**Hey!**

**Neil Napier here…**

We are SUPER-EXCITED about VideoXtreme launch on 11th December, 11am EST/NY.

We will provide you with swipes that you need to promote this product, but really, at this price point ($297) its best if you custom create something better suited to your list. Often affiliates have approached me saying – “Swipes on the page don’t work…” and when I ask them to show me what they sent – it’s basically copy/paste of the swipes.

If you want to stand out, please use the positioning pointers below to create your custom swipe.

Also we’ll link to a draft copy of the sales page on the JV page – please do check it out!

**\*\*\* POSITIONING FOR VIDEO\_XTREME\*\*\***

**TRAFFIC/LEAD GENERATION**

* Still Untapped traffic platform - unlike Facebook which is getting tougher for small business
* 50c per QUALIFIED lead proof (in marketing niche - average cost is $3-4 per lead)
* Scalable traffic - get anywhere between 10 to 100,000 views per day!)
* Source of highly engaged leads since people first see your message on Youtube

**DIGITAL PRODUCT SALES (AFFILIATE/SaaS)**

* Affiliate marketing - go after niches that Facebook doesn’t allow! Like Dating
* Easy to work with, no list necessary. Justin generated $133,000+ with no list - only YouTube ads
* Currently spending $10.14 to generate $47pm (or $564 per year) SaaS sales! All it takes is a simple 2 min long VSL.
* Leads at 50c apiece - can sell our SaaS and more to them…

**VIDEO MARKETING**

* Second most used search engine in the world - big opportunity for higher visibility
* YouTube ads are GREAT for branding
* Further results in higher ranking and more organic traffic
* Even the simplest videos work. Our most successful ones have been 165 min long webinars - you can easily use a vendor's sales video to promote products too!
* Competitive research software for keywords included

**ECOMMERCE/PHYSICAL PRODUCTS SALES**

* Companies have reported 65% savings in cost-per conversion (represents 1,000%+ increase in RoI)
* Easily sell anything on Amazon or Shopify with it.

**FACEBOOK MARKETING**

* FB ads charge 3 secs into a video view, YouTube instream ads charge AFTER 30 seconds (or if your video ends before 30 seconds)
* We've found YouTube ads to be higher converting than FB ads (for same assets) - because FB charges you more frequently
* FB ads are now targeted towards bigger companies, YouTube still for the average user (better demographic than FB too!)

**LOCAL MARKETING**

* Clients love videos, and they know they could do well with geo-targeted traffic.
* Provides an opportunity to upsell clients on video creation services!
* Clients willing to pay higher than usual (since ads can have a massive 5x to 50x RoI)

**SOCIAL PROOF**

* “YouTube ads represent a new opportunity for you to get in front of potential customers.” – NEIL PATEL
* “LeadPages just launched its first-ever YouTube video ad campaign. And the first set of data is hot out of Google’s data ovens.” – Leadpage
* “Our fitness channel has over 11 MILLION views, over 110,000 YouTube subscribers, we’ve been using YouTube ads to land clients for our marketing agency and fitness business.” – Ryan Masters
* “YouTube ads slash average cost-per-conversion 65% and drive 7% of online sales for TRX” – Randy Hetrick, CEO at TRX.

**NEW SYSTEM/WOW FACTOR/DISCOUNT/SCARCITY**

* New system, not yet saturated
* Get this now - after a few months - everyone (incl students of VideoXtreme - will be teaching this!)
* Complete training - everything you'll ever need to know about paid ads on YouTube
* Valued at over $5,000 including the bonuses! Available at $297 ONLY!

**If you have any questions, I am available on skype (prince\_capri) to talk!**

**Cheers,**

**Neil Napier and Justin Sardi.**