

ROHIT SHAH
PRESENTS

EXCLUSIVE BONUS #4 · \$147 VALUE

The Website Spokesperson Conversion Playbook

Where to place talking presenters, what they should say,
and how to make every one of them convert.

8 PAGE FRAMEWORKS · PLACEMENT GUIDE · HOOK FORMULAS · CTA LIBRARY · SPLIT-TEST PROTOCOL



Hand-built and presented by

Rohit Shah

rohitshah.club/castai

A PERSONAL NOTE FROM ROHIT

Presenters Don't Convert. Systems Do.

Hey, it's Rohit. CastAI's TalkingFaces engine lets you put a human face on any page, with a clickable button right beside it. That's a superpower — and like every superpower, most people waste it: wrong page, wrong words, wrong button, autoplaying at full volume like it's 2009.

This playbook is the fix. Eight page-type frameworks tell you **where the presenter goes, what it says (beat by beat), which button it points to, and which number tells you it's working**. Then the placement guide, hook formulas, CTA library and split-test protocol turn your first version into your best version. Pair it with your **100 Video Scripts** (Bonus #3) — the scripts are the ammunition, this is the aiming system.

The Four Rules Behind Every Framework

- 1. One page, one job.** Every presenter exists to cause exactly one click. If you can't name the click, don't deploy the video.
- 2. The first 3 seconds decide everything.** Visitors grant you one glance. The hook either earns the next 10 seconds or the presenter is wallpaper.
- 3. Say the button.** The spoken CTA ('tap the button below me') plus the visible button is the whole magic of TalkingFaces. A presenter that never points at the button is a decoration.
- 4. Muted by default, captions always.** Autoplay politely: muted with an obvious unmute, or click-to-play. Sound ambushes lose more trust than they gain attention.

FRAMEWORK 1 · The Homepage Presenter

GOAL	PLACEMENT	IDEAL LENGTH	METRIC TO WATCH
Orient the cold visitor and route them to ONE next page (quote, booking, shop, demo).	Floating overlay, bottom-right, 3–5 second delay	15–30 sec	Click-through rate to your key page

OPENING HOOK: "Looking for [outcome]? You're in exactly the right place — give me twenty seconds."

WHAT THE PRESENTER SAYS — THE BEATS

- 1 Recognize.** Name who the visitor is and what they came for — one sentence.
- 2 Position.** What you do and the #1 reason you're the safe choice (years, reviews, guarantee).
- 3 Route.** Tell them the single best next step for them — not three options, one.
- 4 Point.** Say the button, name the payoff: 'Tap the button below me and [payoff].'

CTA BUTTON LABELS THAT FIT THIS PAGE

Get My Free Quote	See How It Works	Start Here
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**PRO TIP**

Resist the tour-guide urge. The homepage presenter is a traffic cop, not a museum guide — route, don't narrate. Test overlay delay: 3s vs 8s often changes results by double digits.

FRAMEWORK 2 · The Sales Page Presenter**GOAL**

Convert warm readers into buyers by compressing the page's argument into a spoken pitch.

PLACEMENT

Inline embed above the fold; optional second presenter beside the price/objections section

IDEAL LENGTH

45–60 sec

METRIC TO WATCH

Sales conversion rate; watch-through %

OPENING HOOK: “Before you scroll another inch — let me give you the whole story in sixty seconds.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Hook the pain.** Name the problem sharper than the visitor would name it themselves.
- 2 **Promise.** State the transformation the offer delivers, with the mechanism that makes it believable.
- 3 **Prove.** One number, one result, one named outcome — proof beats adjectives.
- 4 **De-risk.** Guarantee, refund window or payment plan, in one sentence.
- 5 **Point.** 'Tap the button below me' + what happens immediately after they do.

CTA BUTTON LABELS THAT FIT THIS PAGE

Get Instant Access

Enroll Now

Yes — I Want This

PRO TIP

Add the second presenter next to the price with a script that **ONLY** handles the top objection. Two small presenters with two jobs outperform one long monologue.



FRAMEWORK 3 · The Checkout Recovery Presenter

GOAL	PLACEMENT	IDEAL LENGTH	METRIC TO WATCH
Rescue the 70% who reach checkout and stall — reassure, sweeten, close.	Floating overlay on cart/checkout; trigger on exit-intent or 30 seconds of inactivity	15–30 sec	Checkout completion rate / recovered carts

OPENING HOOK: “Wait — before you go, thirty seconds could save you [X]%.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Reassure.** Guarantee, free returns, secure payment — kill the three silent fears fast.
- 2 **Sweeten.** A this-session code or free-shipping nudge, if you offer one.
- 3 **Deadline.** Honest expiry: the code, the stock, or the cart itself.
- 4 **Point.** ‘Tap the button and finish in under a minute.’

CTA BUTTON LABELS THAT FIT THIS PAGE

Complete My Order	Apply My Discount	Finish Checkout
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PRO TIP

NEVER autoplay with sound here — a shouting presenter at payment is how you lose the sale twice. Muted + captions + exit-intent trigger is the proven combination.

FRAMEWORK 4 · The Webinar Registration Presenter

GOAL	PLACEMENT	IDEAL LENGTH	METRIC TO WATCH
Turn page visitors into registrants — then registrants into attendees.	Inline above the fold on the registration page; second presenter on the thank-you page	30–45 sec	Registration rate; show-up rate (thank-you presenter)

OPENING HOOK: “There’s a free live training on [date] that answers the exact question that brought you here.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Event.** What, when, and that it’s free and live — in one breath.
- 2 **Takeaways.** Three concrete things they’ll walk out with. Specific beats clever.
- 3 **Scarcity.** Real seat cap or no-replay policy — only if true.
- 4 **Point.** ‘Tap the button, drop your email, seat saved — ten seconds.’

CTA BUTTON LABELS THAT FIT THIS PAGE

Save My Seat	Register Free	Claim My Spot
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**PRO TIP**

The thank-you page presenter is the highest-ROI video most people never make: 'add it to your calendar right now' can lift show-up rates by a third. Use script WR-06 from Bonus #3.

FRAMEWORK 5 · The Bonus Page Presenter**GOAL**

Make YOUR affiliate link the obvious choice when buyers are comparing bonus pages.

PLACEMENT

Inline above the fold, before the bonus stack

IDEAL LENGTH

45–60 sec

METRIC TO WATCH

Click-throughs on your affiliate link; EPC

OPENING HOOK: “Quick heads-up: [Product] costs the same everywhere — but only one link comes with all of this.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Level.** Same product, same price everywhere — so judge the bonuses.
- 2 **Stack.** Your top 2–3 bonuses with the problem each one solves. Skip the junk-drawer list.
- 3 **Differentiate.** Why yours are hand-built, not recycled PLR filler.
- 4 **Deadline.** When the bonuses disappear, if the launch has one.
- 5 **Point.** 'Tap the button below me — bonuses arrive automatically with your purchase.'

CTA BUTTON LABELS THAT FIT THIS PAGE

Get [Product] + My Bonuses

Claim The Full Package

Buy Through My Link

PRO TIP

Film yourself or use a consistent presenter across every launch — bonus buyers become repeat bonus buyers when they recognize the face. This page is where your list gets built.



FRAMEWORK 6 · The Lead Capture Presenter

GOAL	PLACEMENT	IDEAL LENGTH	METRIC TO WATCH
Trade a genuinely useful freebie for an email address — warmly, without friction.	Inline beside the opt-in form, or floating overlay on content pages	15–30 sec	Opt-in conversion rate

OPENING HOOK: “I wrote down everything I know about [topic] — and it's yours for an email address.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Offer.** Name the freebie and its single biggest promise.
- 2 **Peek.** One specific thing inside ('page 4 alone saves you [X]').
- 3 **Instant.** It arrives in their inbox within a minute.
- 4 **Point.** 'Tap the button, type your best email, done.'

CTA BUTTON LABELS THAT FIT THIS PAGE

Send Me The Guide	Get The Free Checklist	Yes — Email It To Me
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PRO TIP

Shorter converts better here — 15 seconds beats 60 almost every time. The freebie's name does the selling; the presenter just adds a human handshake.

FRAMEWORK 7 · The E-commerce Product Presenter

GOAL	PLACEMENT	IDEAL LENGTH	METRIC TO WATCH
Give the product page a voice: story, differentiation, and buy-box confidence.	Inline near the buy box / below the gallery	30–45 sec	Add-to-cart rate

OPENING HOOK: “Photos can't tell you the two things that make this [product] different — so I will.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Story.** What it's for and the moment it was designed to win.
- 2 **Differentiate.** The 1–2 features cheap alternatives fake — and what that means in use.
- 3 **Proof.** Review count, rating, or a paraphrased customer theme.
- 4 **De-risk.** Guarantee + shipping promise in one line.
- 5 **Point.** 'Tap the button and add it to your cart' + stock nudge if honest.

CTA BUTTON LABELS THAT FIT THIS PAGE

Add To Cart	Get Mine Now	Try It Risk-Free
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**PRO TIP**

Pair with a checkout-recovery presenter (Framework 3) — product page starts the sale, checkout presenter finishes it. Use scripts EC-01 to EC-07 as your base copy.

FRAMEWORK 8 · The Booking Page Presenter

GOAL

Get the visitor to pick a slot by removing the fear of what happens after they book.

PLACEMENT

Inline above the calendar widget

IDEAL LENGTH

30–45 sec

METRIC TO WATCH

Booked calls per 100 visitors; no-show rate

OPENING HOOK: “Wondering what actually happens on this call? Let me walk you through it — no surprises.”

WHAT THE PRESENTER SAYS — THE BEATS

- 1 **Preview.** Exactly what the call is: length, format, what you'll cover.
- 2 **De-pressure.** No hard sell, no obligation — and say what happens if it's not a fit.
- 3 **Prep.** The one thing to bring or think about (makes booking feel real).
- 4 **Point.** 'Tap the button, pick any slot that suits you — takes twenty seconds.'

CTA BUTTON LABELS THAT FIT THIS PAGE

Book My Free Call

Pick A Time

Schedule My Session

PRO TIP

Naming the awkward thing ('this isn't a disguised sales pitch') measurably lifts bookings for coaches and consultants. Honesty is a conversion tactic here.



PLACEMENT GUIDE

Overlay vs. Inline — Where Does the Presenter Live?

TalkingFaces gives you two homes for a presenter. Choosing right is worth more than any script tweak, so here's the decision made simple.

	Floating Overlay	Inline Embed
What it is	Presenter pops over the page (usually bottom-right), page stays visible behind	Presenter sits inside the page layout, like a video section
Best for	Homepages, checkout recovery, exit-intent saves, sitewide announcements, lead magnets on content pages	Sales pages, product pages, bonus pages, registration pages, booking pages
Why it wins there	Interrupts politely — catches visitors who would never scroll to a video	Earns attention at the exact moment the visitor reads that section
Autoplay manners	Muted autoplay with captions + obvious unmute; 3–8 sec delay	Click-to-play, or muted autoplay when above the fold
Size & manners	Small (15–20% of screen), always closable, never covers the CTA or cart	As wide as your content column; button directly beneath
Ideal length	15–30 seconds	30–60 seconds

THE ONE-LINE RULE

Overlay interrupts; inline persuades. Use the overlay when the visitor doesn't know the video exists. Use inline when the page's job is to make an argument — and let the presenter make it out loud.



THE CTA LIBRARY

Button Labels That Get Tapped

The button finishes what the presenter starts. Four rules, then steal the labels.

- 1. First person wins.** 'Get My Free Quote' outperforms 'Get *Your* Free Quote' in test after test.
- 2. Action + payoff, 2–5 words.** The label states what they get, not what they must do. 'Submit' is a crime.
- 3. Match the spoken line.** If the presenter says 'grab the checklist', the button says 'Grab The Checklist' — word-match builds a reflex.
- 4. One button per presenter.** Two buttons is a quiz. Quizzes don't convert.

Page type	Steal these labels
Homepage	"Get My Free Quote" · "See How It Works" · "Start Here"
Sales page	"Get Instant Access" · "Enroll Now" · "Yes — I Want This"
Checkout	"Complete My Order" · "Apply My Discount" · "Finish Checkout"
Webinar registration	"Save My Seat" · "Register Free" · "Claim My Spot"
Bonus page	"Get [Product] + My Bonuses" · "Claim The Full Package"
Lead capture	"Send Me The Guide" · "Get The Free Checklist" · "Email It To Me"
Product page	"Add To Cart" · "Get Mine Now" · "Try It Risk-Free"
Booking page	"Book My Free Call" · "Pick A Time" · "Schedule My Session"
Retargeting / return	"Pick Up Where I Left Off" · "Show Me My Cart" · "Use My Code"

THE FIRST THREE SECONDS

10 Hook Formulas That Stop the Scroll

A presenter earns attention or becomes furniture in the first sentence. Each formula below is a fill-in-the-blank pattern — swap the brackets, and it works in any niche.

Formula	Pattern	Example
The Direct Callout	"[Audience] — this is for you."	"Dentists of Pune — this thirty seconds will fill your Tuesday slots."
The Question Hook	"Still [struggling with pain]?"	"Still writing proposals at midnight?"
The Bold Claim	"[Result] in [timeframe] — here's how."	"Twelve booked calls in seven days — here's how."
The Curiosity Gap	"The reason [X] isn't working isn't what you think."	"The reason your ads aren't working isn't the ads."
The Proof Lead	"[Number] people already [result]."	"1,400 store owners already recovered their carts this way."
The Mistake Opener	"Most people get [task] wrong in the first step."	"Most people ruin their homepage video in the first sentence."
The Time Stamp	"In the next [X] seconds, you'll know [payoff]."	"In the next twenty seconds you'll know if we're a fit."
The Wait-Hook (exit)	"Wait — before you go, [incentive]."	"Wait — before you go, this code saves you 15%."
The Personal Welcome	"Welcome to [Brand] — let me point you the right way."	"Welcome to GreenLeaf — let me point you the right way."
The Contrarian	"Everything you've heard about [topic] is [wrong/half-true]."	"Everything you've heard about webinars is half-true."

HOW TO CHOOSE

Cold traffic → Callout, Question, or Personal Welcome. Warm traffic → Bold Claim, Proof Lead, or Curiosity Gap. Leaving traffic → the Wait-Hook, always. When in doubt, test a Question against a Bold Claim first — that single test usually reveals what your audience responds to.



THE OPTIMIZATION LOOP

The Split-Test Protocol

Your first presenter is a draft. This weekly loop turns it into your best salesperson. The golden rule: **change one variable at a time** — change two and you'll never know which one worked.

Test in This Order (Biggest Levers First)

1. **Placement & trigger** — overlay vs inline; 3s vs 8s delay; exit-intent vs idle-timer.
2. **The hook** — first sentence only. Question vs Bold Claim vs Callout.
3. **Length** — 15 vs 30 vs 60 seconds (Bonus #3 gives you all three pre-written).
4. **CTA button label** — first-person vs payoff-led; word-matched vs generic.
5. **The offer itself** — discount vs bonus vs guarantee-led close. Biggest lever, test last, learn most.

The Weekly Cycle

- ☐ **Monday:** pick ONE variable from the ladder above; write down your hypothesis ('shorter hook lifts plays').
- ☐ **Monday:** duplicate the presenter, change only that variable, deploy the B version.
- ☐ **All week:** don't peek-and-panic. Let it run — aim for at least ~100 plays or ~500 page visits per version before judging.
- ☐ **Sunday:** compare ONE number (the framework's 'metric to watch'). Declare a winner honestly — 'basically a tie' is a valid result.
- ☐ **Sunday:** keep the winner live, log the result in a simple sheet, pick next week's variable. Repeat forever.

REALITY CHECK

Low-traffic page? Don't fake statistics — run each version for a full week alternately, or test on your highest-traffic page first and copy the lessons down. Directional truth beats false precision.



THE HALL OF SHAME

10 Mistakes That Kill Presenter Conversions

Every one of these is common, avoidable, and expensive. Check your pages against this list before you blame the tool.

- 1. Autoplaying with sound.** The fastest way to get your tab closed. Muted + captions, always.
- 2. No spoken CTA.** A presenter that never says 'tap the button below me' is a screensaver. The spoken-plus-visible button is the entire mechanism.
- 3. One presenter, three jobs.** Welcome + sell + capture emails in one video converts at none of them. One page, one job, one button.
- 4. The 3-minute monologue.** Past 60 seconds, watch-through collapses. Say less, point sooner.
- 5. Burying the hook.** 'Hi, welcome to our website, we were founded in...' — the visitor left. Lead with them, not you.
- 6. Covering the page.** An overlay that blocks the buy button or cart is self-sabotage with a face.
- 7. Leaving stray [brackets] in the script.** Nothing torches credibility like a presenter saying 'welcome to Business Name.' Proofread, then listen once before publishing.
- 8. Mismatched button text.** Presenter says 'grab the checklist', button says 'Submit'. Word-match or lose the reflex.
- 9. Fake urgency.** A countdown that resets on refresh trains visitors to ignore every deadline you'll ever set. Only honest scarcity, ever.
- 10. Set-and-forget.** The presenter that never gets split-tested stays exactly as good as your first guess. The protocol on the previous page exists for a reason.

YOUR NEXT 30 MINUTES

Pick your highest-traffic page. Find its framework in this playbook. Grab the matching script from Bonus #3, customize the brackets, set the placement per the guide, word-match the button — and publish. Then print the Deployment Checklist (included with this bonus) and pin it next to your screen for every presenter after this one.



Deploy One Presenter Today

A presenter sitting in your CastAI dashboard converts nobody.
A presenter on a live page — even an imperfect one — starts learning immediately.

So here is the whole assignment: pick ONE page, apply its framework,
run the deployment checklist, and publish before you sleep tonight.

Then let the split-test protocol make it better every single week.
If you ever want a second pair of eyes on a page, reply to any of
my emails. I read them personally.

To pages that sell while you sleep,

Rohit Shah

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