODUCTION STAGES:

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4. ILLUSTRATION
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7. EDITING
8. DELIVERING

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8. DELIVERING
9. PROMOTING

YOU =

- WEBSITE OWNER

YOU =

YOU =

- WEBSITE OWNER
- NEED DEMO VIDEO

YOU =

- WEBSITE OWNER
- NEED DEMO VIDEO
- NO \$\$\$

YOU =

- WEBSITE OWNER
- NEED DEMO VIDEO
- NO \$\$\$
- WITH MINIMUM SKILLS

YOU =

- WEBSITE OWNER
- NEED DEMO VIDEO
- NO \$\$\$
- WITH MINIMUM SKILLS
- WHAT DO YOU DO?

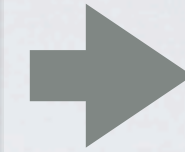
YOU WILL NEED:

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SCREEN RECORDING SOFTWARE

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iShowU
Camtasia
Screenium
ScreenFlow

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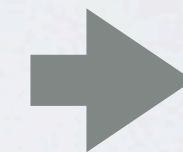
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A GOOD SCRIPT!

TELL A STORY

TELL A STORY

THAT SELLS!

TELL A STORY

THAT SELLS!

HOW?

SCRIPT PARTS:

SCRIPT PARTS:

I. PROBLEM

SCRIPT PARTS:

1. PROBLEM

2. SOLUTION

SCRIPT PARTS:

1. PROBLEM

2. SOLUTION

3. HOW IT WORKS

SCRIPT PARTS:

1. PROBLEM
2. SOLUTION
3. HOW IT WORKS
4. CALL TO ACTION

THE **5** SALES IMPULSE FACTORS:

THE **5** SALES IMPULSE FACTORS:

I. GREED

THE **5** SALES IMPULSE FACTORS:

1. GREED

2. SENSE OF URGENCY

THE **5** SALES IMPULSE FACTORS:

1. GREED

2. SENSE OF URGENCY

3. FEAR OF LOSS

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2. SENSE OF URGENCY

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4. JONE'S EFFECT

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3. FEAR OF LOSS

4. JONE'S EFFECT

5. INDIFFERENCE

THE 5 SALES IMPULSE FACTORS:

1. GREED

“Exclusive 50% off offer”

2. SENSE OF URGENCY

3. FEAR OF LOSS

4. JONE'S EFFECT

5. INDIFFERENCE

THE 5 SALES IMPULSE FACTORS:

1. GREED

“Exclusive 50% off offer”

2. SENSE OF URGENCY

“Only today!”

3. FEAR OF LOSS

4. JONE’S EFFECT

5. INDIFFERENCE

THE 5 SALES IMPULSE FACTORS:

1. GREED

“Exclusive 50% off offer”

2. SENSE OF URGENCY

“Only today!”

3. FEAR OF LOSS

“Only 50 units left!”

4. JONE’S EFFECT

5. INDIFFERENCE

THE 5 SALES IMPULSE FACTORS:

1. GREED

“Exclusive 50% off offer”

2. SENSE OF URGENCY

“Only today!”

3. FEAR OF LOSS

“Only 50 units left!”

4. JONE’S EFFECT

“Everyone is getting it!”

5. INDIFFERENCE

THE 5 SALES IMPULSE FACTORS:

1. GREED

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2. SENSE OF URGENCY

“Only today!”

3. FEAR OF LOSS

“Only 50 units left!”

4. JONE’S EFFECT

“Everyone is getting it!”

5. INDIFFERENCE

“It’s really up to you..”

Vera's Burger Shack – Multiple Locations

\$10 for \$20 Worth of Burgers, Fries, and Shakes at Vera's Burger Shack

C\$10

Buy!

Value	Discount	You Save
C\$20	50%	C\$10



Buy it for a friend!



Time Left To Buy
2 days 9:19:26

9,498 bought
2 remaining



The deal is on!

Tipped at 12:16AM with 50 bought

Share:



Send



Like

400



The Fine Print

Expires Dec 31, 2011

Limit 3 per person. Limit 1 per table

Limit 1 per visit. Valid only at listed locations. Not valid toward alcohol.

[See the rules](#) that apply to all deals.

Highlights

- Eight-time winner of [Vancouver's Best Hamburger](#)
- 35 condiments & toppers
- Twice-fried fries

Greed

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Fear of Loss

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- DON'T SOUND LIKE A CAR SALESMAN

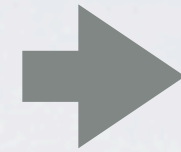
- DEMO VIDEO = ELEVATOR/SALES PITCH
- DON'T SOUND LIKE A CAR SALESMAN
- SOUND FRIENDLY AND NATURAL

THE BIGGEST CHALLENGE..

THE BIGGEST CHALLENGE..

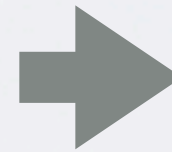
SELL... BUT DON'T SOUND LIKE
YOU ARE SELLING

GOOD EXAMPLES



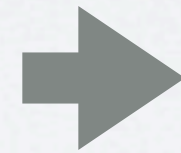
Hipmunk
HighlightCam

OK EXAMPLES



VidCaster.com
DropBox

BAD EXAMPLES



Greplin
Thymer

Fix Greplin video:

1. PROBLEM

2. SOLUTION

3. HOW IT WORKS

4. CALL TO ACTION

Fix Greplin video:

- 1. PROBLEM Finding info across all your accounts is a pain**
- 2. SOLUTION**
- 3. HOW IT WORKS**
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3. HOW IT WORKS Connect all your accounts and find anything like if it was google search

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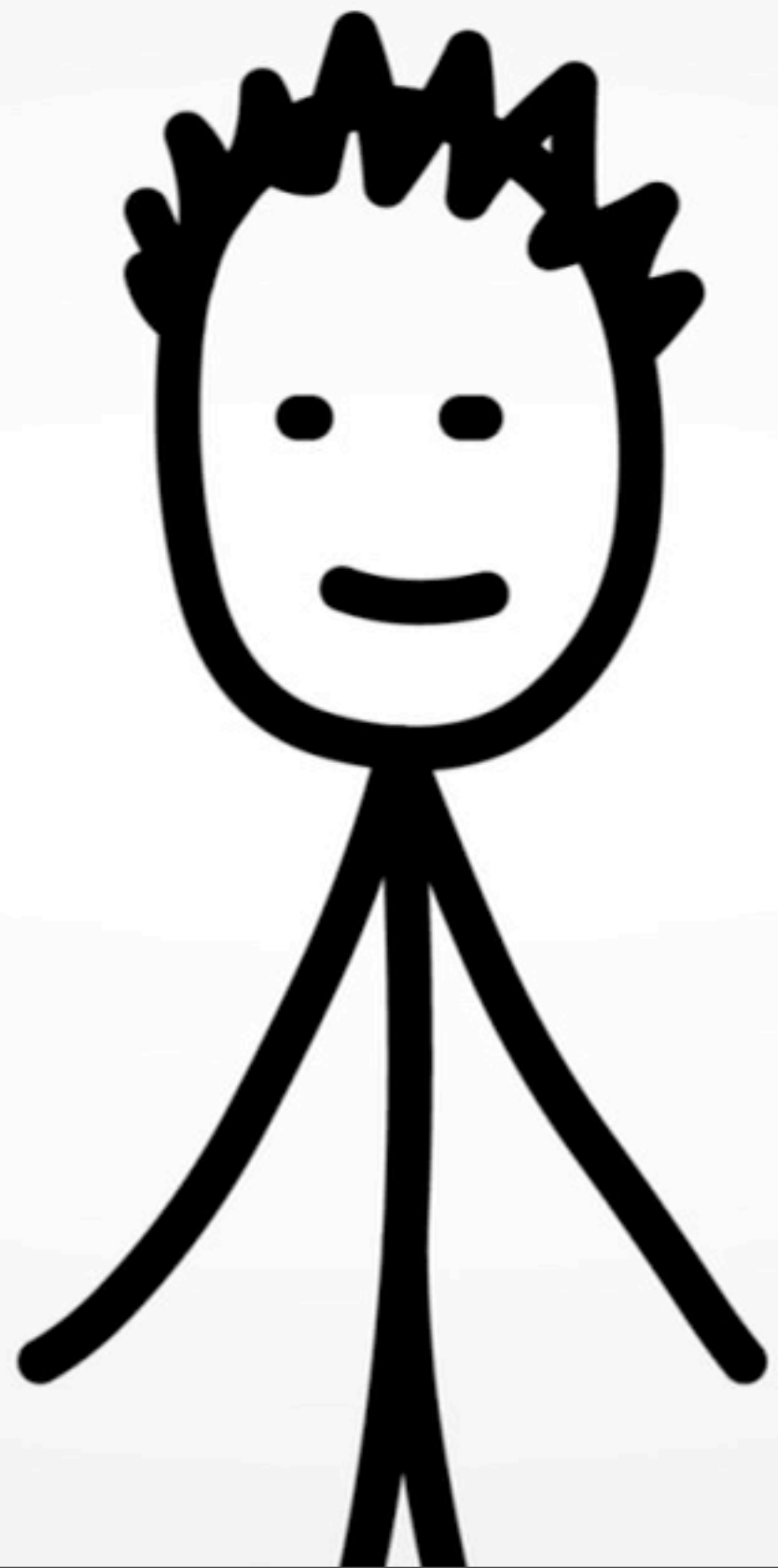
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- 3. HOW IT WORKS** **Connect all your accounts and find anything like if it was google search**
- 4. CALL TO ACTION** **Sign up before June 15th and get 1 mon free. Thousands are already using Grepling!**



THE HIPMUNK DEMO VIDEO

by Miguel Hernandez



Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way..

How are you going to book your flight?

Ok, fire up your browser and start looking for flights at one of the zillion travel sites on the Internet. You thought this was going to be a piece of cake, but every site gives you tons of results, and you go through pages and pages of flight combinations, and time goes by, and you are getting frustrated, and you are like I just one to book this flight now, I mean like pronto! so finally you give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to find the best possible flight to see my honey tomorrow.. and guess what? you bet there is a place like that.

It's called HipMunk! yes, HipMunk, like a funky chipmunk with aviator glasses. Check this out, Hipmunk is an awesome free service that takes the pain out of finding the perfect flight for you.

How?

Simple, just enter your departure location, your desired destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la! HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights
Flights are represented as colored bars across a timeline.
Each color represents a different airline, the length of the bar is the flight duration which includes lay over times if any.

Drag the vertical sliders to adjust departure or arrival times
You can sort by price, departure time, arrival times, duration or agony!
The agony filter sorts flights that have the best combination of price, duration, and number of stops.

and to make your life easier, similar flights that are worse are removed from the results automatically.

Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

Don't let get ugly travel sites stand between you... and your destination.

HipMunk
The better flight search

PROBLEM

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HOW IT WORKS?

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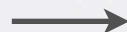
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WRAP UP



Don't let get ugly travel sites stand between you... and your destination.

HipMunk

The better flight search

PROBLEM



Hipmunk - Script v06

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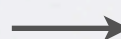
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WRAP UP



PACK SHOT



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and you wonder..., there has to be a better way to find the best possible flight to see my honey tomorrow.. and guess what? you bet there is a place like that.

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How?

Simple, just enter your departure location, your desired destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like.

then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen.

So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights

Flights are represented as colored bars across a timeline.

Each color represents a different airline, the length of the bar is the flight duration which includes lay over times if any.

Drag the vertical sliders to adjust departure or arrival times

You can sort by price, departure time, arrival times, duration or agony!

The agony filter sorts flights that have the best combination of price, duration, and number of stops.

and to make your life easier, similar flights that are worse are removed from the results automatically.

Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

Don't let get ugly travel sites stand between you... and your destination.

HipMunk
The better flight search

PROBLEM

SOLUTION

HOW IT
WORKS?

WRAP UP

PACK SHOT

ACT I

Hipmunk - Script v06

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ACT I

ACT 2

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PROBLEM

SOLUTION

HOW IT
WORKS?

WRAP UP

PACK SHOT

ACT I

ACT 2

ACT 3

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How?

Simple, just
return, select
then click s

2 mins

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PROBLEM

SOLUTION

HOW IT
WORKS?

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PACK SHOT

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00:45

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01:00

2 mins

PROBLEM

SOLUTION

HOW IT
WORKS?

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PACK SHOT

ACT I

ACT 2

ACT 3

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01:00

00:15

PROBLEM

SOLUTION

HOW IT WORKS?

WRAP UP
PACK SHOT

ACT I

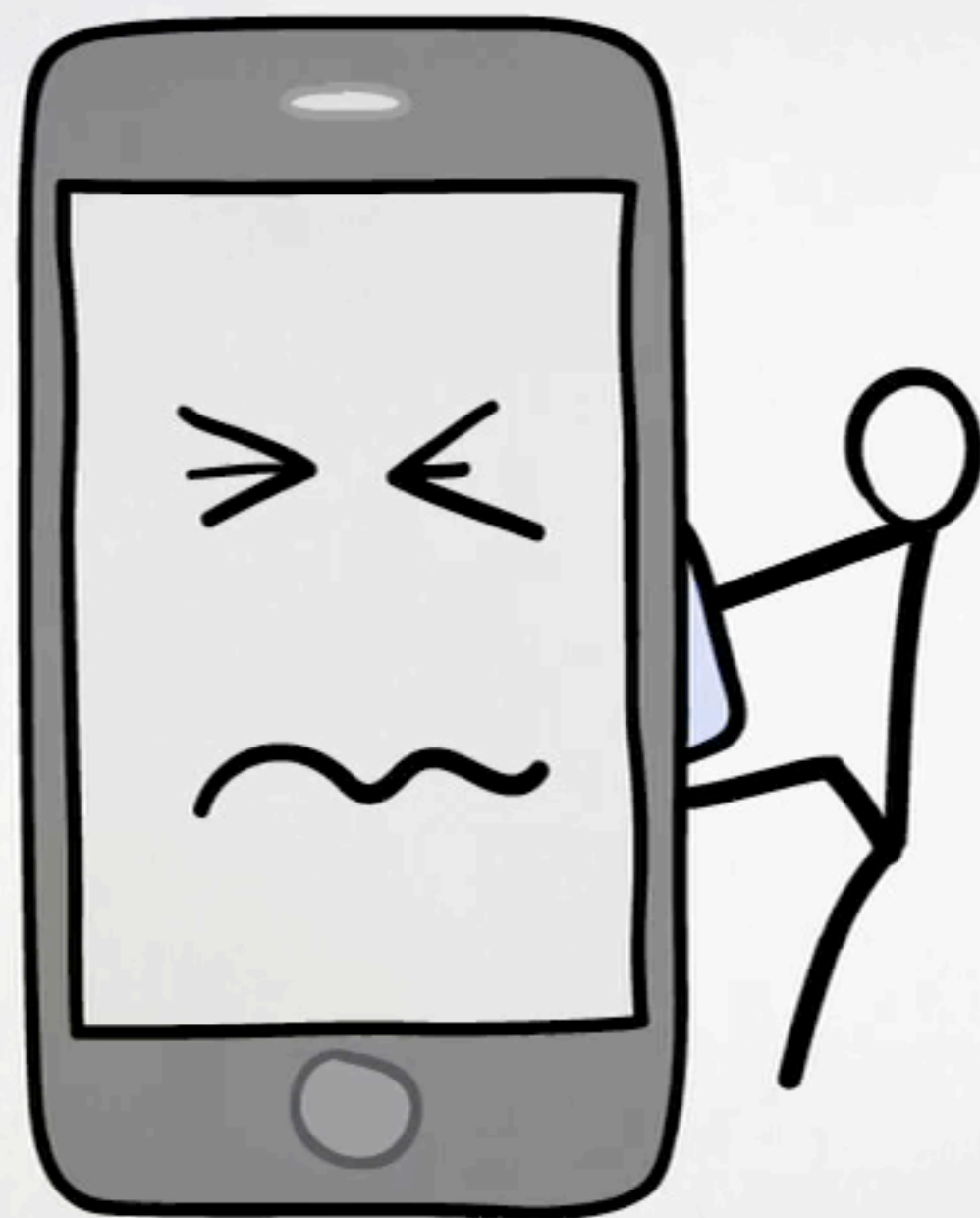
ACT 2

ACT 3



HILIGHTCAM DEMO VIDEO

by Miguel Hernandez



HilightCam - Script v06

Trying to create movies on your phone is a pain.. until now..

Thanks to.. HilightCam!

HilightCam is an awesome iPhone app that helps you turn your videos and photos into great mini-movies in just 3 steps.

- 1- Select any videos and pictures and arrange them anyway you want
- 2- Give your creation a title and duration, and..
- 3- Select where you want the movie to focus on, like faces, voice, or action.

Click (Create) and HilightCam will automatically select the shots that match your selected focus to create a great mini-movie.

Got a birthday party? select faces and you'll get a mini-movie from shots that have faces in them.

Got a Football game? no problem, select action and your mini-movie will concentrate on the juicy stuff, like passes and touchdowns.

HilightCam is so smart that will even remove all the bad shots for you (like when you dropped the camera or shot the floor by mistake).

Then it will send you back your finished movie which you can share with all your friends on Facebook, YouTube, or by email with just one click!

HilightCam
Share the Clips, Not the Story

PROBLEM →

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SOLUTION →

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1 min

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HighlightCam

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HilightCam - Script v06

PROBLEM →

Trying to create movies on your phone is a pain.. until now

00:11

SOLUTION →

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ACT I

HOW IT WORKS?

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1 min

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PACK SHOT →

HilightCam
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HilightCam - Script v06

PROBLEM →

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00:11

ACT 1

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1 min

Got a birthday party? HilightCam will get a mini-movie of all the clips that have faces in them.

00:39

ACT 2

Got a Football game? no problem, select action and your mini-movie will concentrate on the juicy stuff, like passes and touchdowns.

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WRAP UP →

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PACK SHOT →

HilightCam
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1 min

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WRAP UP →

Then it will send you back your finished movie which you can share with all your friends on Facebook, YouTube, or by email with..

00:10

ACT 3

PACK SHOT →

HilightCam
Share the Clips, Not the Story

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

I. **SIMPLE**

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE

2. **U**NEXPECTED

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE

2. **U**NEXPECTED

3. **C**ONCRETE

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE
2. **U**NEXPECTED
3. **C**ONCRETE
4. **C**REDIBILITY

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE

2. **U**NEXPECTED

3. **C**ONCRETE

4. **C**REDIBILITY

5. **E**MOTIONAL

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE
2. **U**NEXPECTED
3. **C**ONCRETE
4. **C**REDIBILITY
5. **E**MOTIONAL
6. **S**TORY

HOW DO YOU KNOW IF YOU HAVE A GOOD SCRIPT?

1. **S**IMPLE

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3. **C**ONCRETE

4. **C**REDIBILITY

5. **E**MOTIONAL

6. **S**TORY

7. **S**MILE

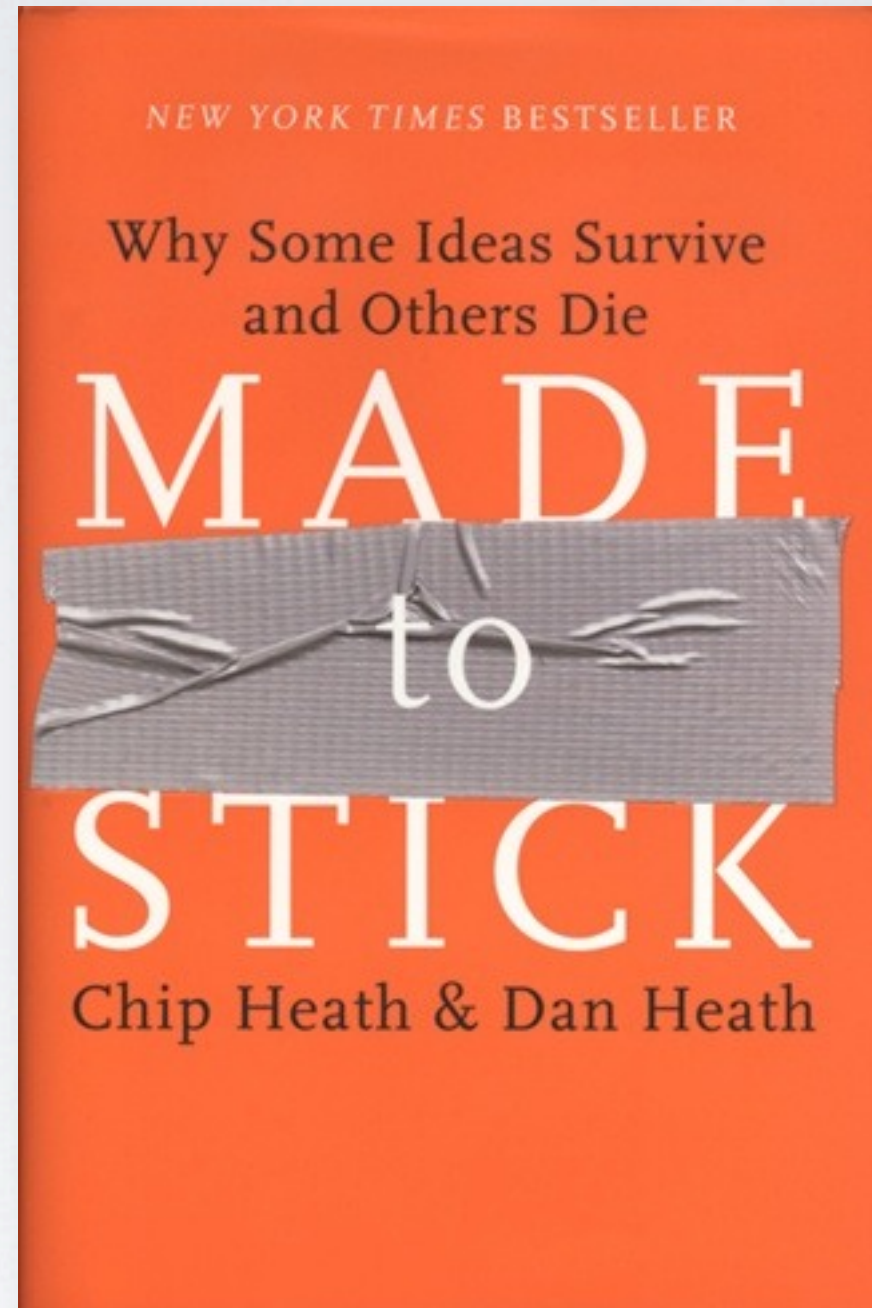
WHAT MAKES A SCRIPT AWESOME (7 THINGS):

WHAT MAKES A SCRIPT AWESOME (7 THINGS):

S U C C E S S

WHAT MAKES A SCRIPT AWESOME:

WHAT MAKES A SCRIPT AWESOME:



IMPROVE YOUR SCRIPT
USING THE **SUCCESS** RULES

SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY

Problem

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY

Personal

Problem

“So **you** want to see your honey tomorrow, but **she studies across the country** which means you need to get a plane ticket right a way...”

SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY

Personal emotional

Problem

“So **you** want to see **your honey** tomorrow, but **she studies across the country** which means you need to get a plane ticket right a way...”

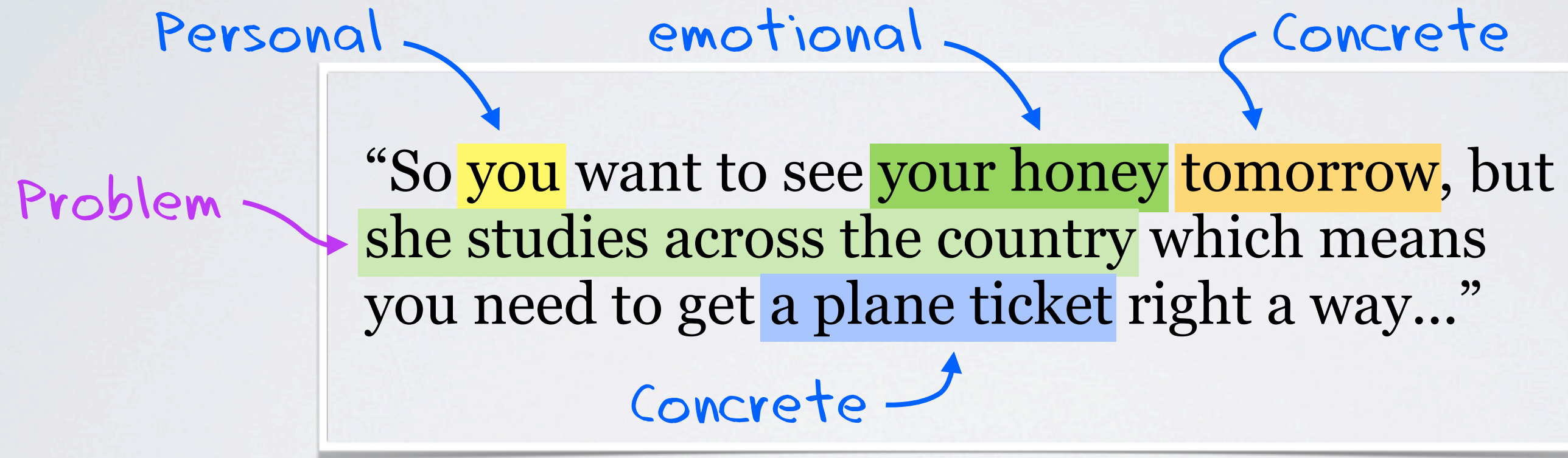
A diagram illustrating how to set up a problem within a story. The main text is enclosed in a light gray box with a white border. Above the box, the words 'Personal' and 'emotional' are written in blue cursive. Blue arrows point from 'Personal' to the word 'you' (highlighted in yellow) and from 'emotional' to the phrase 'your honey' (highlighted in green). To the left of the box, the word 'Problem' is written in purple cursive. A purple arrow points from 'Problem' to the phrase 'she studies across the country' (highlighted in green).

SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY

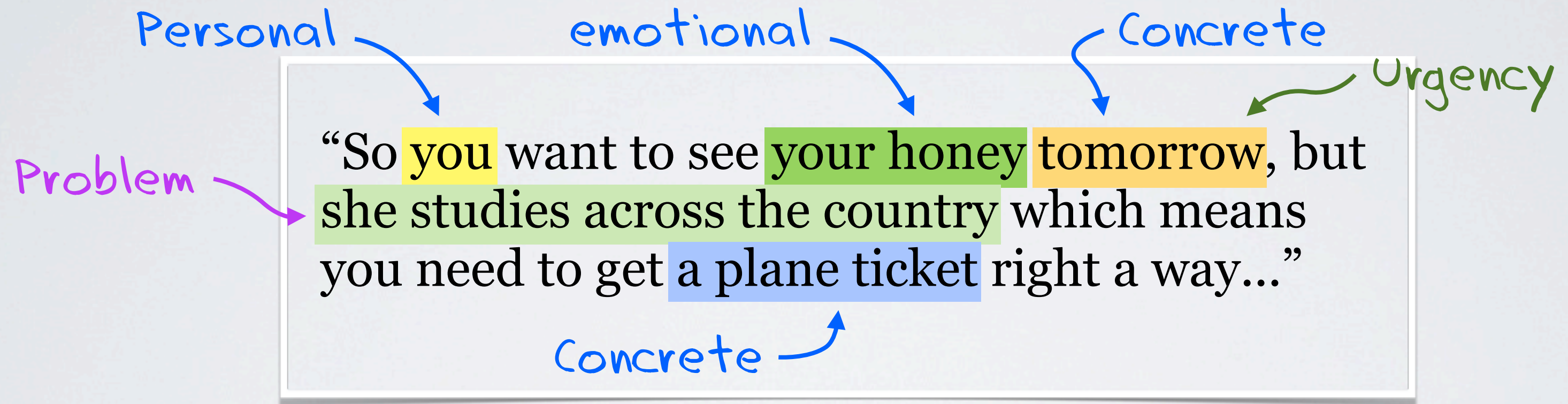
Personal emotional Concrete

Problem → “So **you** want to see **your honey** **tomorrow**, but **she studies across the country** which means you need to get a plane ticket right a way...”

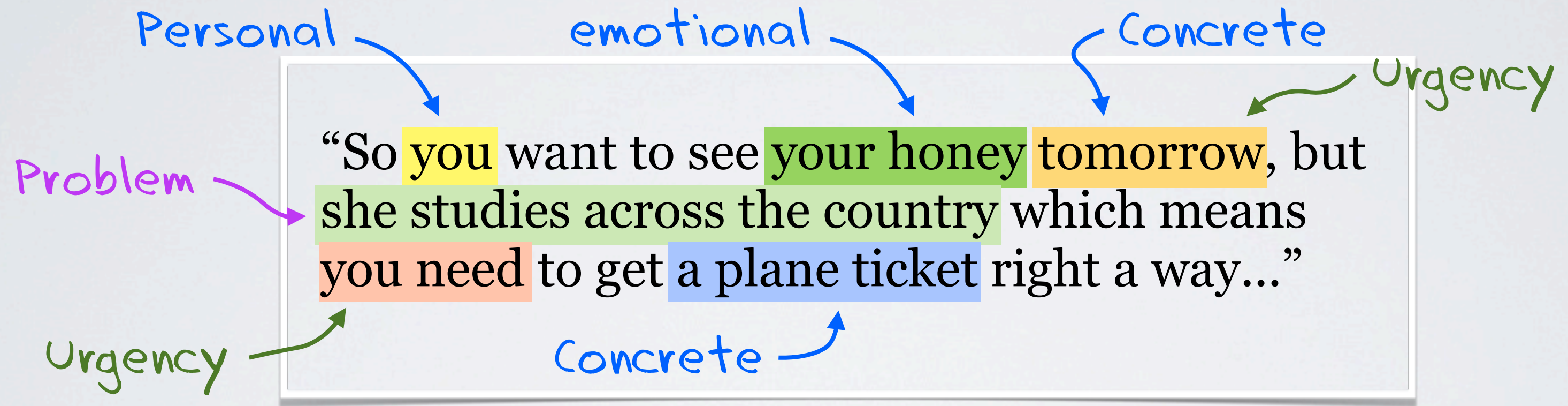
SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY



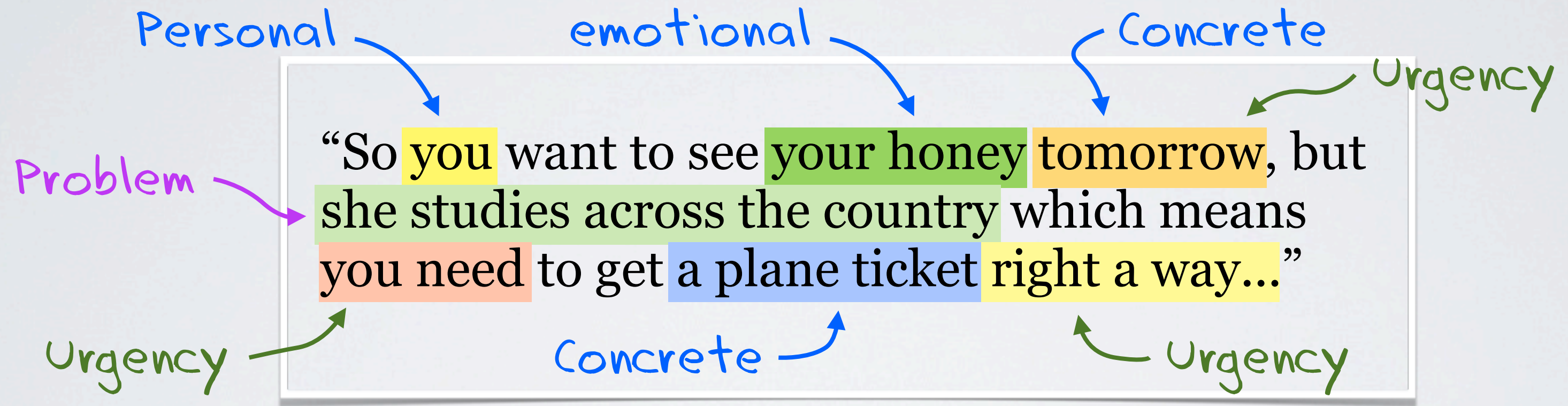
SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY



SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY



SET UP THE PROBLEM WITHIN A SIMPLE CREDIBLE STORY



TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”							

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1						

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0					

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1				

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1			

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1		

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	1

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	1

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	1

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	1

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1	1

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotion	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1

6/7

TESTING YOUR SCRIPT AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotion	Smile
1	“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”	1	0	1	1	1	1

6/7

Good!

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

GOOD!

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

GOOD!

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

BAD!

“So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way...”

GOOD!

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

BAD!

WHY?

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

Impersonal



“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

Impersonal

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

unnecessary

Impersonal

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

too formal

unnecessary

Impersonal

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

too formal

unnecessary

too technical

Impersonal

“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”

too formal

unnecessary

too technical

BORING

Impersonal

“Most users think that websites online find
current websites too difficult to navigate
because they have complicated user interfaces”

too formal

unnecessary

too technical

BORING

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”							

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0						

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0					

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0				

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1			

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1	0		

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1	0	0	

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Emotional	Story	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1	0	0	0

TEST AGAINST THE **SUCCESS** RULES

1/7

#	Script Line	Simple	Unexpected	Concrete	Credibility	Try	Smile
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1	0	0

1/7

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Novelty	Style
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0	0	0	1	0	0

1/7

FAIL!

TEST AGAINST THE **SUCCESS** RULES

#	Script Line	Simple	Unexpected	Concrete	Credibility	Try	Smile	
1	“Most users that search for flights online find current websites very difficult to navigate because they have complicated user interfaces”	0			1	0	0	0



APPLY **SUCCESS** TO
EVERYTHING



APPLY **SUCCESS** TO
EVERYTHING

PROBLEM

SOLUTION

HOW IT WORKS?

WRAP UP

PACK SHOT

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies across the country which means you need to get a plane ticket right a way..

How are you going to book your flight?

Ok, fire up your browser and start looking for flights at one of the zillion travel sites on the Internet. You thought this was going to be a piece of cake, but every site gives you tons of results, and you go through pages and pages of flight combinations, and time goes by, and you are getting frustrated, and you are like I just one to book this flight now, I mean like pronto! so finally you give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to find the best possible flight to see my honey tomorrow.. and guess what? you bet there is a place like that.

It's called HipMunk! yes, HipMunk, like a funky chipmunk with aviator glasses. Check this out, Hipmunk is an awesome free service that takes the pain out of finding the perfect flight for you.

How?

Simple, just enter your departure location, your desired destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights
Flights are represented as colored bars across a timeline.
Each color represents a different airline, the length of the bar is the flight duration which includes lay over times if any.

Drag the vertical sliders to adjust departure or arrival times
You can sort by price, departure time, arrival times, duration or agony!
The agony filter sorts flights that have the best combination of price, duration, and number of stops.

and to make your life easier, similar flights that are worse are removed from the results automatically.

Now just select a departure flight, a return flight, click buy to get your ticket,

and fly away.. to your honey.

Don't let get ugly travel sites stand between you... and your destination.

HipMunk
The better flight search

#	S	U	C	C	E	S	S
1							
2							
3							
4							
5							

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a different country which means you need to get a plane ticket right a way.

How are you going to boo.

Ok, fire up your browser and start searching. You thought this was going to be a breeze. You go through pages and pages of results, and you go on and on. You are like I just one to be frustrated, and you give up, pick a flight and hope for the best..

and you wonder..., there has
tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk! Check this out, Hipmunk is all about finding the perfect flight for you.

How?

Simple, just enter your departure and destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like.

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights

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HipMunk
The better flight search

**SIMPLE
UNEXPECTED
CONCRETE
CREDIBILITY
EMOTIONAL
STORY
SMILE**

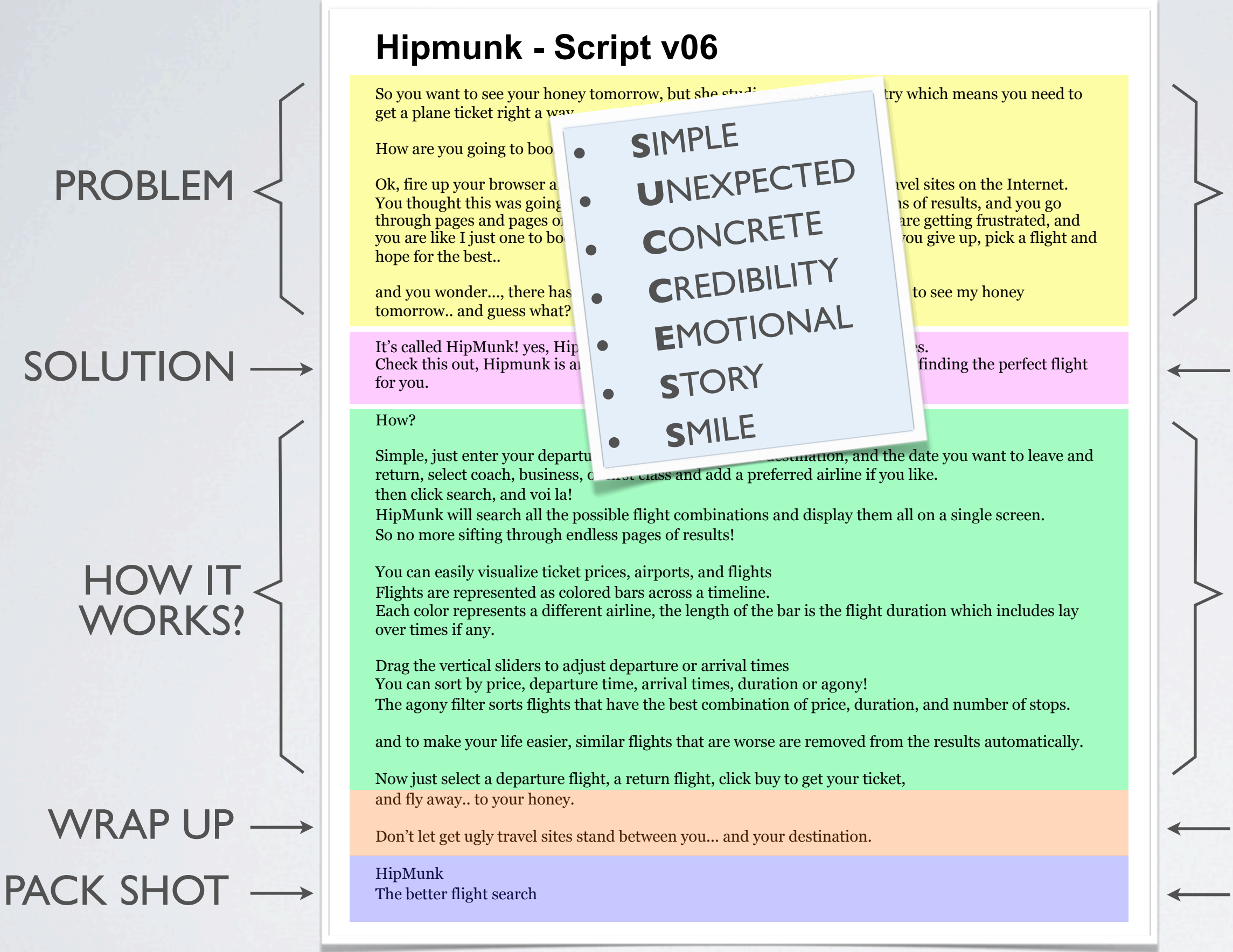
PROBLEM

SOLUTION

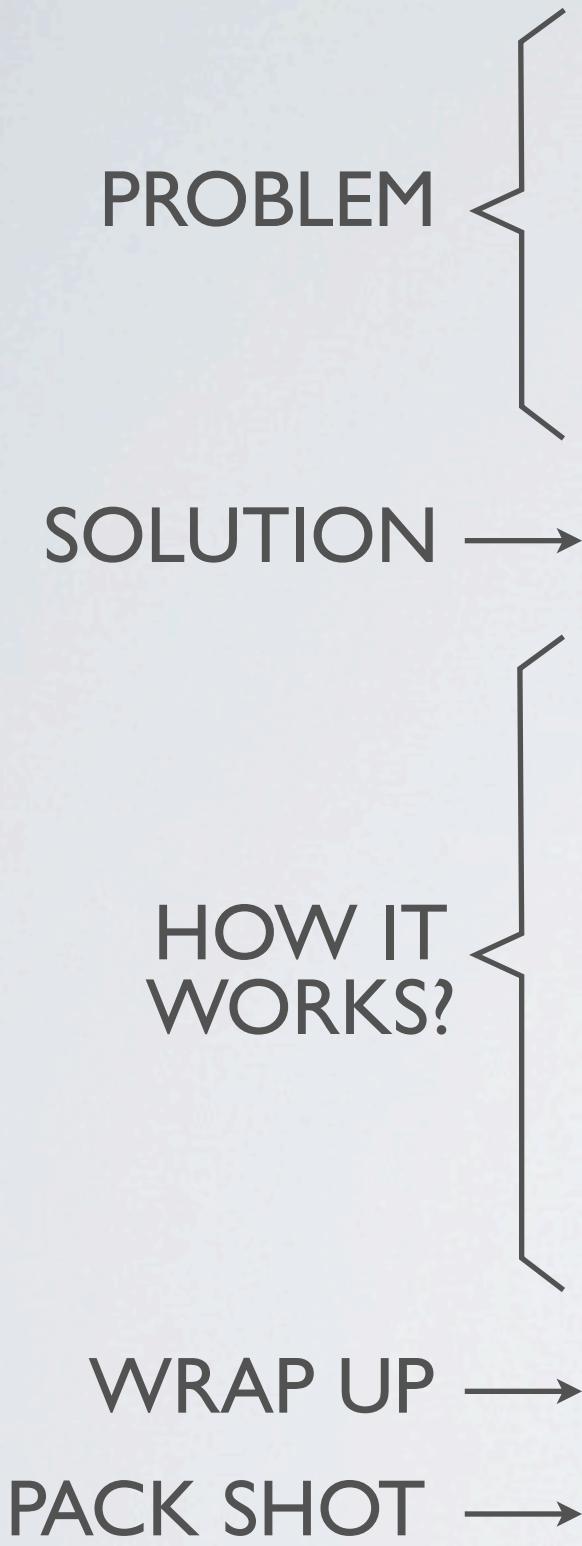
HOW IT WORKS?

WRAP UP

PACK SHOT



#	S	U	C	C	E	S	S
1	1	0	1	1	1	1	1
2							
3							
4							
5							



Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and start searching. You thought this was going to be easy. You go through pages and pages of results and you are like I just one to book a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way to find the perfect flight for you.

How?

Simple, just enter your departure city, destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

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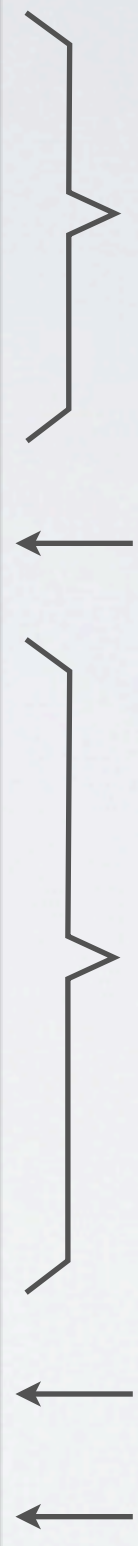
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Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

Don't let get ugly travel sites stand between you... and your destination.

HipMunk
The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE



#	S	U	C	C	E	S	S
1	1	0	1	1	1	1	1
2	1	0	1	0	1	0	1
3							
4							
5							

PROBLEM }
SOLUTION →

HOW IT WORKS? }

WRAP UP →
PACK SHOT →

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and search for travel sites on the Internet. You thought this was going to be easy. You sift through pages and pages of results, and you go on and on. You are getting frustrated, and you are like I just one to book a flight. You give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way of finding the perfect flight for you.

How?

Simple, just enter your departure city, destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights
Flights are represented as colored bars across a timeline.
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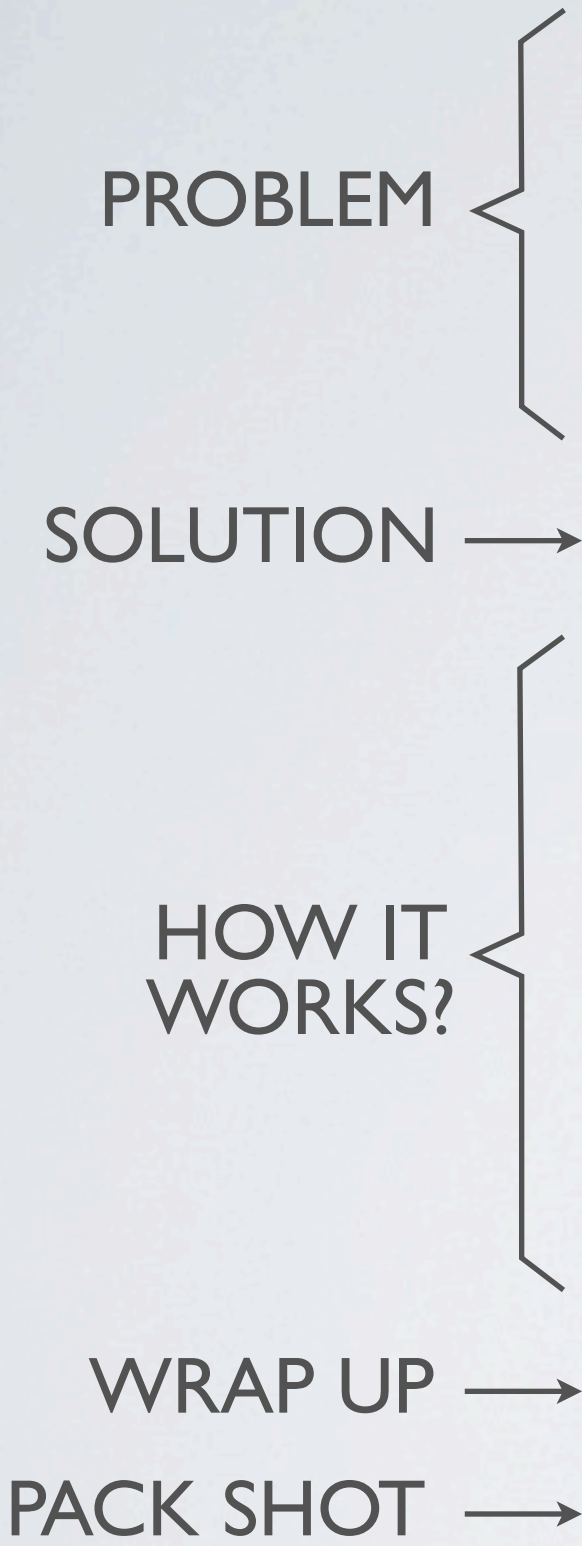
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HipMunk
The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE

#	S	U	C	C	E	S	S
1	1	0	1	1	1	1	1
2	1	0	1	0	1	0	1
3	1	0	1	1	1	0	0
4							
5							



Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and search for travel sites on the Internet. You thought this was going to be easy. You sift through pages and pages of results, and you go on and on. You are getting frustrated, and you are like I just one to book a flight. You give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way for you. finding the perfect flight

How?

Simple, just enter your departure and destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights
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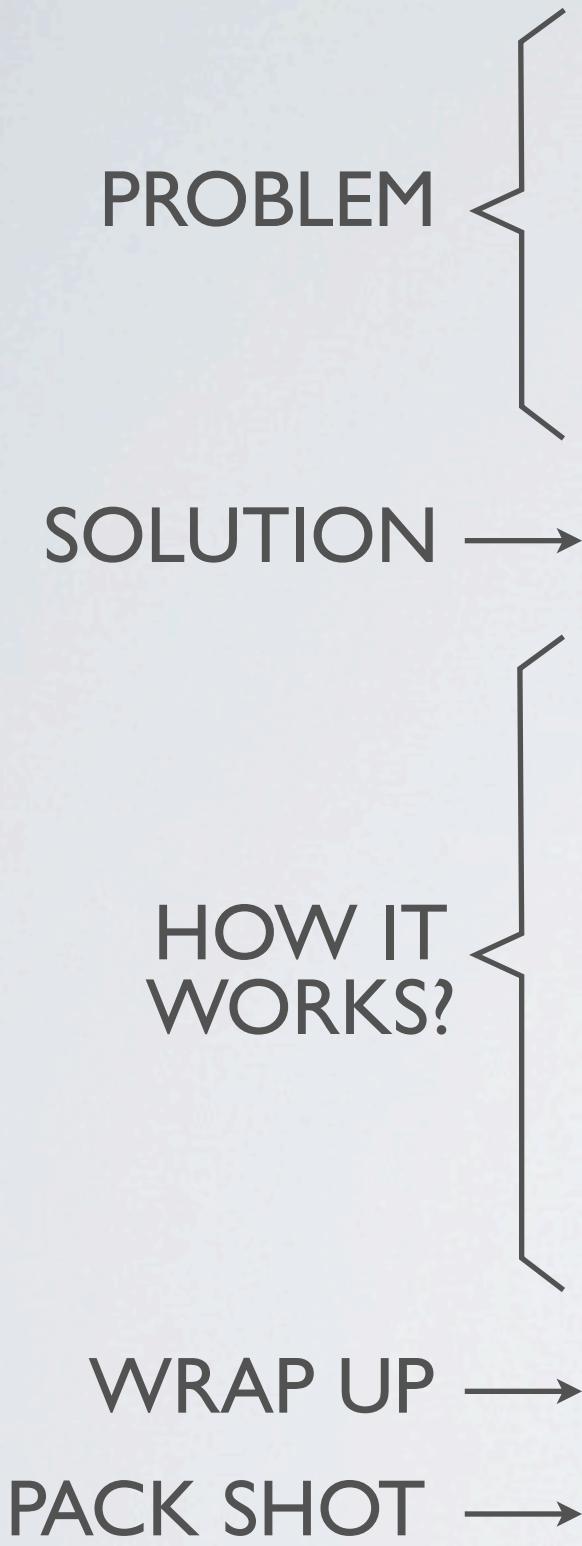
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and fly away.. to your honey.

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HipMunk
The better flight search

#	S	U	C	C	E	S	S
1	1	0	1	1	1	1	1
2	1	0	1	0	1	0	1
3	1	0	1	1	1	0	0
4	1	0	0	0	1	1	1
5							



Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and start searching. You thought this was going to be easy. You go through pages and pages of results and you are like I just one to book a flight. You hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way to find the perfect flight for you.

How?

Simple, just enter your departure and arrival cities, destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

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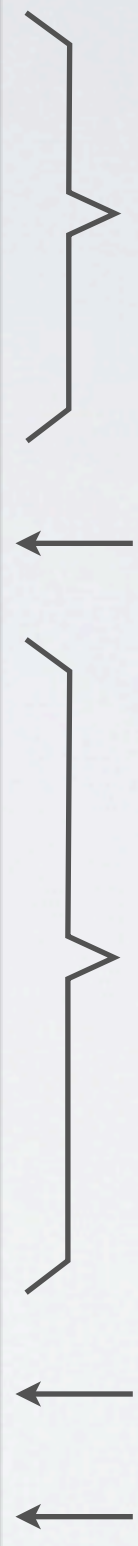
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Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

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The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE



#	S	U	C	C	E	S	S
1	1	0	1	1	1	1	1
2	1	0	1	0	1	0	1
3	1	0	1	1	1	0	0
4	1	0	0	0	1	1	1
5	1	1	1	0	1	1	1

PROBLEM

SOLUTION

HOW IT WORKS?

WRAP UP

PACK SHOT

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and search for flights. You thought this was going to be easy. You go through pages and pages of results and you are like I just one to book a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way to find the perfect flight for you.

How?

Simple, just enter your departure city, destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

HipMunk will search all the possible flight combinations and display them all on a single screen. So no more sifting through endless pages of results!

You can easily visualize ticket prices, airports, and flights. Flights are represented as colored bars across a timeline. Each color represents a different airline, the length of the bar is the flight duration which includes lay over times if any.

Drag the vertical sliders to adjust departure or arrival times. You can sort by price, departure time, arrival times, duration or agony! The agony filter sorts flights that have the best combination of price, duration, and number of stops.

and to make your life easier, similar flights that are worse are removed from the results automatically.

Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

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HipMunk
The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE

6/7

#	S	U	C	C	E	S	S
	1	0	1	1	1	1	1
2	1	0	1	0	1	0	1
3	1	0	1	1	1	0	0
4	1	0	0	0	1	1	1
5	1	1	1	0	1	1	1

PROBLEM }

SOLUTION →

HOW IT WORKS? }

WRAP UP →
PACK SHOT →

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and search for travel sites on the Internet. You thought this was going to be easy, but you are getting frustrated, and you are like I just one to book a flight and you give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

It's called HipMunk! yes, HipMunk. Check this out, Hipmunk is a better way for you.

How?

Simple, just enter your departure and destination, and the date you want to leave and return, select coach, business, or first class and add a preferred airline if you like. then click search, and voi la!

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and to make your life easier, similar flights that are worse are removed from the results automatically.

Now just select a departure flight, a return flight, click buy to get your ticket, and fly away.. to your honey.

Don't let get ugly travel sites stand between you... and your destination.

HipMunk
The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE

6/7

4/7

#	S	U	C	C	E	S	S
	1	0	1	1	1	1	1
	1	0	1	0	1	0	1
3	1	0	1	1	1	0	0
4	1	0	0	0	1	1	1
5	1	1	1	0	1	1	1

PROBLEM {

SOLUTION →

HOW IT WORKS? {

WRAP UP →

PACK SHOT →

Hipmunk - Script v06

So you want to see your honey tomorrow, but she studies in a foreign country which means you need to get a plane ticket right a way.

How are you going to book a flight?

Ok, fire up your browser and search for flight sites on the Internet. You thought this was going to be easy, but you are through pages and pages of results, and you are getting frustrated, and you are like I just one to book a flight and you give up, pick a flight and hope for the best..

and you wonder..., there has to be a better way to see my honey tomorrow.. and guess what?

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HipMunk
The better flight search

- SIMPLE
- UNEXPECTED
- CONCRETE
- CREDIBILITY
- EMOTIONAL
- STORY
- SMILE

6/7

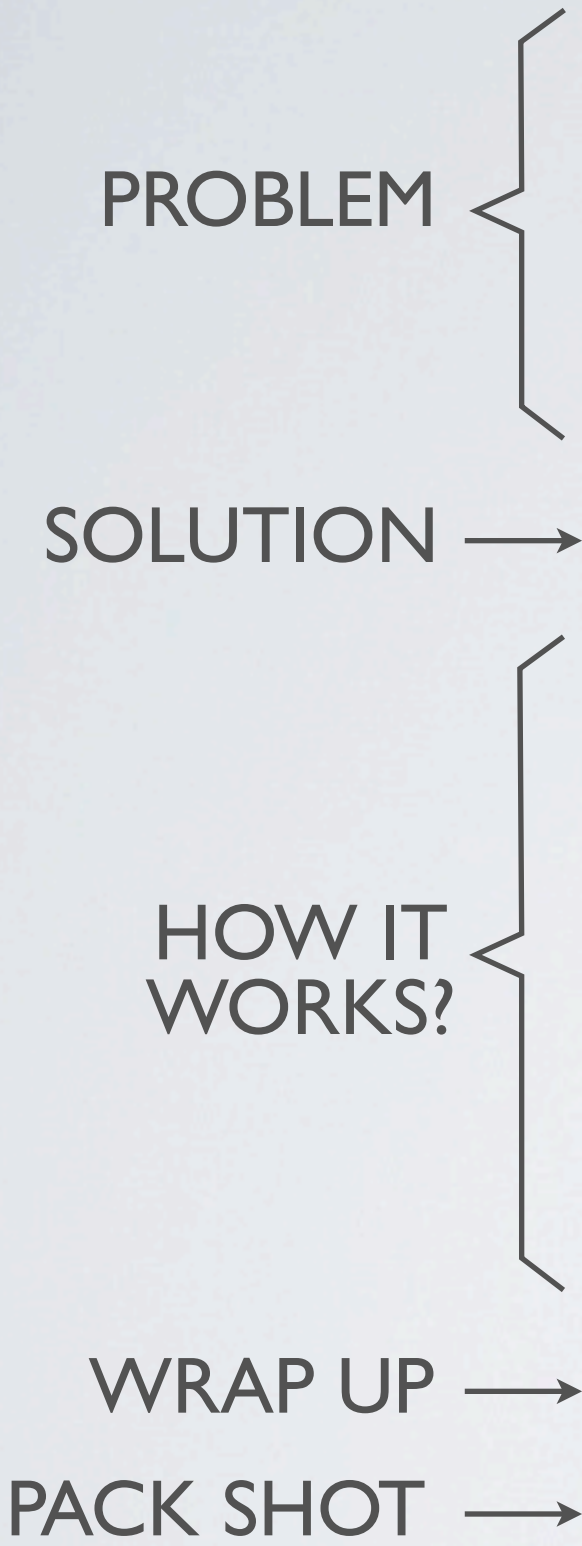
4/7

4/7

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Hipmunk - Script v06

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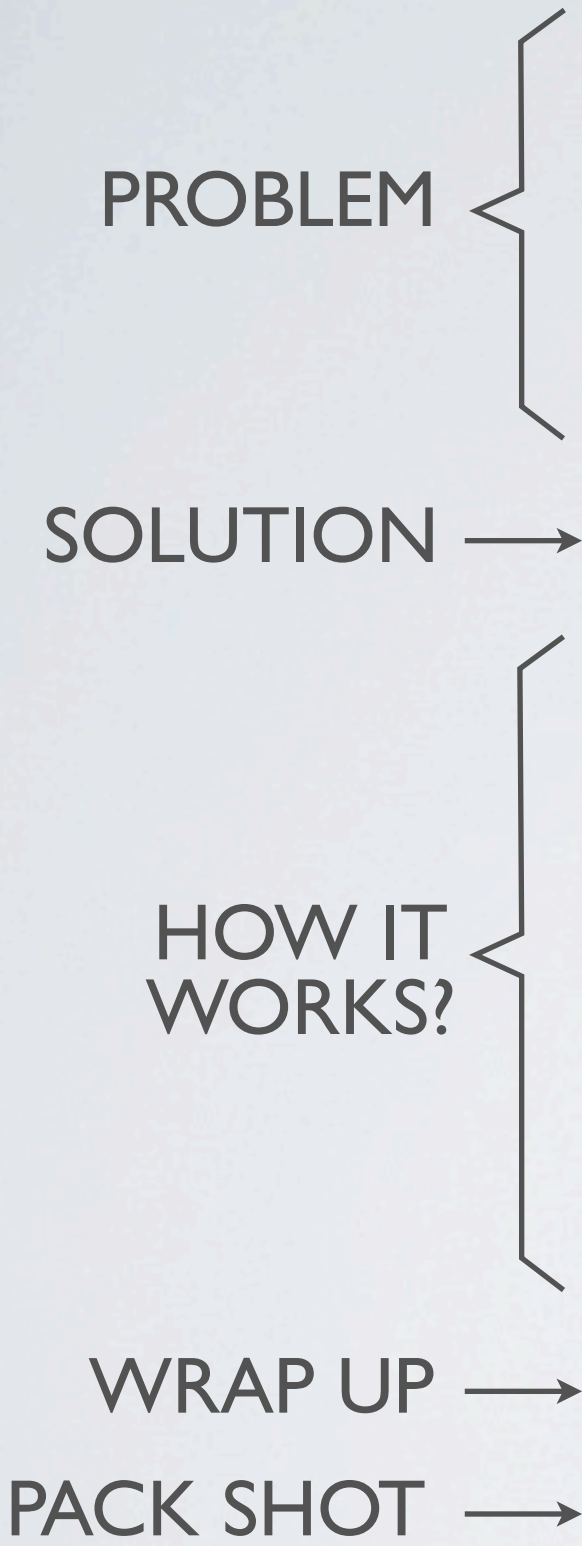
6/7

4/7

4/7

4/7

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	1	0	1	1	1	0	0
	1	0	0	0	1	1	1
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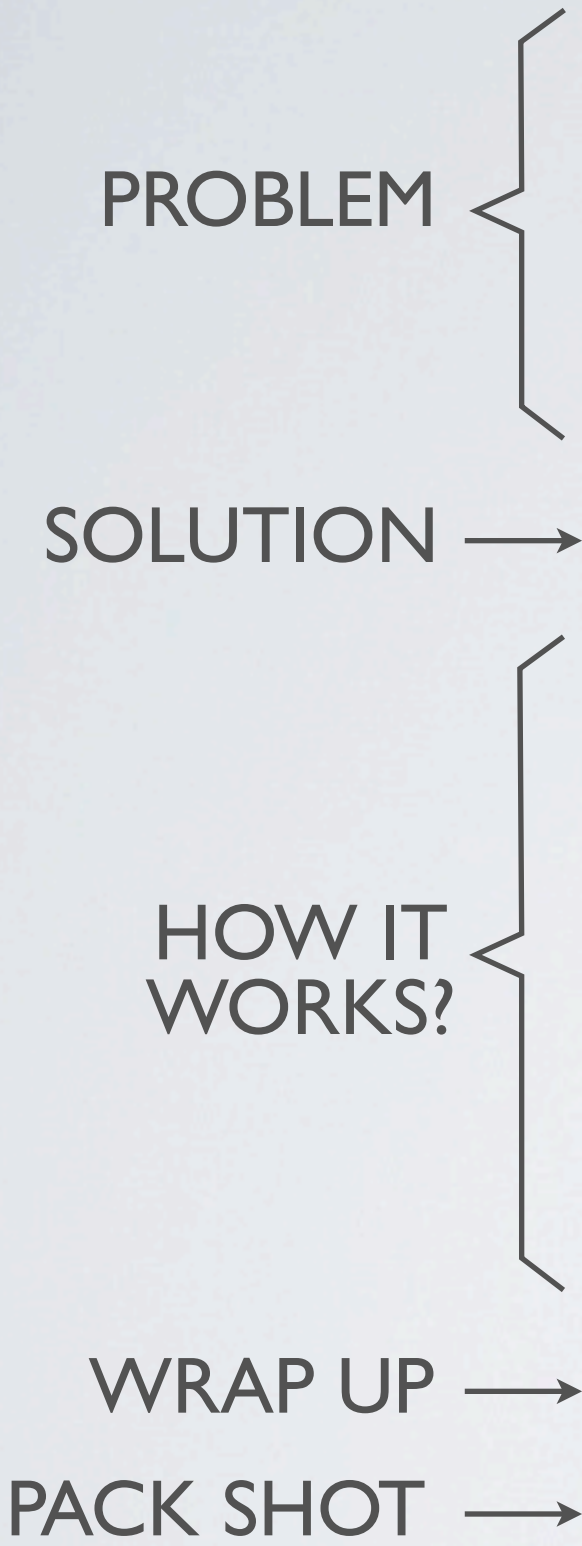
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#	S	U	C	C	E	S	S
6/7	1	0	1	1	1	1	1
4/7	1	0	1	0	1	0	1
4/7	1	0	1	1	1	0	0
4/7	1	0	0	0	1	1	1
6/7	1	1	1	0	1	1	1



Hipmunk - Script v06

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	1	0	0	0	1	1	1
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PROBLEM {

SOLUTION →

HOW IT WORKS? {

WRAP UP →

PACK SHOT →

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PROBLEM {

SOLUTION →

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PROBLEM {

SOLUTION →

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Hipmunk

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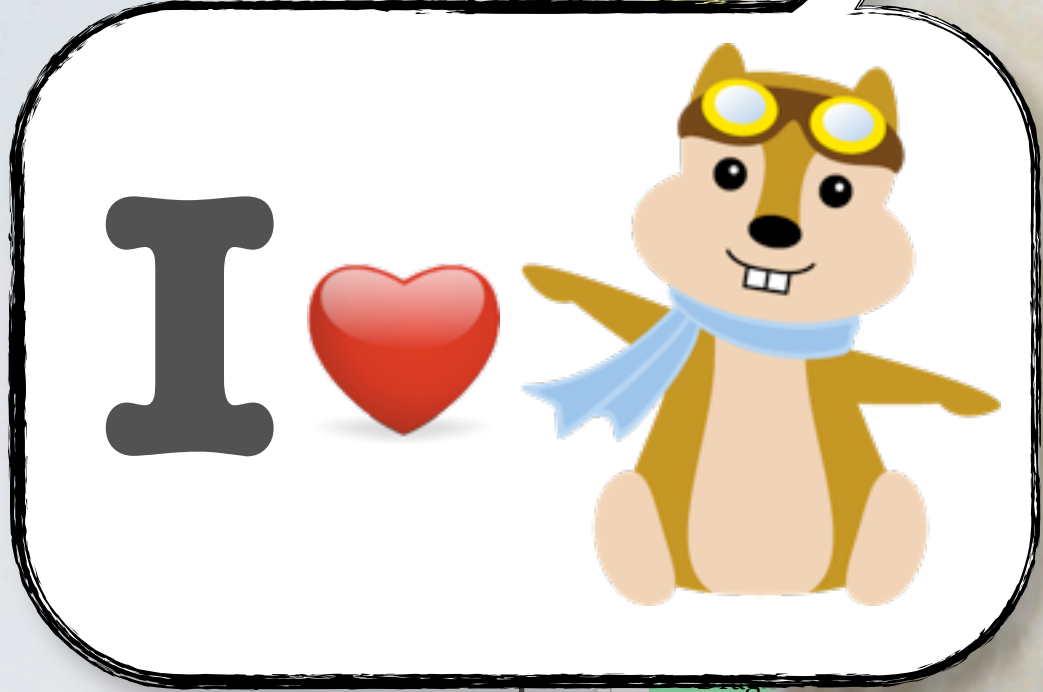
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	1	0	0	0	1		
	1	1	1	0	1		



Video Production Resources

Samples

Samples

- TALKING HEAD

Samples

- TALKING HEAD
- HEAD AND SLIDES

Samples

- TALKING HEAD
- HEAD AND SLIDES
- TEXT ONLY

Samples

- TALKING HEAD
- HEAD AND SLIDES
- TEXT ONLY
- ANIMATION

SoundFX and Music:

SoundFX and Music:

- POND5.COM

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- POND5.COM
- AUDIOJUNGLE.COM

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- [AUDIOJUNGLE.COM](https://AudioJungle.com)
- [SOUNDSNAP.COM](https://Soundsnap.com)

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- [GARAGE BAND](https://www.garageband.com)

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- [GARAGE BAND](https://www.garageband.com)
- [SOUNDTRACK PRO](https://www.soundtrackpro.com)

Where do you hire animators?

Where do you hire animators?

- **ELANCE.COM**

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- ELANCE.COM
- ODESK.COM

Where do you hire animators?

- ELANCE.COM
- ODESK.COM
- CRAIGSLIST

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- ODESK.COM
- CRAIGSLIST
- MOTIONOGRAPHER.COM

Typical timeline and budget:

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- **3-4 WEEKS SIMPLE. 4-6 WEEKS COMPLEX.**

Typical timeline and budget:

- 3-4 WEEKS SIMPLE. 4-6 WEEKS COMPLEX.
- \$150-200/DAY MEDIOCRE ANIMATOR

Typical timeline and budget:

- 3-4 WEEKS SIMPLE. 4-6 WEEKS COMPLEX.
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- \$250-450/DAY GOOD ANIMATOR

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- \$250-450/DAY GOOD ANIMATOR
- \$2-3K SO-SO 1 MIN ANIMATION

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- \$250-450/DAY GOOD ANIMATOR
- \$2-3K SO-SO 1 MIN ANIMATION
- \$3K-6K GOOD SIMPLE 1 MIN ANIMATION

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- \$250-450/DAY GOOD ANIMATOR
- \$2-3K SO-SO 1 MIN ANIMATION
- \$3K-6K GOOD SIMPLE 1 MIN ANIMATION
- \$6K-10K MORE COMPLEX 2D/3D ANIMATION

Typical timeline and budget:

- 3-4 WEEKS SIMPLE. 4-6 WEEKS COMPLEX.
- \$150-200/DAY MEDIOCRE ANIMATOR
- \$250-450/DAY GOOD ANIMATOR
- \$2-3K SO-SO 1 MIN ANIMATION
- \$3K-6K GOOD SIMPLE 1 MIN ANIMATION
- \$6K-10K MORE COMPLEX 2D/3D ANIMATION
- \$10K+ BIGGER STUDIO WITH TEAM

Video Crowdsourcing (like 99designs or Crowdspring):

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- POPTENT.NET

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- TONGAL.COM

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- TONGAL.COM
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- WHOOSHII.COM
- GENIUSROCKET.COM

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- TURNHERE.COM

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- TONGAL.COM
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- GENIUSROCKET.COM
- TURNHERE.COM
- REELCLEVER.COM

Many demo video style samples:

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- **STARTUP-VIDEOS.COM**

List of Reputable production studios:

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- [STARTUP-VIDEOS.COM/VIDEO-
PRODUCTION-SERVICES/](https://STARTUP-VIDEOS.COM/VIDEO-PRODUCTION-SERVICES/)

Promote and track your video:

Promote and track your video:

- **YOUTUBE.COM**

Promote and track your video:

- **YOUTUBE.COM**
- **VIMEO.COM**

Promote and track your video:

- **YOUTUBE.COM**
- **VIMEO.COM**
- **FACEBOOK/TWITTER**

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- **TUBEMOGUL.COM**

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- **WISTIA.COM**

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- AE.TUTSPLUS.COM

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- LYNDA.COM
- GRUMOSCHOOL.COM





hipmunk NYC ↔ L.A., Oct 19 ↔ Nov 04 + new search

Book this trip!

New York (JFK) → Los Angeles (LAX)

depart Tue, Oct 19, 2:45 PM
arrive Tue, Oct 19, 8:24 PM
duration 6h 39m

US Airways #1349

Layover 1h 24m in Charlotte

US Airways #1349

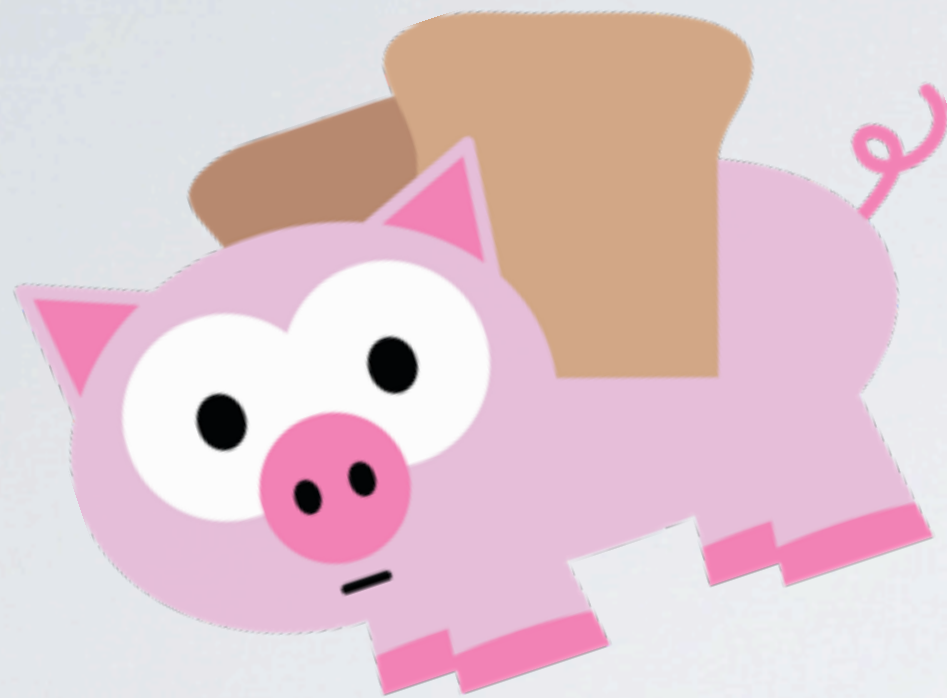
Los Angeles (LAX) → New York (LGA)

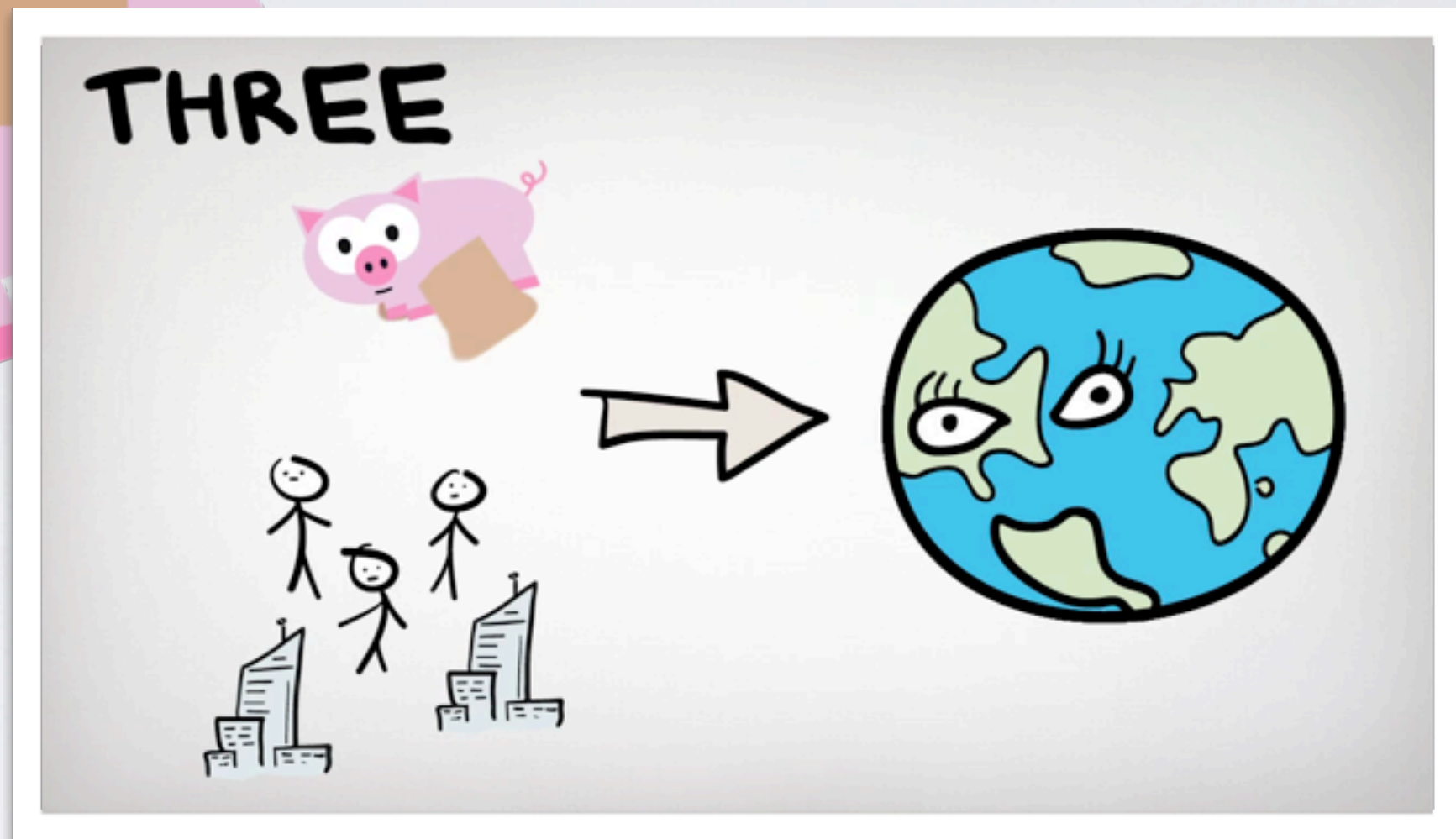
depart Thu, Nov 04, 8:26 AM
arrive Thu, Nov 04, 4:25 PM
duration 5h 29m

United Airlines #22

Buy Ticket

10am
7am

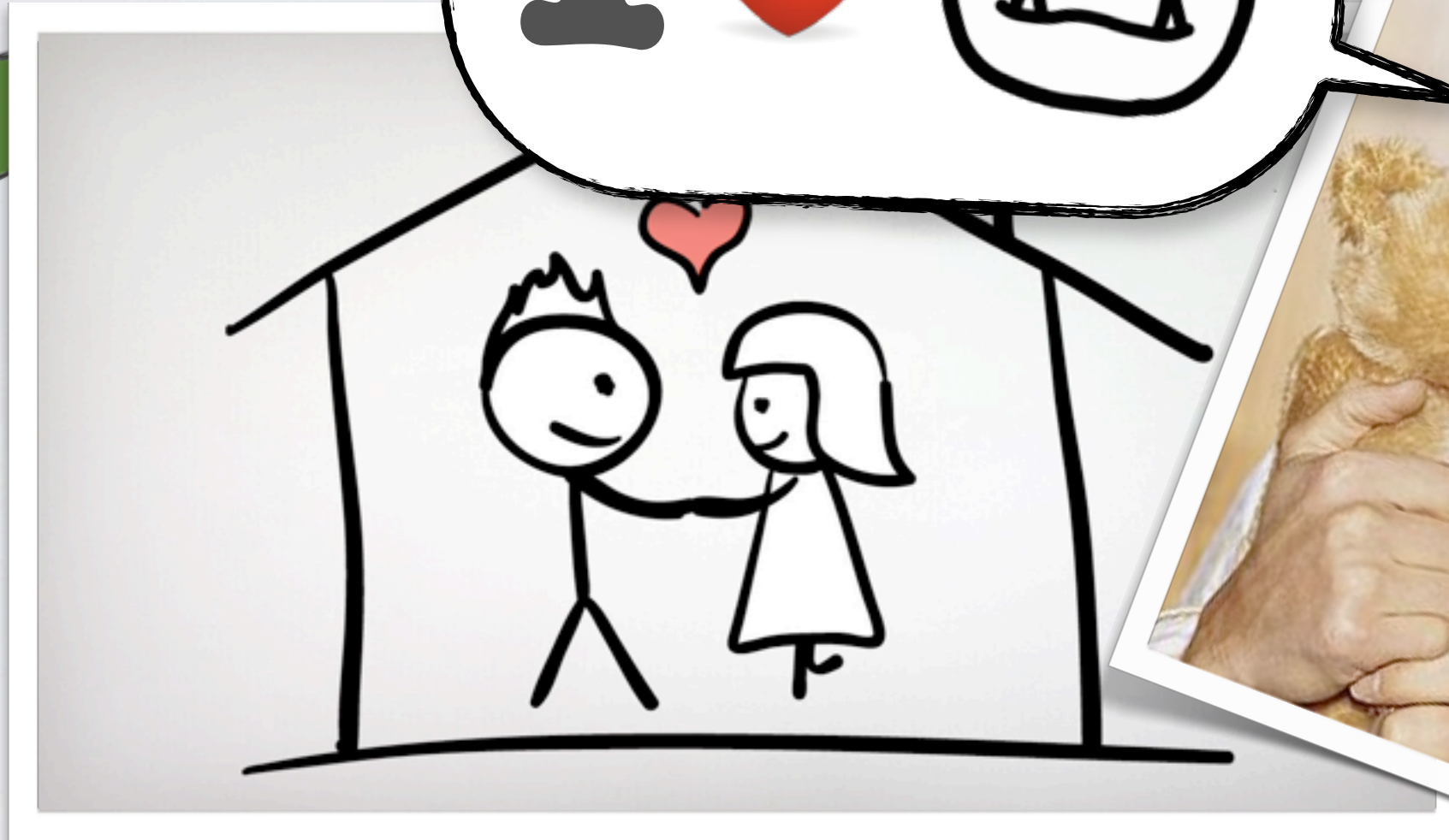
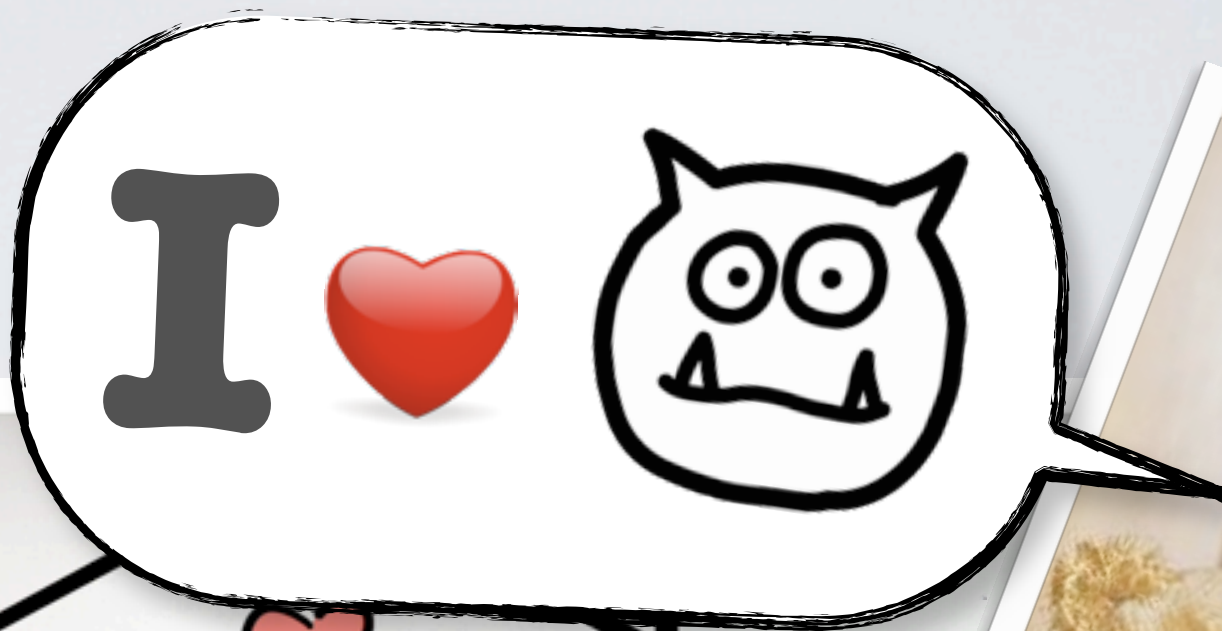












The End





- QUESTIONS?



- QUESTIONS?
- SUGGESTIONS?



THANKS!

- QUESTIONS?
- SUGGESTIONS?



THANKS!

- QUESTIONS?
- SUGGESTIONS?

miguel@grumomedia.com