

ROHIT SHAH
PRESENTS

EXCLUSIVE BONUS #3 · \$97 VALUE

100 Ready-To-Use CastAI Video Scripts

Copy, paste, customize — 15, 30 and 60-second scripts
for the 15 hottest buyer markets. Never freeze at a blank page again.

15 NICHEs · 3 LENGTHS PER SCRIPT · CTA LINES · USE CASES · PLACEMENT GUIDE · BONUS SPREADSHEET



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A PERSONAL NOTE FROM ROHIT

Welcome — The Blank Page Is Officially Dead

Hey, it's Rohit. Here's the dirty secret of every video tool ever sold: most buyers make one video, stall at 'what should I even say?', and never make another. That stall is where results go to die — so this bonus removes it permanently.

Inside this book are **100 complete video scripts** across the 15 markets most likely to pay for CastAI videos — local businesses, restaurants, clinics, real estate, coaches, SaaS, e-commerce, course creators, and your own affiliate promotions. Every script comes in **three lengths** (15, 30 and 60 seconds), with a ready CTA line, its best use case, and exactly where to place it on the page. Copy, customize the brackets, paste into CastAI, deploy. That's the whole workflow.

Use them for your own pages first. Then remember: every script in here is also a **billable deliverable** — pair this library with your Client Sales Kit (Bonus #2) and you're selling 'done-for-you AI presenter videos' by the end of the week.

How to Use These Scripts

- 1. Fill the brackets.** Everything in [square brackets] is a placeholder — business name, city, price, offer, timeframe. Replace every one before generating; a script with a stray bracket sounds broken.
- 2. Pick the right length.** 15 seconds grabs attention on busy pages, 30 is the workhorse for most placements, 60 carries sales pages and high-intent visitors. When in doubt, start with 30.
- 3. Match words to seconds.** Presenters speak at roughly 150 words per minute. Rough targets: 15s ≈ 35 words · 30s ≈ 75 words · 60s ≈ 145 words. Trim to fit your pace.
- 4. Keep the button reference.** These scripts point viewers at the clickable CTA button CastAI places with your presenter ('tap the button below me'). That spoken-plus-visual combo is where conversions come from.
- 5. Edit freely — lips re-sync automatically.** Change any line in CastAI and the presenter's lip-sync regenerates. Never settle for 'close enough' copy.
- 6. One video, one job.** Don't ask a welcome script to also sell, upsell and capture emails. Deploy different scripts on different pages — that's why there are 100 of them.

The Script Library at a Glance

Category	IDs	Scripts	Reach for these when...
Local Business Welcome	LB-01...LB-08	8	a local site needs a trust-building front door
Restaurant Offers	RO-01...RO-07	7	a restaurant wants tonight's tables filled
Dentist & Clinic Intros	DC-01...DC-07	7	a clinic needs anxious visitors turned into patients



Category	IDs	Scripts	Reach for these when...
Real Estate Listings	RL-01...RL-07	7	a listing or agent page needs to sell viewings
Coach & Consultant Booking	CB-01...CB-07	7	a calendar needs discovery calls on it
SaaS Explainers	SE-01...SE-07	7	software needs explaining in seconds, not paragraphs
E-commerce Product Pages	EC-01...EC-07	7	a product page needs a voice that closes
Course Creator Sales Pages	CS-01...CS-07	7	a course launch needs belief and enrollments
Affiliate Bonus Pages	AB-01...AB-06	6	your bonus page must beat every other tab
Webinar Registration	WR-01...WR-06	6	a webinar needs seats filled and shown up to
Lead Magnet Opt-ins	LM-01...LM-06	6	you're trading value for email addresses
Testimonial-Style Videos	TS-01...TS-06	6	real customer proof needs a spokesperson
FAQ Videos	FQ-01...FQ-06	6	unanswered questions are leaking sales
Urgency & Limited-Time Offers	UO-01...UO-07	7	a real deadline needs to move fence-sitters
Retargeting Ad Videos	RT-01...RT-06	6	visitors left and deserve a second chance



LB Local Business Welcome

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The front door of every local website. These scripts greet cold visitors, build instant trust, and route them to a call or booking — perfect first sale for any agency.

SCRIPTS

LB-01 · The Warm Hello

BEST USE CASE

Any local business homepage that gets first-time visitors who don't know the brand yet.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below me and see how we can help you today."

15-SECOND VERSION · ~35 words

Hi there — welcome to [Business Name]! We've helped people right here in [City] with [service] for [X] years. Whatever brought you here today, you're in the right place. Tap the button below to get started.

30-SECOND VERSION · ~75 words

Hi, and welcome to [Business Name]! If you're looking for [service] in [City], you've just found the team locals trust. For [X] years we've helped our neighbors [key result] — with honest prices and zero runaround. Have a look around the site, and when you're ready, tap the button below me. We'd love to meet you.

60-SECOND VERSION · ~150 words

Hi there — welcome to [Business Name], and thanks for stopping by! I know you have plenty of choices for [service] in [City], so here's what makes us different. We're local, we've been at this for [X] years, and we treat every customer like a neighbor — because you are one. Whether you need [service A], [service B], or you're not quite sure what you need yet, our team will point you in the right direction with no pressure and no surprise fees. Most people tell us they wish they'd called sooner. So don't be a stranger — tap the button below me, tell us what's going on, and we'll take care of the rest. See you soon!

LB-02 · The Problem-First Greeter

BEST USE CASE

Businesses whose customers arrive with an urgent, specific problem (plumbing, repairs, IT, pest control).

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and tell us what's wrong — we'll handle it from there."

15-SECOND VERSION · ~35 words

Dealing with [problem]? You're in the right place. [Business Name] fixes exactly that for homes across [City] — usually within [timeframe]. Tap the button below and let's sort it out today.

30-SECOND VERSION · ~75 words

If you're here because of [problem], take a breath — you've found the right people. [Business Name] has fixed thousands of these across [City], and most jobs are done within [timeframe]. Upfront pricing, tidy work, and a guarantee on everything we touch. Tap the button below, tell us what's happening, and we'll get someone to you fast.

**60-SECOND VERSION** · ~150 words

Let me guess — [problem] picked the worst possible time to show up. It always does. Here's the good news: you've landed on the site of the team [City] calls when this exact thing happens. At [Business Name], we've handled [problem] more times than we can count, so there's very little we haven't seen. You'll get a clear, upfront price before any work starts, a technician who shows up when we say they will, and a proper guarantee when the job's done. No mystery fees, no 'while we're here' upsells. The fastest way to make this problem disappear is to tap the button below me right now and tell us what's going on. We'll take it from there — usually within [timeframe].

LB-03 · The Proudly Local**BEST USE CASE**

Businesses competing against big chains or national brands — leads with community trust.

PAGE PLACEMENT

Homepage or About page — inline embed

CTA LINE

"Tap the button below and experience the local difference for yourself."

15-SECOND VERSION · ~35 words

Big chains have call centers. [Business Name] has neighbors. We're [City] born and raised, and we've served this community for [X] years. Tap the button below — come see the local difference.

30-SECOND VERSION · ~75 words

Here's the thing about big chains: to them, you're a ticket number. At [Business Name], you're a neighbor. We live here in [City], our kids go to school here, and our name is on every job we do. That's why locals have trusted us for [X] years. If you'd rather deal with real people who actually answer the phone, tap the button below me.

60-SECOND VERSION · ~150 words

Can I tell you the real difference between us and the big national brands? When you call them, you get a call center three time zones away. When you call [Business Name], you get someone who probably drives past your street every morning. We're a local, family-run business, proudly serving [City] for [X] years — and our reputation lives or dies on how we treat people at [location / landmark] and beyond. That means honest advice even when it earns us less, prices that make sense, and work we're happy to put our name on. The big guys spend millions on ads. We spend our energy on you. If that sounds like the kind of business you'd rather support, tap the button below me and say hello. We'll treat you right.

LB-04 · The Social-Proof Opener**BEST USE CASE**

Businesses with strong reviews — puts ratings and review count front and center.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and find out why your neighbors gave us [rating] stars."

15-SECOND VERSION · ~35 words

There's a reason [number] of your neighbors gave [Business Name] [rating] stars. Actually, there are a few — fair prices, fast service, and work that lasts. Tap the button below and see for yourself.

**30-SECOND VERSION** · ~75 words

Over [number] people in [City] have reviewed [Business Name] — and we're sitting at [rating] stars. That's not luck. It's showing up on time, quoting honestly, and doing the job properly the first time. Read the reviews if you like — they say it better than I can. Then tap the button below me and become our next happy customer.

60-SECOND VERSION · ~150 words

Before you scroll any further, here's the one number that matters: [rating] stars, from more than [number] verified reviews right here in [City]. Every one of those reviews is a real neighbor who trusted [Business Name] with their [service] — and would do it again. They talk about our team showing up on time. About quotes with no surprises at the end. About little extras we didn't charge for. We're genuinely proud of that, because reviews like these can't be bought — they have to be earned, one job at a time, for [X] years. So here's my invitation: let us earn yours. Tap the button below me, tell us what you need, and experience first-hand why this community keeps rating us [rating] stars.

LB-05 · The After-Hours Receptionist**BEST USE CASE**

Captures visitors browsing at night or on weekends when the business is closed.

PAGE PLACEMENT

Homepage — floating overlay (schedule for after hours if possible)

CTA LINE

"Tap the button below and book your spot — we'll confirm first thing in the morning."

15-SECOND VERSION · ~35 words

Browsing after hours? No problem — I never sleep. Leave your details with the button below and the [Business Name] team will get back to you first thing tomorrow. You'll be first in line.

30-SECOND VERSION · ~75 words

Our office might be closed right now, but you've caught me at a great time — I work around the clock. Here's the smart move: tap the button below, book your [appointment / quote], and you'll be at the front of tomorrow's queue before anyone else even calls. [Business Name] opens at [time], and your confirmation will be waiting for you.

60-SECOND VERSION · ~150 words

It's after hours, which means most businesses in [City] would let this visit go to waste — you'd click away, forget the name, and start your search all over again tomorrow. Not here. I'm the [Business Name] night shift, and my whole job is to make sure you don't have to call twice. Tap the button below me, tell us what you need — a quote, a booking, or just a question — and here's what happens: your request lands at the very top of tomorrow's list, the team confirms it first thing at [time], and you skip the morning phone rush entirely. Two minutes now saves you a week of phone tag later. Go ahead — I'll make sure they see it the moment they walk in.

**LB-06 · The First-Visit Offer****BEST USE CASE**

Turning first-time visitors into first-time customers with a newcomer discount.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and claim your first-visit [discount] before you forget."

15-SECOND VERSION · ~35 words

First time here? Perfect — this is for you. New customers of [Business Name] get [discount] off their first [service]. One tap on the button below and it's yours. Welcome to the neighborhood!

30-SECOND VERSION · ~75 words

Since it's your first visit, let's make it count. [Business Name] gives every new customer [discount] off their first [service] — our way of saying 'give us a chance to impress you.' No coupon codes to remember, no fine print to squint at. Just tap the button below me, book your visit, and the discount is applied automatically. Fair warning: most first-timers become regulars.

60-SECOND VERSION · ~150 words

Welcome — since I can tell this is your first time at [Business Name], let me hand you something we don't advertise anywhere else. Every new customer gets [discount] off their first [service]. Why? Simple: we know that once you've experienced how we do things — the punctuality, the fair pricing, the way our team actually listens — you'll come back. It's worked for [X] years, and our regulars all started exactly where you are right now. There's no catch and nothing to print out. Just tap the button below me, book whatever you need, and mention the presenter sent you — the discount comes off automatically. Go on, that button right there. First one's practically on us.

LB-07 · Meet the Owner**BEST USE CASE**

Owner-operated businesses where a personal introduction builds instant trust.

PAGE PLACEMENT

About page — inline embed (or homepage)

CTA LINE

"Tap the button below and let's talk — you'll be dealing with us directly, start to finish."

15-SECOND VERSION · ~35 words

At [Business Name], the person who answers your call is the person whose name is on the door. [Owner Name] built this business on one promise: do it right or don't do it. Tap below to talk to us directly.

30-SECOND VERSION · ~75 words

Quick introduction: [Business Name] was started by [Owner Name] [X] years ago with one van, one toolbox, and a stubborn refusal to cut corners. Today the team is bigger, but the rule hasn't changed — every job gets done as if it were for family. When you tap the button below, you're not entering a queue. You're starting a conversation with people who genuinely care how it turns out.

**60-SECOND VERSION** · ~150 words

Let me introduce you to the person behind this business — because around here, that still matters. [Owner Name] started [Business Name] [X] years ago in [City], back when the entire company fit in one van. No investors, no franchise manual — just a simple rule: do the job the way you'd want it done in your own home. That rule built everything you see today. It's why customers from [X] years ago still call us, and why most of our new work comes from their recommendations. When you work with us, you're not passed between departments. You deal with a team that reports to someone whose actual name is on the line — every quote, every job, every follow-up. If that's the kind of business you've been looking for, tap the button below me. [Owner Name] would love to hear from you.

LB-08 · The Directions & Drop-In**BEST USE CASE**

Physical locations that want more foot traffic — hours, parking, and directions.

PAGE PLACEMENT

Contact / Visit Us page — inline embed

CTA LINE

"Tap the button below for one-tap directions — see you shortly!"

15-SECOND VERSION · ~35 words

Thinking of dropping by? Do it! [Business Name] is at [address], right near [landmark] — easy parking, open [hours]. Tap the button below for instant directions. We'll put the kettle on.

30-SECOND VERSION · ~75 words

Come say hello in person! You'll find [Business Name] at [address], just [X] minutes from [landmark] — and yes, there's proper parking right outside, which around here is saying something. We're open [days], [hours], and walk-ins are always welcome. Tap the button below for one-tap directions on your phone. See you soon!

60-SECOND VERSION · ~150 words

Some things are just better in person — and what we do at [Business Name] is one of them. So here's your official invitation to drop by. We're at [address] in [City], right near [landmark]; if you can find [landmark], you can find us. Parking is free and right outside — no circling the block for twenty minutes. We're open [days] from [hours], and you don't need an appointment for [walk-in service]; just come in, look around, and ask us anything. The team's friendly, the coffee's decent, and nobody's going to follow you around the shop. Tap the button below me and your phone will pull up turn-by-turn directions instantly. That's it — we'll see you shortly!



RO Restaurant Offers

Restaurants live and die on tonight's covers. These scripts sell specials, fill quiet slots, push direct ordering and drive reservations — measurable wins owners love.

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SCRIPTS

RO-01 · Tonight's Special

BEST USE CASE

Driving same-day bookings and orders by showcasing today's featured dish.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and book your table before tonight fills up."

15-SECOND VERSION · ~35 words

Tonight only at [Restaurant Name]: our [dish] — [short mouthwatering description] — for just [price]. Tables are going fast. Tap the button below and grab yours before it's gone.

30-SECOND VERSION · ~75 words

Can I tempt you? Tonight our chef is doing [dish] — [description: slow-cooked / wood-fired / house-made], the kind of plate people photograph before they touch. It's [price], it's tonight only, and last time we ran it, we sold out by [time]. Tap the button below to book your table or order it to your door. Don't say I didn't warn you.

60-SECOND VERSION · ~150 words

Let me tell you what's happening in our kitchen tonight. The chef at [Restaurant Name] is making [dish] — [sensory description: slow-roasted for six hours, finished with..., served with...]. It's the dish our regulars ask about all week, and it's only on the menu tonight, for [price]. Now, a friendly warning from someone who's watched this happen before: we prep a limited batch, and when it's gone, it's gone — usually by [time]. So here's what to do. If you fancy a night out, tap the button below me and book a table right now; it takes twenty seconds. Rather stay in? The same button gets it delivered hot to your door. Either way — tonight, [dish], [price]. I'll let the food do the rest of the talking.

RO-02 · The Lunch Deal

BEST USE CASE

Filling quiet weekday lunch slots with a fixed-price offer for workers and locals.

PAGE PLACEMENT

Homepage or Menu page — floating overlay

CTA LINE

"Tap the button below and reserve your lunch spot — in and out in under an hour."

15-SECOND VERSION · ~35 words

Lunch sorted: [Restaurant Name]'s weekday special — [main] plus [drink/side] for [price], served in [X] minutes. Perfect for a real lunch break. Tap the button below to grab your spot.

**30-SECOND VERSION** · ~75 words

If your lunch is usually a sad sandwich at your desk, listen up. Every weekday from [time] to [time], [Restaurant Name] does a proper lunch — [main] plus [drink/side] — for just [price]. Food's on your table in [X] minutes, so you're back at work on time, actually satisfied. Tap the button below and book your table, or order ahead for pickup.

60-SECOND VERSION · ~150 words

Let's fix your lunch break. You get maybe an hour, and most days it disappears into a queue and a takeaway box you eat standing up. Here's the better plan: [Restaurant Name]'s weekday lunch deal. Between [time] and [time], Monday to Friday, you get [main] plus [drink/side] for [price] — real food, cooked fresh, on your table within [X] minutes of sitting down. We built the whole thing around people with jobs: quick service, comfortable seats, and if you're really pressed, tap the button below and order ahead — it'll be ready the moment you walk in. Bring a colleague, bring your laptop, or bring nothing but an appetite. Tap the button below me to book or order. Lunch is officially worth looking forward to again.

RO-03 · The Weekend Family Table**BEST USE CASE**

Promoting weekend family dining — kids-eat-free or family bundle offers.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and lock in your family's table for the weekend."

15-SECOND VERSION · ~35 words

Weekend plans, solved: at [Restaurant Name], kids eat free every [Saturday/Sunday] with any adult main. Great food, zero washing up. Tap the button below and book the family table now.

30-SECOND VERSION · ~75 words

Parents, this one's for you. Every [Saturday and Sunday] at [Restaurant Name], kids eat free with every adult main — proper kids' meals, not an afterthought. There's space for prams, a menu picky eaters actually finish, and nobody glares if things get loud. Weekend tables go quickly, especially around [time]. Tap the button below and book yours now — the washing up is on us.

60-SECOND VERSION · ~150 words

Here's a question: when did feeding the whole family last feel like a treat instead of a project? Let's change that this weekend. At [Restaurant Name], kids eat free every [Saturday and Sunday] with any adult main — and before you ask, yes, real meals kids actually eat, made in the same kitchen as everything else. We're genuinely set up for families: room for prams, high chairs that aren't sticky, staff who bring the kids' food out first because we know how that clock works. Mum and dad get to eat a hot meal with both hands, which we hear is a luxury. Weekend family tables are our busiest, so don't leave it to chance — tap the button below me and book now. Come hungry, leave happy, and leave the dishes to us.

**RO-04 · Order Direct & Save****BEST USE CASE**

Pulling customers away from delivery apps toward direct online ordering.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below to order direct — better prices, hotter food, faster delivery."

15-SECOND VERSION · ~35 words

Ordering from us on a delivery app? You're paying extra for the same food. Order direct through the button below and save [X]% — plus your food arrives hotter and faster. Same menu, better deal.

30-SECOND VERSION · ~75 words

Quick money-saving tip from your favorite restaurant: those delivery apps charge you — and us — a hefty markup. Order directly through our site instead and you'll pay about [X]% less for the exact same meal. It also jumps the queue in our kitchen, so it arrives hotter and sooner. Tap the button below, order in a few taps, and put the difference toward dessert. You've earned it.

60-SECOND VERSION · ~150 words

Let me share a little industry secret. When you order our food through a delivery app, you're paying inflated menu prices, service fees, and 'small order' charges — often [X]% more than the food actually costs. And the apps take a big bite out of our side too. So we built a better way. Order directly through our website — the button is right below me — and here's what changes: you pay our real menu prices, your order goes straight into our kitchen queue instead of waiting for a third party, and it arrives hotter, faster, and cheaper. Same chefs, same portions, same delivery to your door. First direct order? Use code [CODE] for [extra offer]. Tap the button below me and see what your usual order costs without the middleman. You might be annoyed you didn't switch sooner.

RO-05 · Happy Hour Herald**BEST USE CASE**

Filling early-evening seats by promoting happy hour drinks and small plates.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and reserve your happy hour table — first round's practically on us."

15-SECOND VERSION · ~35 words

It's almost that time. Happy hour at [Restaurant Name]: [deal — 2-for-1 cocktails / half-price small plates], every [days] from [time] to [time]. Tap the button below and claim your table.

30-SECOND VERSION · ~75 words

Consider this your official invitation to the best two hours in [City]. Happy hour at [Restaurant Name] runs [days] from [time] to [time]: [drink deal], plus [small plates deal] to keep you going. Great after work, dangerous before dinner plans. The bar fills up fast after [time], so tap the button below and reserve your spot now. Bring a friend — or make some here.

**60-SECOND VERSION** · ~150 words

Everyone's got a favorite part of the day. Around here, it starts at [time]. That's when happy hour kicks off at [Restaurant Name] — [days], [time] to [time] — and honestly, it's become a bit of a local institution. Here's the lineup: [drink deal] on all [cocktails / house pours / drafts], plus [small plates deal] from a snack menu that takes itself just seriously enough. Whether you're decompressing after work, warming up before dinner, or turning a Tuesday into an occasion, this is the spot. One tip from me: the good seats — the ones by [window / terrace / bar] — are gone by [time], and we can't magic up more. So tap the button below me, reserve your table now, and roll straight in when the clock hits [time]. First visit? Tell the bartender I sent you.

RO-06 · The Reservation Nudge**BEST USE CASE**

Converting menu-browsers into booked tables — general reservation driver.

PAGE PLACEMENT

Menu page — floating overlay

CTA LINE

"Tap the button below and lock in your table — twenty seconds, done."

15-SECOND VERSION · ~35 words

I see you eyeing that menu. Good taste. Now make it real — tables at [Restaurant Name] go fast, especially [peak nights]. Tap the button below and yours is locked in, in twenty seconds.

30-SECOND VERSION · ~75 words

Browsing the menu is the fun part — until you call on [peak night] and hear 'fully booked.' Happens every week. So while you're here, do future-you a favor: tap the button below and reserve your table now. It takes twenty seconds, you can pick your time, and if plans change, cancelling is one tap. That [dish] you were just looking at? It tastes even better with a confirmed booking.

60-SECOND VERSION · ~150 words

Let me save you from the most common mistake people make on this website. They browse the menu — just like you're doing — they pick out the [dish] they're definitely ordering, they tell someone 'we should go there'... and then they don't book. Fast-forward to [peak night]: they call, we're full, and they end up somewhere disappointing. I've seen it a hundred times. Here's the fix, and it takes twenty seconds: tap the button below me, pick your date and time, done. You'll get an instant confirmation, a reminder before you arrive, and one-tap cancellation if life happens — no phone call, no awkwardness. We hold your table for [X] minutes past booking time, so even [City] traffic can't ruin it. The menu will still be here. The table won't. Tap the button and make it official.

RO-07 · The Catering Closer**BEST USE CASE**

Selling catering and private events to businesses and party planners.

PAGE PLACEMENT

Catering / Events page — inline embed

CTA LINE

"Tap the button below and get your catering quote within [X] hours."

15-SECOND VERSION · ~35 words

Feeding a crowd? [Restaurant Name] caters everything from office lunches to weddings — [X] to [X] guests, menus from [price] a head. Tap the button below for a fast, no-pressure quote.

**30-SECOND VERSION** · ~75 words

Planning an event and dreading the food question? Hand it to us. [Restaurant Name] caters office lunches, birthdays, weddings — anything from [X] to [X] guests — with menus starting at [price] per head. We handle delivery, setup, and the dietary-requirements puzzle, so you can worry about literally anything else. Tap the button below, tell us your date and headcount, and you'll have a quote within [X] hours.

60-SECOND VERSION · ~150 words

Here's the truth about organizing an event: nobody remembers the venue's carpet or the playlist — but everybody remembers the food. That's a lot of pressure on one decision, so let me make it easy. [Restaurant Name] has catered [number] events across [City]: office lunches that make Mondays bearable, birthdays, engagements, and weddings where the buffet got more photos than the couple. We handle groups from [X] to [X], with menus from [price] per head, and we take care of everything — delivery, setup, serving gear, and every vegan, gluten-free, and allergy note on your list. You get one contact person and zero day-of surprises. Tap the button below me, tell us your date, headcount, and rough budget, and we'll send a tailored quote within [X] hours. Book the food, and the rest of the event gets easier — promise.



DC Dentist & Clinic Intros

Healthcare visitors are anxious and price-wary. These scripts calm nerves, answer the money questions, and convert high-value bookings from new patients to big treatments.

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SCRIPTS

DC-01 · The New Patient Welcome

BEST USE CASE

General new-patient greeting for dental and medical clinic homepages.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and book your first visit — new patients seen within [X] days."

15-SECOND VERSION · ~35 words

Welcome to [Clinic Name]! Looking for a [dentist/doctor] in [City] who actually listens? You've found us. New patients are seen within [X] days. Tap the button below and book your first visit.

30-SECOND VERSION · ~75 words

Welcome — and if you're searching for a new [dentist/doctor] in [City], let me make the choice easier. At [Clinic Name], appointments start on time, treatment plans are explained in plain English, and nothing gets done without your full understanding of the cost. That's it. That's the philosophy. New patients are usually seen within [X] days. Tap the button below me and pick a time that suits you.

60-SECOND VERSION · ~150 words

Finding a new [dentist/doctor] is strangely hard, isn't it? You want someone qualified, obviously — but also someone who runs on time, doesn't rush you out the door, and doesn't surprise you with the bill. That's exactly the clinic Dr. [Name] set out to build here at [Clinic Name]. For [X] years, we've looked after families across [City] with a simple approach: listen first, explain everything in plain English, and never start treatment before you understand what it involves and what it costs. Our patients stay with us for years — many followed us from other clinics after one visit. New patients are welcome and usually seen within [X] days. Tap the button below me, choose a time that works for your schedule, and consider the search over. We'll take good care of you.

DC-02 · The Anxiety Soother

BEST USE CASE

Converting nervous patients — dental fear is the #1 reason people delay booking.

PAGE PLACEMENT

Homepage or New Patients page — floating overlay

CTA LINE

"Tap the button below and book a gentle, no-pressure first visit — you set the pace."

15-SECOND VERSION · ~35 words

Nervous about the dentist? You're not alone — and at [Clinic Name], you're in the gentlest hands in [City]. No lectures, no pressure, you set the pace. Tap the button below to take the first step.

**30-SECOND VERSION** · ~75 words

If you've been putting off the dentist for months — or years — I want you to hear this: nobody at [Clinic Name] will lecture you. Not once. Anxious patients are our specialty; we go at your pace, explain every step before it happens, and stop the moment you raise a hand. Hundreds of nervous patients later, our most common review is 'I wish I'd come sooner.' Tap the button below. Just a chat first, if you like.

60-SECOND VERSION · ~150 words

Can we talk about the thing that's kept you off this booking page? If the dentist makes you anxious, you're in bigger company than you think — nearly half of adults feel the same, and many haven't been in years. At [Clinic Name], we've built our whole approach around exactly that. Here's what a first visit looks like: a conversation, in a normal room, with no instruments in sight. You tell us your history and your worries; we listen. When you're ready — that visit or the next — we go step by step, explaining everything before it happens, and we stop any time you raise your hand. That's a promise we've kept for [X] years. No lectures about the past, ever. Just kindness and a fresh start. Tap the button below me and book that first conversation. You've already done the hard part by being here.

DC-03 · The Smile Upgrade**BEST USE CASE**

Promoting cosmetic treatments — whitening, veneers, smile makeovers.

PAGE PLACEMENT

Cosmetic / Whitening page
— inline embed

CTA LINE

"Tap the button below and book your free smile consultation."

15-SECOND VERSION · ~35 words

Want a whiter smile for [event season — weddings, holidays, photos]? [Clinic Name]'s professional whitening lifts your shade safely in one visit — from [price]. Tap the button below and book your free consult.

30-SECOND VERSION · ~75 words

Every photo, every meeting, every first impression — your smile walks in first. If you've been hiding yours, [Clinic Name] can help: professional whitening from [price], plus veneers and full smile makeovers, all done safely by clinicians, not a kit from the internet. It starts with a free, no-obligation consultation where you see what's possible before spending a thing. Tap the button below and book yours.

60-SECOND VERSION · ~150 words

Here's something we see every week at [Clinic Name]: someone covers their mouth when they laugh, avoids the camera at family events, and finally decides they're done with it. Six weeks later they can't stop smiling — literally. If that first person sounds like you, here's what's possible. Professional whitening that lifts your smile several shades in a single safe visit, from [price]. Veneers that fix chips, gaps, and years of wear. Or a full smile makeover, planned around your face and your budget. Everything starts with a free consultation: we scan your smile, show you a preview of the result, and give you a clear plan with clear pricing — no commitment, no hard sell. [Event season] is coming, and the best results take a little lead time. Tap the button below me and book your free smile consultation today. The camera's waiting.

**DC-04 · The Same-Day Emergency****BEST USE CASE**

Capturing urgent, high-intent visitors in pain who need an appointment today.

PAGE PLACEMENT

Emergency page — floating overlay

CTA LINE

"Tap the button below now — emergency slots are held every day for patients like you."

15-SECOND VERSION · ~35 words

In pain right now? Stop scrolling — [Clinic Name] holds same-day emergency slots every single day. Tap the button below or call [phone], and let's get you out of pain today.

30-SECOND VERSION · ~75 words

If you're here with a toothache, a broken tooth, or swelling — I'll keep this short, because you're in pain. [Clinic Name] reserves same-day emergency appointments every day, and we will see you today if you book in the next few hours. You'll get straight answers, immediate relief, and a clear plan. Tap the button below me or call [phone] right now. Don't tough this one out.

60-SECOND VERSION · ~150 words

Dental pain has terrible timing — and if you're reading this through a throbbing jaw, you don't need a lecture, you need a chair. So here's exactly what to do. [Clinic Name] holds same-day emergency slots every single day, specifically for people in your situation: toothache, broken or knocked-out teeth, lost fillings, swelling, abscesses. Tap the button below me or call [phone], and our team will fit you in today — usually within a few hours. When you arrive, priority one is getting you out of pain. Then we'll explain what's going on in plain English, give you honest options with upfront costs, and fix what needs fixing. One warning from the clinical team: swelling and severe pain don't improve on their own — they escalate. Every hour you wait makes it worse. The button is right below me. Use it now, and let's get you sorted today.

DC-05 · The Overdue Checkup**BEST USE CASE**

Re-activating lapsed patients and converting 'it's been a while' visitors.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and book your fresh-start checkup — no judgment, ever."

15-SECOND VERSION · ~35 words

Been a while since your last checkup? No guilt here — just a friendly nudge. [Clinic Name]'s fresh-start exam and clean is [price], and we never lecture. Tap the button below and get it off your list.

30-SECOND VERSION · ~75 words

Quick question — how long has 'book a dental checkup' been sitting on your to-do list? Six months? Two years? Longer? However long, here's your sign. [Clinic Name]'s fresh-start visit — full exam, clean, and X-rays for [price] — is designed exactly for people coming back after a gap. No judgment, no lectures, just a clear picture of where you stand. Tap the button below and finally tick that box.

**60-SECOND VERSION** · ~150 words

Let's be honest with each other for a second. That dental checkup you've been meaning to book — it's been a while, hasn't it? Life gets busy, nothing hurts, and suddenly it's been two, three, five years. Here's the thing though: the most expensive dental problems are the ones that grow quietly, and the cheapest ones are the ones caught early. That's the entire case for a checkup. At [Clinic Name], we've made coming back easy: the fresh-start visit includes a full exam, professional clean, and X-rays for [price] — and our team has one unbreakable rule: no judgment, no lectures, no matter how long it's been. You'll leave knowing exactly where you stand, with an honest plan if anything needs attention — and often, nothing does. Tap the button below me, pick a time, and turn 'I really should' into 'done.' Future you says thanks.

DC-06 · The Big-Treatment Consult**BEST USE CASE**

Selling high-value treatments (implants, Invisalign, orthodontics) via a free consultation.

PAGE PLACEMENT

Treatment page (Implants / Invisalign) — inline embed

CTA LINE

"Tap the button below and book your free [treatment] consultation — see your plan and price before deciding anything."

15-SECOND VERSION · ~35 words

Considering [implants / Invisalign]? Don't guess what it costs — find out. [Clinic Name] offers a free consultation with a full plan and exact pricing. Tap the button below to book yours.

30-SECOND VERSION · ~75 words

If you've been researching [implants / Invisalign], you've probably noticed nobody wants to tell you the price. We do things differently. Book a free consultation at [Clinic Name] and you'll leave with a full assessment, a treatment plan built for your mouth, and an exact cost — with monthly payment options from [amount]. No pressure, no obligation. Tap the button below and get real answers.

60-SECOND VERSION · ~150 words

Here's what usually happens when someone wants [implants / Invisalign]: they research for months, get scared by internet prices, and put it off another year — while the problem gets harder to treat. Let's skip all that. At [Clinic Name], your journey starts with a free consultation where you get three things nobody online can give you. First, a proper clinical assessment of your actual situation. Second, a treatment plan built specifically for you — not a generic brochure. And third, the thing everyone really wants: an exact price, in writing, with monthly payment plans from [amount] so you can budget properly. Then the decision is entirely yours — we don't do pressure. Dr. [Name] has completed [number] of these treatments over [X] years, and the consultation costs you nothing but an hour. Tap the button below me and book it. Whatever you decide, you'll finally have real answers.



DC-07 · The Insurance & Payment Untangler

BEST USE CASE

Removing cost and insurance confusion
— a top silent objection for clinics.

PAGE PLACEMENT

Fees / Insurance page —
inline embed

CTA LINE

"Tap the button below and send us
your insurance details — we'll check
your coverage for free before you
book."

15-SECOND VERSION · ~35 words

Confused about what your insurance covers here? Don't be — [Clinic Name] checks your coverage for free, before you book. Tap the button below, send your details, and get a clear answer today.

30-SECOND VERSION · ~75 words

Insurance paperwork shouldn't stand between you and your health. At [Clinic Name], we handle it for you: send your insurance details through the button below and our team will verify exactly what's covered — before your first visit, at no charge. No coverage? No problem: transparent pricing and payment plans from [amount] per month. Whatever your situation, you'll know the numbers upfront. Tap the button and let's clear this up.

60-SECOND VERSION · ~150 words

Want to know the number one question we get — before anything about teeth or treatment? 'Will my insurance cover this?' And honestly, the industry has made that question far harder than it should be. So here's how [Clinic Name] handles it. Tap the button below me and send us your insurance details — takes two minutes. Our front-desk team, who untangle this stuff all day long, will verify your exact coverage and message you back with plain-English answers: what's covered, what's not, and what your out-of-pocket would be. All before you book anything, completely free. Paying without insurance? You'll get our full price list upfront and payment plans from [amount] a month — no surprises at checkout, ever. Cost confusion keeps too many people from getting care they need. Let's take it off the table right now — the button's below me.



RL Real Estate Listings

7

One presenter per listing turns a static page into a private showing. Tour scripts, open-house invites, valuation hooks and buyer-lead capture — agents pay well for all of it.

SCRIPTS

RL-01 · The Listing Tour Host

BEST USE CASE

A per-listing presenter that walks visitors through a property's highlights.

PAGE PLACEMENT

Individual listing page — inline embed

CTA LINE

"Tap the button below and book your private viewing before this one goes."

15-SECOND VERSION · ~35 words

Welcome to [address] — [X] beds, [X] baths, and the [standout feature] everyone falls for. Priced at [price], and it won't sit long. Tap the button below to book your private viewing.

30-SECOND VERSION · ~75 words

Let me show you around [address]. [X] bedrooms, [X] bathrooms, and the thing photos never quite capture — [standout feature: the light in that kitchen / the garden / the view]. You're [X] minutes from [amenity], in [school district / neighborhood], all at [price]. Homes like this in [area] average just [X] days on market. Tap the button below and book a private viewing while it's still available.

60-SECOND VERSION · ~150 words

Come on in — let me walk you through [address]. This is a [X]-bed, [X]-bath [property type] in [neighborhood], and I'll tell you what makes it special beyond the photos. Start with [standout feature one] — buyers walk in and stop right there. Then there's [feature two], and a [kitchen / garden / master suite] that genuinely surprises people. Location-wise you're [X] minutes from [amenity], zoned for [schools], with [transport link] around the corner. The asking price is [price] — and for context, comparable homes in [area] have been selling in about [X] days, often with multiple offers. So here's my honest advice: if this one's ticking your boxes, don't just save the listing. Tap the button below me and book a private viewing this week. I'd hate for you to be the buyer who saw it second.

RL-02 · The Open House Invitation

BEST USE CASE

Driving attendance to a scheduled open house event.

PAGE PLACEMENT

Listing page — floating overlay

CTA LINE

"Tap the button below to RSVP for the open house — I'll make sure we're expecting you."

15-SECOND VERSION · ~35 words

You're invited! Open house at [address] this [day], [time] to [time]. Come walk it in person — no appointment needed. Tap the button below to RSVP and get the details sent to your phone.

**30-SECOND VERSION** · ~75 words

Consider this your personal invitation: [address] is open to visitors this [day] from [time] to [time]. Walk every room, test the light, meet the agent, and get your questions answered on the spot — no appointment, no pressure. Fair warning: the last open house here in [area] drew [number] groups, and this one's priced to move. Tap the button below to RSVP so we're expecting you.

60-SECOND VERSION · ~150 words

There's only so much a listing page can tell you — at some point, you need to stand in the kitchen and feel it. So here's your chance. This [day], from [time] to [time], we're opening the doors at [address] for an open house, and you're invited. Walk through at your own pace, check the water pressure, open the closets — really kick the tires. I'll be there in spirit, and [Agent Name] will be there in person to answer everything: offer process, seller's timeline, what the neighbors are like. A tip from experience: in [area], serious buyers come to the open house with their questions ready, because well-priced homes like this often go under contract the following week. Tap the button below me to RSVP — you'll get the address, parking notes, and a reminder on the day. See you [day]!

RL-03 · The Just-Listed Alert**BEST USE CASE**

Creating first-mover urgency in the first days a property hits the market.

PAGE PLACEMENT

Listing page — floating overlay

CTA LINE

"Tap the button below now — first viewings go to the first names on the list."

15-SECOND VERSION · ~35 words

Fresh on the market: [address] just listed at [price] — and in [area], the good ones go in days. Viewings start [day]. Tap the button below and get your name in first.

30-SECOND VERSION · ~75 words

You're early — and in real estate, early wins. [Address] listed just [hours/days] ago at [price]: [X] beds, [standout feature], in one of [area]'s most-watched pockets. Here's how this usually plays: viewings open [day], the first weekend decides it, and late callers hear 'under offer.' You're ahead of that curve right now. Tap the button below and lock in one of the first viewing slots.

60-SECOND VERSION · ~150 words

Let me tell you what 'just listed' really means in [area]. It means right now — today — you have an advantage that disappears by the weekend. [Address] hit the market [hours/days] ago at [price]: [X] bedrooms, [X] baths, [standout feature], in a neighborhood where inventory is thin and demand isn't. Here's the pattern we see over and over: the listing goes live, the first viewing slots fill within days, the first weekend produces offers, and everyone who 'meant to call' spends the next month saying 'we saw that one first.' You don't have to be that person. Because you found this early, you can book one of the very first viewings — before the crowd, before the bidding energy, while the seller is still forming expectations. Tap the button below me, grab a slot for [day], and give yourself the first-mover advantage this market rewards.

**RL-04 · The Home Valuation Hook****BEST USE CASE**

Winning seller leads with a free home valuation offer.

PAGE PLACEMENT

Sell / Valuation page — floating overlay

CTA LINE

"Tap the button below and get your free home valuation — know your number in 24 hours."

15-SECOND VERSION · ~35 words

Wondering what your home is worth in today's market? Probably more than you think. [Agency Name] will value it free — no strings, no spam. Tap the button below and know your number by tomorrow.

30-SECOND VERSION · ~75 words

Here's a fun fact: most homeowners in [area] underestimate their home's value by tens of thousands — the market has moved that fast. Want your real number? [Agency Name] offers a free valuation: we analyze recent sales on your street, current demand, and your home's specifics, then send you an honest figure within 24 hours. No obligation to sell, no pestering calls. Tap the button below and find out what you're sitting on.

60-SECOND VERSION · ~150 words

Whether you're seriously thinking of selling or just curious, there's one number every homeowner should know: what your home is actually worth right now. Not the online estimate that's off by twenty percent — a real valuation, from people who sell homes on streets like yours every month. [Agency Name] does this free, and here's how. Tap the button below me and answer a few quick questions about your property — two minutes, tops. Our team pulls recent sales around you, weighs current buyer demand in [area], factors in your home's specifics, and sends you an honest, no-fluff valuation within 24 hours. What we don't do: hound you with calls or pressure you to list. If the number surprises you — and it often does — you'll know your options. If you sit tight, you've lost nothing and learned a lot. Tap the button. Knowledge is free today.

RL-05 · The Buyer Consultation**BEST USE CASE**

Converting browsing buyers into consultation appointments with an agent.

PAGE PLACEMENT

Buy / Search page — floating overlay

CTA LINE

"Tap the button below and book a free 15-minute buyer chat — we'll find what the portals don't show you."

15-SECOND VERSION · ~35 words

Scrolling listings for months and finding nothing? That's normal — the best homes often sell before the portals catch up. Tap the button below, tell us your wishlist, and let us hunt for you.

30-SECOND VERSION · ~75 words

Can I save you some scrolling? The listings you see online are only part of the story — the best-priced homes in [area] often sell through agent networks before they're properly marketed. That's where we come in. Book a free 15-minute chat with a [Agency Name] buyer specialist: share your wishlist and budget, and we'll flag matches — including off-market ones — the moment they appear. Tap the button below and stop house-hunting alone.

**60-SECOND VERSION** · ~150 words

Let me describe the average buyer's journey in [area]: eight months of scrolling, forty saved listings, three viewings where the photos lied, and a growing suspicion that the good homes go to someone else. They usually do — and here's why. The best properties often sell through agent networks and pre-market whispers before they ever look 'available' online. The buyers who win aren't luckier; they're plugged in. So plug in. Book a free 15-minute consultation with a [Agency Name] buyer specialist — the button's below me. You'll tell us exactly what you're after: budget, areas, must-haves, deal-breakers. From then on, you hear about matching homes the moment we do — including off-market opportunities — plus honest guidance on pricing and offers when you find the one. It costs you nothing, and it turns you from a scroller into a contender. Tap the button and let's find your home properly.

RL-06 · The Neighborhood Expert**BEST USE CASE**

Area-focused pages — positions the agent as the go-to expert for one neighborhood.

PAGE PLACEMENT

Area / Neighborhood guide page — inline embed

CTA LINE

"Tap the button below and ask me anything about living in [neighborhood] — real answers, not brochure talk."

15-SECOND VERSION · ~35 words

Thinking about moving to [neighborhood]? I know every street, school, and coffee shop here — [Agency Name] has sold [number] homes in this area alone. Tap the button below and ask us anything.

30-SECOND VERSION · ~75 words

Every neighborhood has two versions: the brochure version, and the truth you learn after moving in. If you're considering [neighborhood], get the truth first. [Agency Name] has sold [number] homes here — we know which streets are quiet, where the parking wars happen, what the schools are really like, and where prices are heading. Tap the button below and ask us anything about the area. Honest answers, no sugar-coating.

60-SECOND VERSION · ~150 words

Let me tell you about [neighborhood] — the version you won't get from a listing description. Yes, it has [known highlight]; everyone knows that. But do you know which streets flood the school-run traffic at 8 a.m.? Which side of [main road] is noticeably quieter at night? Why homes on [street] sell for [X]% more than two blocks over? We do — because [Agency Name] has sold [number] homes right here, and we've walked buyers through every corner of this area for [X] years. That knowledge is the difference between buying a house and buying the right house on the right street. So here's an open offer: tap the button below me and ask anything about living here — schools, commutes, noise, prices, future development plans. You'll get a straight answer from a genuine local expert, whether or not you ever buy through us. That's how we've become [neighborhood]'s agency of choice.

**RL-07 · The Video-Tour Pusher****BEST USE CASE**

Getting remote or busy buyers to request a personal video walkthrough.

PAGE PLACEMENT

Listing page — inline embed

CTA LINE

"Tap the button below and request your personal video tour — we'll film it within 48 hours."

15-SECOND VERSION · ~35 words

Can't visit [address] in person? Don't skip it — request a personal video tour. We'll walk every room on camera, live or recorded, within 48 hours. Tap the button below and see it properly.

30-SECOND VERSION · ~75 words

Relocating? Busy? Just far away? Don't let distance cost you the right home. For [address], we offer personal video tours: a live walkthrough where you direct us — 'open that closet, show me the street' — or a recorded tour sent within 48 hours. It's how [number] of our recent buyers chose their home before ever setting foot inside. Tap the button below and request yours.

60-SECOND VERSION · ~150 words

Here's a modern real estate fact: some of the best buyers for [address] don't live anywhere near it yet. Relocating families, investors, people whose work weeks don't allow Tuesday viewings. If that's you, listen up — because photos aren't enough to make a decision, and you shouldn't have to. Request a personal video tour through the button below me, and here's what you get. Option one: a live video call where our agent walks the property and you direct every step — open that cupboard, show me the water pressure, walk to the end of the street. Ask anything in real time. Option two: a detailed recorded tour, filmed for you within 48 hours, that you can rewatch and share with family. [Number] of our recent sales happened to buyers who toured this way first. Distance shouldn't shrink your options. Tap the button and let us bring [address] to you.



CB Coach & Consultant Booking

Coaches sell trust, and a talking presenter delivers it. These scripts fill discovery calls, handle the 'is this for me?' doubt, and drive quiz and application funnels.

7

SCRIPTS

CB-01 · The Discovery Call Classic

BEST USE CASE

The standard homepage-to-calendar converter for any coach or consultant.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and book your free discovery call — let's see if we're a fit."

15-SECOND VERSION · ~35 words

If you're serious about [outcome], let's talk. I help [audience] achieve [result] — and the first call is free. Tap the button below, pick a time, and let's see if we're a fit.

30-SECOND VERSION · ~75 words

Quick question: how long have you been trying to [achieve outcome] on your own? If the answer is 'too long,' that's exactly why I'm here. I've helped [number] [audience] get to [result] — with a proven process, not generic advice. It starts with a free discovery call: thirty minutes, real talk, zero pressure. Tap the button below and grab a time on my calendar this week.

60-SECOND VERSION · ~150 words

Let me ask you something most websites won't: what has trying to figure this out alone actually cost you? Months? Opportunities? Confidence? Here's the pattern I see with every [audience] I work with — they don't lack effort or intelligence; they lack an outside perspective and a proven path. That's what I bring. Over [X] years, I've helped [number] clients go from [starting point] to [result], using a process refined on real people with real constraints — not theory. And it all starts with one free discovery call. Thirty minutes on video: you tell me where you are and where you're stuck, I'll tell you honestly whether I can help and what the path looks like. If we're not a fit, I'll say so and point you somewhere better. No scripts, no pressure, no obligation. Tap the button below me and pick a time. The call is free — staying stuck isn't.

CB-02 · The Pain-Point Agitator

BEST USE CASE

Landing pages targeting one specific painful problem your ideal client has.

PAGE PLACEMENT

Landing page — inline embed above the fold

CTA LINE

"Tap the button below and book a free call — bring your messiest problem."

15-SECOND VERSION · ~35 words

Still dealing with [specific pain]? It doesn't fix itself — I've watched people wait years. I help [audience] solve exactly this. Tap the button below and let's end it on a free call.

**30-SECOND VERSION** · ~75 words

Let's name the real problem: [specific pain]. It's costing you [consequence], it flares up every [trigger], and every fix you've tried has been a band-aid. I specialize in exactly this — I've helped [number] [audience] eliminate it for good using [method/framework]. On a free call, I'll show you the root cause most people miss. Tap the button below and bring your messiest version of this problem.

60-SECOND VERSION · ~150 words

Can I describe your week? You're dealing with [specific pain] — again. It's eating [hours/money], it's why [consequence], and you've tried fixing it: the books, the videos, maybe another [solution type] that promised the world. Still here, though, isn't it? Here's what I've learned helping [number] [audience] with this exact issue: [pain] is almost never the real problem — it's a symptom of [root cause], and that's why surface fixes keep failing. My work targets the root. Using [method/framework], my clients typically see [specific result] within [timeframe] — and more importantly, it stays fixed. I'd like to show you what that looks like for your situation, on a free, no-obligation call. Bring the messiest version of the problem; I've seen worse, I promise. Tap the button below me and pick a time. You've carried this long enough.

CB-03 · The Results Reel**BEST USE CASE**

Proof-led pitch showcasing concrete client outcomes and numbers.

PAGE PLACEMENT

Homepage or Results page
— inline embed

CTA LINE

"Tap the button below and book a call
— let's talk about what your numbers
could look like."

15-SECOND VERSION · ~35 words

[Client type] came to me at [before]. [Timeframe] later: [after]. That's not my best case — that's my average. Want to talk about your numbers? Tap the button below and book a free call.

30-SECOND VERSION · ~75 words

Let me skip the promises and show you receipts. [Client A]: from [before] to [after] in [timeframe]. [Client B]: [specific result]. [Client C]: [specific result]. Different people, same process — the one I'd walk you through on a free strategy call. If you're a [audience] who's done with guesswork, tap the button below and book a time. Bring your current numbers; we'll talk about where they could be.

60-SECOND VERSION · ~150 words

I could tell you I'm good at this — but everyone says that, so let me just show you the scoreboard. [Client A], a [description], came to me at [before]; within [timeframe], [after]. [Client B] was stuck at [before] for two years — we broke through in [timeframe] with [specific result]. [Client C]? [Specific result], and they'd be the first to tell you they were skeptical walking in. Here's the point: these aren't outliers I cherry-picked. This is what the process produces when a committed [audience] works it. The process is the product — and on a free strategy call, I'll walk you through exactly how it would apply to your situation, your numbers, your constraints. No fluff, no fake scarcity. Just tap the button below me, grab a slot, and bring your current numbers to the call. Let's talk about what they could look like [timeframe] from now.

**CB-04 · The Limited-Spots Closer****BEST USE CASE**

High-ticket coaches who genuinely cap client numbers — honest scarcity.

PAGE PLACEMENT

Work With Me page — floating overlay

CTA LINE

"Tap the button below and apply for one of the [X] open spots this month."

15-SECOND VERSION · ~35 words

I only take [X] new clients a month — that's how the results stay this good. [X] spots are open right now for [month]. Tap the button below to apply before they're gone.

30-SECOND VERSION · ~75 words

A quick word about how I work: I cap my client roster at [X] people, because deep work doesn't scale and I refuse to water it down. That means spots open in small batches — and right now, [X] are available for [month]. If you've been considering this, the application takes five minutes and there's no obligation either way. Tap the button below and apply while the door's open.

60-SECOND VERSION · ~150 words

Let me explain why there's an application process instead of a buy button. My coaching gets results because every client gets real attention — weekly calls, reviewed work, messages answered by me, not a team. Math being math, that caps how many people I can serve: exactly [X] at a time. When someone graduates, a spot opens; right now, there are [X] open for [month], and based on the current waitlist, they'll be gone within [timeframe]. Here's how it works: tap the button below me and fill out a short application — five minutes about where you are and what you're after. If it looks like a fit, we get on a call; if not, I'll tell you straight and suggest alternatives. No games, no fake countdown timers — just an honest capacity limit and an honest process. If this has been on your mind, this is the window. Tap the button and apply.

CB-05 · The Free-Session Giveaway**BEST USE CASE**

Low-friction entry — offering a genuinely free first session, not just a sales call.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and claim your free session — real coaching, not a sales pitch."

15-SECOND VERSION · ~35 words

Here's my deal: your first [session type] with me is completely free. Not a sales call — an actual working session on your [problem area]. Tap the button below and claim yours this week.

30-SECOND VERSION · ~75 words

Most coaches offer a free 'consultation' that's really a pitch. I do it differently: your first session with me is a real, working [session type] — we take one problem in your [area] and make actual progress on it, together. You'll leave with clarity and next steps whether or not we ever work together again. Why free? Because it's the most honest sample I can give you. Tap the button below and book yours.

**60-SECOND VERSION** · ~150 words

I want to make you an offer that sounds too good, so let me explain the catch upfront: there isn't one — there's a strategy. Your first session with me is completely free, and it's not a disguised sales pitch. It's a full working [session type]: you bring your biggest current challenge in [area], and for [X] minutes we work on it properly — my frameworks, my questions, my honest take. You leave with real clarity and a concrete next step, no matter what happens after. Here's why I do this: I'm confident that experiencing the work beats any testimonial I could show you, and the people who feel the difference tend to stick around. If you don't — no hard feelings, and you keep everything from the session. Simple. Tap the button below me, pick a time this week, and come with a real problem. Free session, real work. See you there.

CB-06 · The Quiz Funnel Front Door**BEST USE CASE**

Driving visitors into an assessment or quiz that qualifies and segments them.

PAGE PLACEMENT

Homepage or Quiz landing page — floating overlay

CTA LINE

"Tap the button below and take the free [X]-minute assessment — get your personalized score instantly."

15-SECOND VERSION · ~35 words

Want to know exactly why your [area] isn't where you want it? Take my free [X]-minute assessment. You'll get a personalized score and your single biggest fix — instantly. Tap the button below to start.

30-SECOND VERSION · ~75 words

Everyone's [area] problem feels unique — but after working with [number] clients, I've found it always maps to one of [X] patterns. Which is yours? My free assessment tells you in [X] minutes: answer a few sharp questions, get your personalized score, your pattern, and the one fix that will move the needle fastest for you specifically. No email required to start. Tap the button below and find out.

60-SECOND VERSION · ~150 words

Let me guess: you've consumed a mountain of advice about [area], and you're still not sure which of it applies to you. That's the problem with generic advice — it's written for everyone, which means it's written for no one. So I built something better. It's a free assessment: [X] minutes, [number] questions, each one designed from patterns I've seen across [number] real clients. When you finish, you don't get a vague 'thanks for playing.' You get your personalized score, the specific pattern that's holding your [area] back — there are [X], and you definitely have one — and the single highest-leverage fix for your situation, explained in plain language. People tell me the results feel uncomfortably accurate. That's the point. Tap the button below me, take the assessment now, and in [X] minutes you'll know more about your real problem than months of generic content ever taught you.

**CB-07 · The 'Is This For Me?' Objection Handler****BEST USE CASE**

Addressing the biggest hesitation — 'will this work for someone like me?'

PAGE PLACEMENT

Work With Me / FAQ page
— inline embed

CTA LINE

"Tap the button below and ask me directly — I'll tell you honestly if this is for you."

15-SECOND VERSION · ~35 words

'Will this actually work for me?' — fair question. My clients asked it too, before their [results]. The honest answer depends on you, so ask me directly. Tap the button below.

30-SECOND VERSION · ~75 words

You're probably wondering if this works for someone in your situation — [common variation: your industry, your level, your schedule]. Honest answer? It works for people who [commitment criteria], and it doesn't for people who [disqualifier]. I'd rather tell you 'no' upfront than take your money and waste your time. So ask me. Tap the button below, tell me your situation in two sentences, and I'll give it to you straight.

60-SECOND VERSION · ~150 words

Let's address the question you're actually asking right now: 'Sure, it worked for them — but would it work for me?' Maybe you think your situation is different: your industry's weird, you're too early, too late, too busy. I've heard every version, and here's my honest, non-salesy answer. This works for people who [criteria: show up weekly, apply the process, are willing to be uncomfortable for a season]. It does not work for people who [disqualifier: want it done for them, or need results by Friday]. That's it — the dividing line has never been industry or background; my clients include [example A], [example B], and [example C]. But you shouldn't have to guess which side you're on. Tap the button below me and send me your situation in two or three sentences. I will personally tell you whether this is a fit — and if it isn't, I'll say so and point you somewhere better. Deal?



SE SaaS Explainers

Software homepages have seconds to explain themselves. These scripts pitch the product, push trials and demos, spotlight features and rescue confused pricing-page visitors.

7

SCRIPTS

SE-01 · The 30,000-Foot Explainer

BEST USE CASE

Homepage hero — explains what the product does and who it's for, fast.

PAGE PLACEMENT

Homepage — inline embed in hero section

CTA LINE

"Tap the button below and start your free trial — no credit card needed."

15-SECOND VERSION · ~35 words

[Product] helps [audience] [core outcome] — without [pain it removes]. Setup takes [X] minutes, and the free trial needs no credit card. Tap the button below and see it in action.

30-SECOND VERSION · ~75 words

Here's [Product] in one breath: it's how [audience] [core outcome] without [pain]. Instead of [old way — spreadsheets, manual work, five different tools], you get [key capability] in one place, working in about [X] minutes. Teams like [customer type] use it to [specific result]. The free trial is genuinely free — no credit card, no sales call. Tap the button below and poke around yourself.

60-SECOND VERSION · ~150 words

Let me save you ten minutes of scrolling and just explain what this is. [Product] is built for [audience] who are tired of [pain: juggling spreadsheets, manual busywork, tools that don't talk to each other]. Here's what it does: [capability one], [capability two], and [capability three] — all in one place, all talking to each other. The result? Our customers typically [headline outcome: save X hours a week, increase Y by Z%] — and companies like [customer example] have made it part of their daily stack. What it doesn't do: require an engineering degree. Most people are up and running in [X] minutes, and our onboarding walks you through everything. The best way to get it is to try it: tap the button below me and start a free [X]-day trial. No credit card, no obligatory demo call, no tricks — just the product, doing its thing, on your data.

SE-02 · The Free-Trial Push

BEST USE CASE

Converting fence-sitters into trial signups by removing risk and friction.

PAGE PLACEMENT

Homepage or Pricing page — floating overlay

CTA LINE

"Tap the button below and start your free trial — you'll see your first [result] today."

15-SECOND VERSION · ~35 words

Still reading instead of trying? The free trial takes [X] seconds to start — no credit card — and you'll see [first result] today. Tap the button below. Reading can wait.

**30-SECOND VERSION** · ~75 words

Here's a thought: you could research [Product] for another hour, or you could be using it in [X] seconds. The trial is completely free for [X] days — no credit card, all features unlocked, your data imported in a few clicks. Most users hit their first [quick win] within the first session. If it's not for you, walk away; we don't even have your card. Tap the button below and just try it.

60-SECOND VERSION · ~150 words

Can I point out something? You're on this page because [Product] might solve your [problem] — but no amount of reading will actually answer that. Only using it will. So we've made trying it ridiculously easy. Tap the button below me and here's exactly what happens: you're inside the product in about [X] seconds — no credit card, no 'book a demo' gatekeeping, no phone calls from sales. You get the full product, every feature, for [X] days. Import your data in a few clicks, or play with our sample workspace if you'd rather. Most new users reach their first [quick win — first report, first automation, first campaign] in the very first session, and that moment tells you more than fifty review articles. Worst case? You've spent ten minutes and confirmed it's not for you — and since we never took your card, there's nothing to cancel. Tap the button. Stop researching, start knowing.

SE-03 · The Demo Booker**BEST USE CASE**

B2B products with sales-led motion — converts visitors into booked demos.

PAGE PLACEMENT

Homepage or Demo page — floating overlay

CTA LINE

"Tap the button below and book your [X]-minute demo — we'll show it running on your use case."

15-SECOND VERSION · ~35 words

The fastest way to evaluate [Product]? Watch it run on your use case. Book a [X]-minute demo — real product, your scenario, straight answers on pricing. Tap the button below.

30-SECOND VERSION · ~75 words

Generic demo videos are fine, but they never answer your question — 'will this work for us?' So ours are different. Book a [X]-minute session and we'll set up [Product] around your actual use case: your workflow, your data shape, your team size. Ask anything, including the pricing questions vendors usually dodge. No follow-up spam if it's not a fit. Tap the button below and pick a slot.

60-SECOND VERSION · ~150 words

Let's be honest about software demos: too many are forty slides, a canned walkthrough, and a rep who 'circles back' on every hard question. We run ours differently, and it's why [X]% of our demos turn into pilots. Here's what happens when you book. Before the call, we ask three questions about your setup. On the call — [X] minutes, no slides — we configure [Product] live around your actual use case: your workflow, your data, your team structure. You'll see exactly where it fits, what it replaces, and what the migration looks like. Then you can ask anything, including the questions vendors hate: real pricing, real limitations, what customers complain about. Straight answers, every time. And if it's not a fit, we'll say so on the call and you'll never get a chase email. Tap the button below me, grab a slot this week, and evaluate us properly.

**SE-04 · The Feature Spotlight****BEST USE CASE**

Feature or use-case pages — makes one capability concrete and desirable.

PAGE PLACEMENT

Feature page — inline embed

CTA LINE

"Tap the button below and try [feature] free — it works from day one."

15-SECOND VERSION · ~35 words

Meet [feature] — the part of [Product] that [what it does] automatically. Users call it 'the thing I can't go back from.' Tap the button below and try it free.

30-SECOND VERSION · ~75 words

Let me show you the feature our users won't shut up about: [feature]. Here's what it does — [plain-English explanation], automatically, in the background. Before this, you'd [old painful way]; now it's [new effortless way], and it saves the average team [X hours/amount] a month. It works from the first day of your free trial, no setup gymnastics. Tap the button below and see it on your own data.

60-SECOND VERSION · ~150 words

Every product has one feature that turns users into evangelists. For [Product], it's [feature] — so let me show you why. Think about how you currently handle [task]: [old way — the manual steps, the copy-pasting, the checking and re-checking]. Annoying, error-prone, and it eats [X] hours a month. Now here's [feature]: [plain-English explanation of what it does]. It runs automatically — you [minimal user action], and it handles the rest, every time, without being reminded. [Customer type] told us it [specific quote-worthy outcome: caught errors their team missed for years, cut reporting day to an hour]. And here's the part I love: it's not locked behind an enterprise tier or a setup project. It works from day one of the free trial, on your real data. Tap the button below me, start the trial, and go straight to [feature]. You'll get it within five minutes — and you won't want to go back.

SE-05 · The Switcher's Pitch**BEST USE CASE**

Comparison pages targeting users of a named competitor — makes switching feel safe.

PAGE PLACEMENT

Comparison / Alternative page — inline embed

CTA LINE

"Tap the button below and start the switch — we'll migrate your data free."

15-SECOND VERSION · ~35 words

Using [Competitor]? Then you know the [pain point]. [Product] fixes exactly that — and we'll migrate your data over free, usually in under [X] minutes. Tap the button below to start the switch.

30-SECOND VERSION · ~75 words

If you're comparing us to [Competitor], you're probably feeling one of three things: [pain one], [pain two], or that pricing email that made your eyes water. Here's the honest pitch: [Product] does [core job] with [key differentiator], for about [X]% less. And switching isn't a project — our free migration tool moves everything over in about [X] minutes, and your team barely notices. Tap the button below and see the side-by-side.

**60-SECOND VERSION** · ~150 words

Let me talk to you as a [Competitor] user, because we built half our roadmap listening to people like you. You chose [Competitor] for good reasons — but lately you've hit the classics: [pain one], [pain two], and renewal pricing that climbs every year while the product stands still. Here's where [Product] is genuinely different — not a feature-list war, just the things that matter: [differentiator one], [differentiator two], and pricing that's roughly [X]% lower with no surprise jumps at renewal. Now, the real reason you haven't switched: migration dread. We've killed it. Our free migration assistant moves your [data types — projects, contacts, history] automatically, keeps everything intact, and most teams complete the whole move in under [X minutes/one afternoon] — with our team on standby if anything looks odd. Tap the button below me for the honest side-by-side comparison, then start the trial and run both in parallel. No pressure — the numbers do the arguing.

SE-06 · The Pricing-Page Reassurer**BEST USE CASE**

Pricing pages — resolves the 'which plan?' hesitation that stalls checkout.

PAGE PLACEMENT

Pricing page — floating overlay

CTA LINE

"Tap the button below and tell us your team size — we'll recommend the right plan in one message."

15-SECOND VERSION · ~35 words

Stuck between plans? Quick rule: most teams your size start on [Plan] and upgrade only when [trigger]. Still unsure? Tap the button below and we'll recommend your plan in one message.

30-SECOND VERSION · ~75 words

Pricing pages cause a very specific anxiety — pick too small and you'll hit walls, too big and you're overpaying. So here's the honest cheat sheet: solo users and small teams thrive on [Plan A]; you only need [Plan B] once you [trigger — pass X users, need Y feature]. You can change plans anytime, and unused time is credited. Still torn? Tap the button below, tell us your setup, and we'll recommend honestly — even if it's the cheaper one.

60-SECOND VERSION · ~150 words

Let me be your honest guide through this pricing page, because I know exactly what's happening right now: you're hovering between two plans, worried about picking wrong. Here's the truth most companies won't put this plainly. If you're [profile A — a solo user or team under X], start on [Plan A]; it covers [capabilities], and honestly, most people never need more. Choose [Plan B] only when you [genuine trigger — cross X users, need Y integration, hit Z volume] — and you'll know when that happens, because the product will tell you, not a sales rep. Two safety nets to remove the fear completely: you can switch plans anytime with prorated credit, and there's a [X]-day money-back guarantee on every tier, no questions asked. Picking 'wrong' is temporary and costs nothing. Still unsure? Tap the button below me, tell us your team size and main use case, and a human will recommend the right plan in one message — even when the right plan is the cheaper one. That's a promise.



SE-07 · The Onboarding Welcome

BEST USE CASE

Post-signup welcome pages — drives activation to the first key action.

PAGE PLACEMENT

Welcome / Getting Started page — inline embed

CTA LINE

"Tap the button below and complete your first [key action] — it takes five minutes and everything clicks after that."

15-SECOND VERSION · ~35 words

Welcome to [Product]! One tip before you explore: users who [key first action] in their first session get results [X]x faster. It takes five minutes. Tap the button below and start there.

30-SECOND VERSION · ~75 words

Welcome aboard — genuinely glad you're here. Now, can I steer your first five minutes? Skip the settings, skip the poking around, and do one thing: [key first action]. It's the moment [Product] 'clicks' — everything else makes sense after it. Our data says users who do it in session one are [X]x more likely to hit [outcome] in their first month. Tap the button below and I'll walk you through it, step by step.

60-SECOND VERSION · ~150 words

Welcome to [Product] — you're officially in, and I'm here to make sure your first session isn't the aimless-clicking kind. Here's something we learned from watching thousands of new accounts: the users who succeed all do the same first thing. Not the settings page, not the integrations tab — they [key first action: import their data, create their first project, run their first report]. That's the moment the product stops being abstract and starts being yours. Users who do it in their first session are [X] times more likely to still be here — and thriving — in month three. So let's make you one of them, right now. Tap the button below me and you'll get a guided five-minute walkthrough of exactly that step, using your own data. After it, everything else in [Product] will make intuitive sense. Five minutes, one action, and you're properly up and running. Ready? Button's below.



EC E-commerce Product Pages

7

Every product page is a silent salesperson — these scripts give it a voice. Product pitches, bundles, size help and checkout reassurance that directly lift conversion.

SCRIPTS

EC-01 · The Product Storyteller

BEST USE CASE

Hero product pages — replaces the static description with a spoken pitch.

PAGE PLACEMENT

Product page — inline embed near buy box

CTA LINE

"Tap the button below and add it to your cart — [guarantee/shipping perk] included."

15-SECOND VERSION · ~35 words

Meet the [Product] — [one-line hook]. [Key benefit] plus [second benefit], with [number] five-star reviews behind it. Tap the button below and make it yours — [shipping/guarantee perk] included.

30-SECOND VERSION · ~75 words

Let me tell you why [number] people rated the [Product] five stars. It [key benefit] — thanks to [feature/material] — and unlike the cheap versions, it [durability/quality point]. Whether you're [use case A] or [use case B], it just works, every time. It ships [shipping promise] with [guarantee]. Tap the button below and add it to your cart while it's in stock.

60-SECOND VERSION · ~150 words

Since you're looking at the [Product], let me give you the two-minute story the photos can't. It was designed for one job: [core purpose] — and it does that better than anything at this price, because of [feature/material one] and [feature two]. Real customers use it for [use case A], [use case B], even [surprising use case] — and [number] of them have left five-star reviews saying things like [paraphrased review theme]. What you won't get: [common flaw of cheaper alternatives — flimsy build, fading, breaking after a month]. We back that with [guarantee], and shipping is [shipping promise]. One honest note: our [color/size variant] tends to sell out first, so if that's the one in your head, don't sleep on it. Tap the button below me, add it to your cart, and see what the five-star fuss is about. You've got [guarantee] to change your mind — you won't.

EC-02 · The Bestseller Badge

BEST USE CASE

Highlighting your top-selling product to visitors who don't know where to start.

PAGE PLACEMENT

Homepage or Collection page — floating overlay

CTA LINE

"Tap the button below and see why the [Product] outsells everything else we make."

15-SECOND VERSION · ~35 words

Don't know where to start? Start where everyone does: the [Product] — our bestseller, [number] sold, [rating] stars. There's a reason it's always first to sell out. Tap the button below.

**30-SECOND VERSION** · ~75 words

Every store has one product customers buy, love, and come back to buy again as gifts. Ours is the [Product]: over [number] sold, [rating] stars, and the item our repeat customers order most. Why? [One-line reason: it solves X perfectly / the quality-to-price ratio is silly]. If it's your first time here, this is the safest great choice on the site. Tap the button below and see it up close.

60-SECOND VERSION · ~150 words

First time in our store? Let me point you to the shortcut. Every brand has one product that becomes the phenomenon — the one that gets reordered, gifted, and name-dropped in reviews of other products. For us, that's the [Product]. The numbers: over [number] sold, a [rating]-star average across [review count] reviews, and our highest repeat-purchase rate by far. The reason is simple: it nails the one thing people actually want from a [category] — [core benefit] — without the [common trade-off: bulk, fuss, premium price]. New customers who start here almost always come back, which frankly is the whole business strategy. It comes with [guarantee/perk], and because it's the bestseller, restocks sell through fast — [variant] especially. Tap the button below me, take a proper look, and start where thousands of happy customers started. The reviews will finish the job I started.

EC-03 · The Bundle Builder**BEST USE CASE**

Raising average order value with bundles and free-shipping thresholds.

PAGE PLACEMENT

Cart page or Product page
— floating overlay

CTA LINE

"Tap the button below and complete the bundle — save [X]% and unlock free shipping."

15-SECOND VERSION · ~35 words

Smart shopper tip: add [companion product] to your order and you'll save [X]% on the pair — plus unlock free shipping. They're designed to work together. Tap the button below to bundle up.

30-SECOND VERSION · ~75 words

Quick heads-up before you check out: the [Product] you picked has a perfect partner. Customers who add [companion product] save [X]% on the bundle — and it tips you over the free-shipping line, so the discount is even bigger than it looks. They're designed to work together: [one-line reason]. Tap the button below, add it in one click, and check out with the better deal.

60-SECOND VERSION · ~150 words

Hold on — before you check out, let me save you some money, because what you're about to do is the number one thing customers email us about later. You've got the [Product] in your cart. Great choice. But here's what experienced customers know: it pairs with [companion product] — [reason they work together: same system, completes the routine, protects the first purchase] — and buying them together triggers our bundle price: [X]% off the pair. Even better, the bundle pushes your order past [threshold], which unlocks free shipping — so between the discount and the shipping, you're effectively getting [companion product] for [fraction] of its price. Buy it separately next month — and many people do — and you'll pay full price plus shipping, twice. The math only works today, in this cart. Tap the button below me, add the bundle in one click, and check out like a veteran. Your future self says thanks.

**EC-04 · The New-Arrival Herald****BEST USE CASE**

Launching a new product to store visitors — early-bird framing.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and shop the new [Product] — launch pricing ends [date]."

15-SECOND VERSION · ~35 words

Just dropped: the new [Product] — [one-line hook]. Early birds get launch pricing of [price] until [date], and the first batch always sells out. Tap the button below and see it first.

30-SECOND VERSION · ~75 words

Big news around here: the [Product] just launched, and it's the release we've been teasing for months. [What's new/special: redesigned X, new material, most-requested feature]. To celebrate, launch pricing is [price] — that's [X]% under what it'll settle at after [date]. Our first batches historically sell out in [timeframe], and this one's tracking faster. Tap the button below and be first, not waitlisted.

60-SECOND VERSION · ~150 words

Can I show you what everyone on our email list is talking about this week? The [Product] just went live — our newest release, and honestly the one we're proudest of. Here's what makes it special: [key improvement one], [key improvement two], and the [most-requested change] our customers have been asking about for a year. We listened, we built it, and early reviews are calling it [paraphrased early reaction]. Now, the launch math: for the first [X] days — until [date] — it's priced at [price], which is [X]% below its regular price. And a pattern worth knowing: our launch batches have sold out every single time, usually within [timeframe], and then it's waitlist city for weeks. So if [Product] is even slightly your thing, the move is obvious. Tap the button below me, grab it at launch pricing, and be the friend who had it first — not the one asking where you got it.

EC-05 · The How-It-Works Demo**BEST USE CASE**

Products that need a quick usage explanation to overcome confusion before buying.

PAGE PLACEMENT

Product page — inline embed

CTA LINE

"Tap the button below and order yours — you'll be using it in minutes, not reading manuals."

15-SECOND VERSION · ~35 words

Wondering how the [Product] actually works? Three steps: [step one], [step two], [step three]. That's it — no manual required. Tap the button below and get yours moving.

30-SECOND VERSION · ~75 words

The [Product] looks clever in photos — but let me show you how simple it really is. Step one: [action]. Step two: [action]. Step three: [action]... and you're done, in under [time]. No tools, no app gymnastics, no thirty-page manual. That simplicity is exactly why [customer type] rate it [rating] stars. Tap the button below and have yours doing this by [timeframe — next week].

**60-SECOND VERSION** · ~150 words

The number one question about the [Product] isn't about price or shipping — it's 'okay, but how does it actually work?' Fair question, so let me walk you through it right now. Step one: [action, one plain sentence]. Step two: [action]. Step three: [action] — and that's genuinely the whole thing. First-time setup takes about [time], and after that it's [even less/automatic]. No tools, no subscriptions, no manual you'll never read. Everything you need comes in the box. Customers tell us the same thing in review after review: they expected complicated and got [rating]-star simple — even the self-declared 'not techy' ones, even as gifts for parents. If [common worry: 'will I set it up wrong?'] was holding you back, consider it handled: there's also a [X]-minute setup video and real human support if you ever need it. Tap the button below me and order yours. You'll be using it minutes after the box arrives — I just showed you the entire learning curve.

EC-06 · The Checkout Reassurer**BEST USE CASE**

Reducing cart abandonment with guarantee, returns, and security reassurance.

PAGE PLACEMENT

Cart / Checkout page — floating overlay

CTA LINE

"Tap the button below and complete your order — protected by [guarantee] either way."

15-SECOND VERSION · ~35 words

Almost there! Quick reassurance: your order is backed by our [X]-day money-back guarantee, free returns, and secure checkout. Zero risk on your side. Tap the button below and finish up.

30-SECOND VERSION · ~75 words

I know this moment — cursor hovering, wondering if you should. So here's everything protecting you: a [X]-day money-back guarantee, no questions asked. Free, easy returns with a prepaid label. Secure, encrypted checkout. And real humans on support if anything's off. In other words: if you don't love it, you're out nothing but the unboxing. Tap the button below and complete your order with confidence.

60-SECOND VERSION · ~150 words

Let's talk about the hesitation you're feeling right now — because it's completely rational. You can't hold the product, you've been burned by online orders before, and that little voice says 'what if it's not as good as it looks?' Here's how we've answered that voice for [number] customers. One: a [X]-day money-back guarantee — use the product, actually test it, and if you're not happy, full refund, no interrogation. Two: returns are free and painless; we send a prepaid label, you drop it off, done. Three: checkout is fully encrypted and we never store your card details. Four: real human support answers within [timeframe] if anything at all goes sideways. Add that up and here's the honest truth of this transaction: all the risk is on us. The only way you lose is if you wanted it and talked yourself out of it. Tap the button below me and finish your order — you're covered either way.



EC-07 · The Fit & Size Guide

BEST USE CASE

Apparel and sized goods — kills the #1 conversion killer: size uncertainty.

PAGE PLACEMENT

Product page — floating overlay near size selector

CTA LINE

"Tap the button below for the 60-second size finder — get your exact match before you order."

15-SECOND VERSION · ~35 words

Unsure about sizing? Quick tip: this style runs [true to size / slightly small] — most customers take their usual [size guidance]. Still torn? Tap the button below for our 60-second size finder.

30-SECOND VERSION · ~75 words

Let's solve the size question before it costs you the perfect fit. This piece runs [true to size / small / relaxed] — if you're between sizes, go [up/down]. For reference, our model wears [size] and is [measurements]. Want certainty? Tap the button below for the 60-second size finder: answer three questions, get your exact size. And if it's still not right, exchanges are free. You genuinely can't lose.

60-SECOND VERSION · ~150 words

Here's the thing that kills more online orders than price ever does: 'but what if it doesn't fit?' Totally fair — so let me be your fitting room. First, the straight answer: this style runs [true to size / a touch small / relaxed], and the fabric [has stretch / holds its shape], so most customers take [guidance — their usual size / one size up]. For a visual anchor, our model is [height/measurements] wearing a [size]. Second, the precise answer: tap the button below me and use the size finder — three quick questions about your measurements and fit preference, and it tells you your exact size for this specific piece, based on data from thousands of orders. It's right [X]% of the time. And third, the safety net: if it arrives and isn't perfect, exchanges are completely free — prepaid label, new size on its way the same week. Between those three layers, size risk is basically zero. Tap the button, find your fit, and order with confidence.



CS Course Creator Sales Pages

Course buyers need belief before they buy. Transformation pitches, curriculum tours, price reframes and deadline closers — the full sales-page arsenal.

7

SCRIPTS

CS-01 · The Transformation Pitch

BEST USE CASE

Main course sales page — sells the before-to-after journey, not the content.

PAGE PLACEMENT

Sales page — inline embed above the fold

CTA LINE

"Tap the button below and enroll in [Course Name] — your [outcome] journey starts today."

15-SECOND VERSION · ~35 words

Imagine going from [before state] to [after state] in [timeframe]. That's what [Course Name] is built for — and [number] students have done it. Tap the button below and start your transformation.

30-SECOND VERSION · ~75 words

Let's be clear about what [Course Name] really sells — it's not videos, it's a transformation. You arrive [before state: overwhelmed, stuck, guessing], and you leave [after state: confident, earning, in control], following the same path [number] students have walked. Step by step, in [timeframe], with support the whole way. If you're done being on the wrong side of that gap, tap the button below and enroll today.

60-SECOND VERSION · ~150 words

Close your eyes for a second — actually, keep them open, I'm up here. But imagine this: it's [timeframe] from now, and [after state painted vividly: your first clients are paying you, the skill everyone said was hard is just... something you do]. That's not a fantasy; it's the documented experience of [number] students who've completed [Course Name]. Here's why it works when free videos haven't: this isn't a pile of content, it's a sequence. Every module builds on the last, every lesson ends with an action, and you always know exactly what to do next — no gaps, no guessing, no three-hour YouTube rabbit holes. Add [support element: weekly Q&As; a community, feedback on your work], and the difference from learning alone is night and day. You've been [before state] long enough. The version of you from [timeframe] in the future is asking you to tap the button below me and enroll. Class is open.

CS-02 · The Curriculum Tour

BEST USE CASE

For analytical buyers who need to see exactly what's inside before purchasing.

PAGE PLACEMENT

Sales page — inline embed at curriculum section

CTA LINE

"Tap the button below and get instant access to all [X] modules — start with module one tonight."

15-SECOND VERSION · ~35 words

Want to see inside [Course Name]? [X] modules: from [module 1 topic] to [final topic], plus [bonus/tools]. Everything's step-by-step, nothing's fluff. Tap the button below for instant access.

**30-SECOND VERSION** · ~75 words

Let me open the curriculum for you. Module one: [topic] — your foundation. Modules two to [X]: [the core journey, summarized]. Then the part everyone loves: [standout module/bonus], where [what they build/achieve]. Every lesson is [format: short, actionable, with templates], designed for busy people. Total: [X] hours of material you'll actually use, with lifetime access. Tap the button below and start module one tonight.

60-SECOND VERSION · ~150 words

You're the kind of buyer who reads the curriculum before the testimonials — respect. So let's walk through exactly what's inside [Course Name]. Module one, [topic]: the foundation most people get wrong, fixed in [X] lessons. Modules two through [X] take you through [the core sequence: from A to B to C], each one ending with an action step so you're building as you learn, not just watching. Module [X] is the one students rave about: [standout topic], where you [concrete deliverable they create]. Then the toolkit: [templates, swipe files, checklists] — the shortcuts that took me [X] years to develop, yours on day one. Every video is [short/focused], made for people with real schedules, and you keep lifetime access including all future updates. No filler modules padding a runtime — I cut everything that didn't earn its place. Tap the button below me, get instant access, and see the whole thing from the inside tonight. Module one is waiting.

CS-03 · The Instructor Credibility Builder**BEST USE CASE**

Answering 'who are you to teach this?' — establishes authority fast.

PAGE PLACEMENT

Sales page — inline embed at About the Instructor section

CTA LINE

"Tap the button below and learn [skill] from someone who's actually done it — not just taught it."

15-SECOND VERSION · ~35 words

Why learn [skill] from me? Because I've [top credential: done X, built Y, earned Z] — and spent [X] years turning that into a teachable system. Tap the button below and skip my mistakes.

30-SECOND VERSION · ~75 words

Quick introduction, since you're trusting me with your time. I'm [Name]. Over [X] years, I've [credential one] and [credential two] — and made every expensive mistake in [field] so you don't have to. [Course Name] is that whole journey distilled: what works, what wastes months, and the exact order to do things in. [Number] students and [rating] stars suggest it translates. Tap the button below and let's get you moving.

60-SECOND VERSION · ~150 words

Before you buy a course, you deserve to know who's teaching it — so here's my story, short version. I'm [Name], and [X] years ago I was exactly where you are: [relatable starting point]. No shortcuts existed, so I learned the long way — [key struggle], [expensive mistake], all of it. Eventually things clicked: [achievement one], then [achievement two], and today [current position/proof: I run X, my work has done Y]. Now, being good at something and teaching it are different skills — which is why I spent [time] turning my experience into a system anyone can follow, tested and refined on [number] real students. Their results — [example outcome], [rating]-star reviews — matter more than my bio ever will. Here's my promise: everything in [Course Name] is something I've actually done, not theory I've collected. You're learning from the scar tissue, and it will save you years. Tap the button below me and let's begin.



CS-04 · The Student Success Wall

BEST USE CASE

Social-proof-led pitch built on aggregate student results.

PAGE PLACEMENT

Sales page — inline embed at testimonials section

CTA LINE

"Tap the button below and join [number] students already getting results inside [Course Name]."

15-SECOND VERSION · ~35 words

[Number] students. [Aggregate result: \$X earned, X projects launched]. [Rating] stars. The results wall speaks for [Course Name] better than I can. Tap the button below and add your name to it.

30-SECOND VERSION · ~75 words

Scroll this page and you'll see the real sales pitch: [Student A] hit [result] in [timeframe]. [Student B] went from [before] to [after]. And [number] more stories like them — different backgrounds, same system. That's the pattern that matters: it's not one lucky outlier, it's a repeatable path. The next success story on this wall could have your name on it. Tap the button below and enroll.

60-SECOND VERSION · ~150 words

I could pitch you [Course Name] myself — but honestly, my students do it better, so let me step aside and show you the wall. [Student A], a [background], enrolled [timeframe] ago; today, [specific result]. [Student B] started with [disadvantage — zero experience, no audience, a full-time job] and still reached [result] in [timeframe]. [Student C] said it best: [paraphrased quote about the course changing their trajectory]. And behind those three are [number] more students, a [rating]-star average, and [aggregate stat: \$X in combined student earnings, X launches] and counting. Here's what I want you to notice: they're not special — different ages, countries, backgrounds and schedules. The constant isn't the student; it's the system they all followed. Which means the honest question isn't 'does this work?' The wall settles that. It's 'when does your story go up?' Tap the button below me, enroll today, and let's start writing it.

CS-05 · The Enrollment Deadline

BEST USE CASE

Cohort or launch-based courses with real closing dates.

PAGE PLACEMENT

Sales page — floating overlay

CTA LINE

"Tap the button below and enroll before doors close [date] at [time]."

15-SECOND VERSION · ~35 words

Heads up: enrollment for [Course Name] closes [date] at [time] — after that, doors shut until [next opening]. If you've been on the fence, this is the moment. Tap the button below.

30-SECOND VERSION · ~75 words

A time-sensitive note: [Course Name] enrollment closes [date] at [time], and this isn't marketing theater — we close so the new cohort starts together and gets full attention. Miss it, and the next opening is [next window], likely at a higher price. If you've read this page and felt that 'this is for me' pull, trust it. Tap the button below and get in before the door shuts.

**60-SECOND VERSION** · ~150 words

Let me explain the deadline on this page, because I know how fake urgency smells — and this isn't that. [Course Name] runs in cohorts: everyone starts together, moves together, and gets [support element: live calls, feedback, community momentum] together. That structure is why the results are what they are — and it's physically impossible if people trickle in year-round. So enrollment genuinely closes [date] at [time]. Here's what happens after: the buy button comes down, the waitlist goes up, and the next cohort opens [next window] — at [higher price / no founding bonuses]. I've watched what the deadline does: the people who join in the final hours consistently tell me the deadline was the push they needed, and the people who miss it email asking for exceptions I can't make. Don't be the second email. If this page has been speaking to you, tap the button below me and enroll now. Doors close [date], [time] sharp — and I'd love to see you inside.

CS-06 · The Investment Reframe**BEST USE CASE**

Handling price objections — reframes cost against alternatives and payment plans.

PAGE PLACEMENT

Sales page — inline embed near pricing section

CTA LINE

"Tap the button below and choose your plan — full payment or [X] installments of [amount]."

15-SECOND VERSION · ~35 words

Yes, [Course Name] is [price]. Now the context: that's less than [relatable comparison], for a skill that pays you back for decades. Payment plans start at [amount]. Tap the button below.

30-SECOND VERSION · ~75 words

Let's talk about the price like adults. [Course Name] is [price] — or [X] payments of [amount]. Compare the alternatives: a semester course costs more and moves slower; figuring it out alone costs months you don't get back; and one [outcome — client, promotion, launch] from these skills covers the fee several times over. This is the rare purchase that's an input, not an expense. Tap the button below and pick the plan that fits.

60-SECOND VERSION · ~150 words

Let's have the honest money conversation, because you've seen the price and you're doing math in your head. [Course Name] is [price] — real money, and I won't pretend otherwise. But let's price the alternatives properly. A university course covering half this material: [comparison price] and a year of your life. Learning it solo from free content: technically free, but the average person burns [X] months in trial and error — and if your time is worth anything, that's the most expensive option on the table. Meanwhile, one [outcome unit — client, raise, launch] using these skills pays back [multiple]x the fee — and skills compound; they keep paying for decades. To make the decision easier, there's a payment plan: [X] installments of [amount] — and a [X]-day guarantee: complete the first modules, do the work, and if it's not what I promised, full refund. The real question was never the price; it's the cost of staying where you are. Tap the button below me and invest in the version of you that earns it back.

**CS-07 · The Bonus Stack Reveal****BEST USE CASE**

Sweetening the offer — stacks bonuses to push value perception past the price.

PAGE PLACEMENT

Sales page — inline embed at bonus section

CTA LINE

"Tap the button below and enroll now — all [X] bonuses are automatically added to your account."

15-SECOND VERSION · ~35 words

Enroll in [Course Name] today and the bonuses come free: [Bonus 1], [Bonus 2], and [Bonus 3] — worth [total] combined. That's more than the course price, before the course. Tap below.

30-SECOND VERSION · ~75 words

Beyond the course itself, here's what lands in your account when you enroll today: [Bonus 1] — worth [value] — which [benefit]. [Bonus 2], the shortcut everyone wishes they had for [task]. And [Bonus 3], which alone has made students [result]. Total bonus value: [amount] — free, on top of everything. Stack that against the price and the math gets silly. Tap the button below and grab the full package.

60-SECOND VERSION · ~150 words

You've seen what [Course Name] includes — now let me show you what comes with it, because the bonus stack tips this decision for most people. Bonus one: [Bonus 1], valued at [value]. This is [what it is], and it saves you [benefit — weeks of work, an entire hire]. Bonus two: [Bonus 2] — my personal [templates / swipe file / toolkit] that took [X] years to build; students call it the thing they'd pay for separately. Bonus three: [Bonus 3], where you get [access/community/session] — the support layer that keeps you from ever being stuck alone. Total value of the bonuses: [amount]. The entire course is [price]. I'll let you sit with that arithmetic for a second. One catch, and it's real: bonuses [scarcity condition — are for this enrollment window only / disappear when the timer ends]. Enroll after that, and it's the course alone at the same price. Tap the button below me now and everything — course, bonuses, all of it — lands in your account instantly.



AB Affiliate Bonus Pages

Your own weapon of choice. Bonus-stack welcomes, deadline enforcers, honest-review companions and thank-you page delivery — everything a bonus page needs to out-convert the other tabs.

6

SCRIPTS

AB-01 · The Bonus Stack Welcome

BEST USE CASE

Main bonus page greeter — presents your exclusive bonuses for buying through your link.

PAGE PLACEMENT

Bonus page — inline embed above the fold

CTA LINE

"Tap the button below and grab [Product] through my link — bonuses arrive automatically with your purchase."

15-SECOND VERSION · ~35 words

Buying [Product]? Smart. Buy it through my link and I'll add [X] exclusive bonuses — including [top bonus] — worth [value], free. Same price for you, way more value. Tap the button below.

30-SECOND VERSION · ~75 words

Here's the deal on this page: [Product] costs the same everywhere. But buy it through my link, and you also get my exclusive bonus package — [Bonus 1], [Bonus 2], and [Bonus 3] — worth [value], built specifically to help you get results with [Product] faster. Same product, same price, plus everything below. Tap the button, and the bonuses are delivered automatically with your purchase.

60-SECOND VERSION · ~150 words

Let me explain how this page works, because it's the best-kept secret in buying software. You've decided on [Product] — good call; I use it myself, which is exactly why I built what you're about to see. [Product] costs the same no matter whose link you click. But when you buy through mine, you also unlock my exclusive bonus package: [Bonus 1], which [benefit — solves the 'what now' problem every new user hits]. [Bonus 2], worth [value] on its own, which [benefit]. And [Bonus 3] — the one buyers email me about — which [benefit]. Total value: [amount], and none of it exists anywhere else, because I made it. Why give this away? Simple: I earn a commission when you use my link, and I'd rather earn it by making your purchase objectively better. Tap the button below me, complete your order, and the bonuses arrive automatically in your account. Same price, much bigger box.

AB-02 · The Deadline Enforcer

BEST USE CASE

Bonus pages during a launch window — ties bonuses to the launch deadline.

PAGE PLACEMENT

Bonus page — floating overlay

CTA LINE

“Tap the button below and secure [Product] plus all bonuses before the deadline hits.”

15-SECOND VERSION · ~35 words

Time check: [Product]'s launch pricing — and my [value] bonus package — both disappear [date] at [time]. After that, higher price, no bonuses. Tap the button below and beat the clock.

30-SECOND VERSION · ~75 words

Two clocks are ticking on this page. First: [Product]'s launch price ends [date] — it jumps to [higher price] after. Second: my exclusive bonus package — [top bonuses], worth [value] — is only for launch-week buyers through my link. When the timer hits zero, both are gone, permanently. If you've decided you want this, deciding slowly costs actual money. Tap the button below and lock in both.

60-SECOND VERSION · ~150 words

Let me lay out the timeline, because after [date] this page changes completely. Right now, two things are true. One: [Product] is at its launch price of [price] — the lowest it will ever be; it moves to [higher price] when launch ends. Two: my bonus package — [Bonus 1], [Bonus 2], [Bonus 3], worth [value] combined — is exclusively for people who buy through my link before the deadline. I do this every launch, and every launch the same thing happens: someone emails me two days late asking if they can still get the bonuses. The answer is always no — not because I'm cruel, but because deadlines only mean something if they're real, and mine are. So here's where you are: the product you want, the best price it will ever have, and a bonus stack that makes it a no-brainer — all live for [time remaining] more. Tap the button below me and secure the whole package. Future you either thanks you or emails me. Choose the first one.

AB-03 · The 'Why Buy Through Me' Differentiator

BEST USE CASE

When buyers are comparing affiliate bonus pages — makes yours the obvious choice.

PAGE PLACEMENT

Bonus page — inline embed

CTA LINE

“Tap the button below and buy through this page — the bonuses here actually move the needle.”

15-SECOND VERSION · ~35 words

Comparing bonus pages? Good — compare hard. Most stack random PLR junk. Mine are hand-built for [Product]: [top bonus example]. Quality over clutter. Tap the button below and see the difference.

30-SECOND VERSION · ~75 words

Since you're shopping bonus pages — smart move — here's my honest pitch. Most bonuses out there are recycled filler: dusty PLR ebooks nobody opens. Everything on this page was hand-built by me, specifically for [Product] buyers: [Bonus 1] solves [real problem], [Bonus 2] saves you [real time/money]. Fewer bonuses, but every one gets used. Scroll down, judge for yourself, then tap the button below.

**60-SECOND VERSION** · ~150 words

Right now there are probably three tabs open on your screen, each promising bonuses for buying [Product]. Let me help you judge them — including mine. Here's the dirty secret of affiliate bonuses: most are bulk-bought PLR filler — twenty ebooks nobody wrote and nobody reads, stacked high so the 'value' number looks impressive. The test is simple: would anyone pay real money for this bonus by itself? Everything on my page passes that test, because I built it all myself, specifically for [Product] buyers. [Bonus 1]: [what it does and the real problem it solves]. [Bonus 2]: [benefit] — this one took me [time] to build. [Bonus 3]: [benefit]. No hundred-item junk drawer — just tools you'll actually open next week. And one more thing you're really buying: I actually use [Product] and answer my emails, so when you have questions after purchase, you get help, not silence. Scroll down, inspect everything, compare it to the other tabs. Then tap the button below me. I'm comfortable with the comparison.

AB-04 · The Honest Review Companion**BEST USE CASE**

Review pages — a presenter that summarizes your honest take and routes to the bonus link.

PAGE PLACEMENT

Review post / page — inline embed

CTA LINE

"Tap the button below to get [Product] with my bonuses — and my inbox if you need help after."

15-SECOND VERSION · ~35 words

My short review of [Product]: brilliant at [strength], weak at [honest flaw], worth it if you [ideal user]. Full breakdown below — and my bonuses through the button when you're ready.

30-SECOND VERSION · ~75 words

Here's my honest take after [time] using [Product]. The good: [strength one] and [strength two] — genuinely best-in-class. The not-so-good: [honest flaw], which matters if [situation]. My verdict: if you're [ideal user], it's an easy yes; if you're [wrong user], skip it. Full details below. And if you do buy, the button below gets you my exclusive bonuses too.

60-SECOND VERSION · ~150 words

I've spent [time] inside [Product] before writing a word of this review, so here's the unvarnished version. What it nails: [strength one] — honestly the best I've used for this. [Strength two] surprised me too; [specific detail]. Now the flaws, because every product has them: [honest flaw one], and [flaw two — e.g. the learning curve on X]. Neither is a dealbreaker, but you deserve to know before paying, not after. My verdict: if you're [ideal user profile], this will pay for itself by [outcome]; if you're [wrong profile], save your money — seriously. If you land on yes, buy through the button below me and you'll also get my bonus package — [top bonuses] — built specifically to fix the flaws I just mentioned and speed up your results. That's also how I earn a commission, at no extra cost to you — which is what keeps reviews like this free and honest. Questions before deciding? My email's below. I actually reply.

**AB-05 · The Thank-You Page Deliverer****BEST USE CASE**

Post-purchase thank-you or bonus-delivery page — confirms bonuses and directs next steps.

PAGE PLACEMENT

Thank-you / bonus delivery page — inline embed

CTA LINE

“Tap the button below to access your bonuses now — then check your email for everything else.”

15-SECOND VERSION · ~35 words

You did it — welcome! Your [Product] purchase is confirmed, and your bonuses are ready right now. Tap the button below to access everything, and check your email for your receipts.

30-SECOND VERSION · ~75 words

Congratulations — your [Product] purchase through my link went through perfectly, which means your exclusive bonuses are unlocked. Here's the drill: tap the button below to access [Bonus 1], [Bonus 2], and [Bonus 3] immediately. Then check your inbox — login details and everything else are waiting there. My suggestion? Start with [Bonus 1] tonight; it makes everything else easier. Welcome aboard!

60-SECOND VERSION · ~150 words

Welcome — and genuinely, thank you for buying through my page. That decision just unlocked everything I promised, so let's get you set up properly. Step one: tap the button below me and you'll land in your bonus area, where [Bonus 1], [Bonus 2], and [Bonus 3] are waiting — no extra hoops, everything's ready now. Step two: check your email; your [Product] login and receipt are there, and my welcome message includes the quick-start path I recommend. Speaking of which, here's my honest advice for the next hour: don't try to consume everything today. Open [Bonus 1] first — it's designed to be your first thirty minutes with [Product], and it prevents the overwhelm most new users feel. Everything else will still be there tomorrow. One last thing: you now have direct access to me. Questions, roadblocks, wins you want to share — reply to any of my emails and a real human, me, answers. That's the real bonus. Now go — button's below.

AB-06 · The Fence-Sitter's Last Look**BEST USE CASE**

For visitors returning to your bonus page multiple times without buying.

PAGE PLACEMENT

Bonus page — floating overlay

CTA LINE

“Tap the button below and make the call — or message me the one question holding you back.”

15-SECOND VERSION · ~35 words

Back again? That's usually a sign. Whatever question keeps bringing you here — price, fit, timing — message me through the button below and I'll answer it straight. Then decide.

30-SECOND VERSION · ~75 words

I recognize a return visit when I see one — something about [Product] keeps pulling you back, and something else keeps stopping you. So let's deal with the something else. Is it price? Fit for your situation? Whether the bonuses matter? Tap the button below and send me the actual question. I'll answer honestly — even if the honest answer is 'this isn't for you.' Better than another week of tabs.

**60-SECOND VERSION** · ~150 words

Can we be honest with each other? This isn't your first time on this page. You've read the bonuses, maybe watched the demo, probably opened [Product]'s site in another tab — and yet here you are again, undecided. In my experience, that loop means one of three things. One: a specific unanswered question — in which case, tap the button below and literally ask me; I answer every message, usually within [timeframe]. Two: price hesitation — fair, so factor in that the launch price ends [date] and waiting has a cost too. Or three: you've already decided yes, and you're just waiting for a push. If that's you, consider this the push — you don't get bonus points for deliberating longer, and my bonus package plus [Product]'s guarantee means the risk is genuinely on us, not you. Whatever the case: today's the day to exit the loop. Tap the button below me — to buy, or to ask. Either one beats a fourth visit.



WR Webinar Registration

6

Registrations are step one; attendance is the game. These scripts fill seats, tease the curriculum, enforce real scarcity and triple show-up rates from the thank-you page.

SCRIPTS

WR-01 · The Registration Driver

BEST USE CASE

Main webinar registration page — the core convert-visitors-to-registrants script.

PAGE PLACEMENT

Registration page — inline embed above the fold

CTA LINE

"Tap the button below and save your seat — it's free, and spots are limited."

15-SECOND VERSION · ~35 words

Free live training, [date] at [time]: [webinar title] — where I'll show you [big promise]. Seats are limited and this fills up. Tap the button below and register now — it takes ten seconds.

30-SECOND VERSION · ~75 words

You're invited: on [date] at [time], I'm hosting a free live training — [webinar title]. In one session you'll learn [takeaway one], [takeaway two], and the [method] behind [big promise]. This is live, interactive, and capped at [X] attendees — the last one filled in [timeframe]. Tap the button below, drop your email, and your seat's saved. See you there.

60-SECOND VERSION · ~150 words

Let me tell you what's happening on [date] at [time], and why you should be there. I'm running a free live training called [webinar title], and it exists because of one question I get constantly: [core question]. In roughly [X] minutes, I'll walk you through the full answer — [takeaway one], [takeaway two], and [takeaway three], including the [method/framework] that took me [time] to figure out. No recycled fluff, and I'll be answering questions live. Now, the practical details: it's free, it's live — which means real interaction, not a glorified video — and seating is genuinely capped at [X] because of the platform and the Q&A; format. The last session filled up [timeframe] before start, and people were emailing for a way in. Registration takes ten seconds: tap the button below me, enter your best email, and you'll get your access link plus a calendar invite. That's it. [Date], [time]. Save your seat now — I'd hate to start without you.

WR-02 · The Curriculum Teaser

BEST USE CASE

For skeptical audiences — sells the webinar on specific, concrete takeaways.

PAGE PLACEMENT

Registration page — inline embed

CTA LINE

"Tap the button below and register free — bring a notebook, you'll fill it."

15-SECOND VERSION · ~35 words

What you'll actually learn in this free training: [takeaway 1], [takeaway 2], and the [X]-step [method] my clients pay for. No fluff, no 90-minute pitch. Tap the button below to register.

**30-SECOND VERSION** · ~75 words

Fair warning: this isn't one of those webinars that's forty minutes of life story and twenty of sales pitch. Here's the actual content list: first, [takeaway one — specific]. Second, [takeaway two — specific]. Third, I'm giving away the full [X]-step [method] — the same one my paying clients use — with real examples on screen. Bring a notebook. Tap the button below and grab your free seat.

60-SECOND VERSION · ~150 words

You've been burned by webinars before — the ones that promise secrets and deliver an hour-long sales pitch with three minutes of content. So let me do something different and just show you the lesson plan. Section one: [takeaway one], including [specific detail — the exact numbers, the template, the walkthrough]. Section two: [takeaway two] — this is the part most people get wrong, and I'll show you [specific fix]. Section three, the centerpiece: my complete [X]-step [method], on screen, step by step — the same system my paying clients use for [outcome]. You could take just this section and run with it. Yes, at the very end I'll briefly mention how we can work together — I respect you enough to say that upfront — but the ratio is ninety percent teaching, and you'll leave with pages of notes either way. That's the deal. If concrete beats hype for you, we'll get along great. Tap the button below me and register free. [Date], [time] — notebook mandatory.

WR-03 · The Host Credibility Opener**BEST USE CASE**

Cold-traffic registration pages where visitors don't know the host yet.

PAGE PLACEMENT

Registration page — inline embed

CTA LINE

"Tap the button below and reserve your free seat — come see if I live up to the introduction."

15-SECOND VERSION · ~35 words

Quick intro before you register: your host, [Name], has [credential — done X, helped Y people, built Z]. On [date], they're teaching [topic] free — everything, no gatekeeping. Tap below to join.

30-SECOND VERSION · ~75 words

Since we haven't met, here's why this training is worth your [X] minutes. Your host, [Name], isn't a professional webinar person — they're a practitioner: [credential one], [credential two], and [number] people already helped to [outcome]. On [date] at [time], they're teaching the exact [method] behind those results, live and free. The insight-per-minute ratio will surprise you. Tap the button below and save your seat.

60-SECOND VERSION · ~150 words

When someone invites you to a free training, the first question should always be: who's teaching, and have they actually done the thing? Fair question — here's the answer. [Name] has spent [X] years in [field]: [credential one — built X, ran Y], [credential two], and along the way helped [number] people to [outcome]. Not a theorist with a slide deck — a practitioner who still does this work every week, which is why the training is full of real examples, real numbers, and the mistakes textbooks never mention. On [date] at [time], [Name] is teaching [webinar topic] live: [takeaway one], [takeaway two], and the [method] usually reserved for paying clients. It's free, it's interactive — bring your hardest questions for the live Q&A; — and it's capped at [X] seats. If you've been trying to figure out [problem] from random internet advice, one hour with someone who's actually done it changes the game. Tap the button below me, register free, and come see if [Name] lives up to this introduction. Spoiler: yes.

**WR-04 · The Seat-Scarcity Closer****BEST USE CASE**

Final-days registration push when the room is genuinely filling up.

PAGE PLACEMENT

Registration page — floating overlay

CTA LINE

“Tap the button below and grab one of the last [X] seats before they're gone.”

15-SECOND VERSION · ~35 words

Real talk: [X] seats left for [date]'s live training, and registrations are accelerating. When the room's full, it's full — no exceptions. Tap the button below and claim yours now.

30-SECOND VERSION · ~75 words

Quick status update on [date]'s training: we're at [X]% capacity, and if the current pace holds, seats run out around [estimate]. This is a real platform cap, not a marketing trick — the live Q&A; only works with a limited room. If [webinar topic] matters to you, the ten seconds it takes to register through the button below is the difference between attending and reading about it. Your call — but make it soon.

60-SECOND VERSION · ~150 words

I want to give you an honest heads-up rather than a hype countdown. Here's the situation: [date]'s live training on [webinar topic] has a hard cap of [X] attendees — the interactive format and live Q&A; simply break beyond that, and we've tested it. As I'm telling you this, the room is [X]% full, and the last [X] hours brought the fastest registrations yet, because word travels near a deadline. Simple math says seats run out before the day arrives — last session, they were gone [timeframe] early, and I had to send apology emails to some genuinely lovely people. I'd rather not repeat that. So if you've read what this training covers — [takeaway one], [takeaway two], the full [method] — and any part of you plans to attend, do the ten-second thing now: tap the button below me, enter your email, seat saved. If you're still undecided, register anyway; a saved seat costs nothing, but a full room costs you the training. Button's below.

WR-05 · The 'Live Only, No Replay' Warning**BEST USE CASE**

Trainings without replays — converts 'I'll catch the recording' thinkers.

PAGE PLACEMENT

Registration page — floating overlay

CTA LINE

“Tap the button below and register — then actually show up, because this one isn't recorded.”

15-SECOND VERSION · ~35 words

Important: [date]'s training is live only — no replay, no recording, ever. Some of what I'm sharing shouldn't live on the internet forever. Be in the room. Tap the button below.

30-SECOND VERSION · ~75 words

Before you register, one thing to know: there is no replay for this session. Not delayed, not for VIPs — none. Why? Because I'm sharing [sensitive content: real numbers, live account walkthroughs, things that shouldn't float around online forever], and live-only means I can be completely unfiltered. So 'I'll catch the recording later' isn't a plan this time. [Date], [time], live or never. Tap the button below and be in the room.

**60-SECOND VERSION** · ~150 words

Let me flag the single most important detail about this training, because it changes how you should treat registration. There is no replay. I know every webinar says that and then emails you a recording on Tuesday — this is not that. Nothing is recorded, nothing is sent afterward, and here's the genuine reason: I'll be showing [sensitive content — my real accounts, actual revenue numbers, the specific scripts and vendors I use], and that material stays useful precisely because it isn't circulating on the internet forever. Live-only is what lets me remove the filter entirely. What this means for you is simple: the usual 'register and catch the replay' habit fails here. Attendance is the whole game. So — two steps. First, tap the button below me and register; ten seconds. Second, and I mean this: put [date], [time] in your calendar right now like it's a flight, because in a sense it is — it departs once. The people in the room get everything. Everyone else gets a recap tweet. Be in the room.

WR-06 · The Show-Up Booster**BEST USE CASE**

Thank-you page after registration — raises attendance rates before the event.

PAGE PLACEMENT

Registration thank-you page — inline embed

CTA LINE

"Tap the button below and add the training to your calendar right now — future you will show up because of it."

15-SECOND VERSION · ~35 words

You're registered — step one done! Step two decides everything: tap the button below and add [date], [time] to your calendar right now. Registrants who do are three times more likely to actually attend.

30-SECOND VERSION · ~75 words

Seat saved — nicely done. Now the statistic nobody mentions: most webinar registrants never show up, and they miss everything they signed up for. Don't be a statistic; here's the fix. One: tap the button below and add the session to your calendar right now — takes five seconds. Two: watch for my reminder emails; the one titled [subject hint] has pre-training material worth opening. [Date], [time]. Your seat is waiting — make sure you are too.

60-SECOND VERSION · ~150 words

Congratulations — your seat for [date] is officially saved. But before you close this tab, I need sixty seconds, because there's an uncomfortable truth about webinars: fewer than half of registrants ever show up. They register with the best intentions, life happens, and the training they wanted slides by unwatched. Since there's [no replay / nothing quite like being live], let's inoculate you against that right now. Step one — the big one: tap the button below me and add the session to your calendar. Registrants who do this are about three times more likely to attend; it's the difference between a plan and a maybe. Step two: whitelist my email, [email address], so the access link doesn't drown in your promotions tab. Step three: watch for the pre-training email titled [subject hint] — it has a short prep exercise that will double what you get from the live session. That's it. You've done something good for yourself today; these three steps make sure you actually collect on it. See you [date] at [time].



LM Lead Magnet Opt-ins

The list is the asset. Guide, checklist, template, mini-course, quiz and exit-intent scripts that trade genuine value for email addresses — politely and effectively.

6

SCRIPTS

LM-01 · The Free Guide Giver

BEST USE CASE

Standard opt-in page for a downloadable guide or ebook.

PAGE PLACEMENT

Opt-in landing page — inline embed above the fold

CTA LINE

“Tap the button below, enter your email, and the guide is in your inbox in sixty seconds.”

15-SECOND VERSION · ~35 words

Free download: [Guide Title] — the [X]-page guide that shows you [core promise]. No fluff, just the steps. Tap the button below, drop your email, and it's in your inbox in sixty seconds.

30-SECOND VERSION · ~75 words

I put everything I know about [topic] into one guide: [Guide Title]. Inside: [takeaway one], [takeaway two], and the [framework/checklist] I use with paying clients. It's [X] pages of signal, zero filler — and it's free. Why? Because when it helps you, you'll want to hear more from me. Fair trade. Tap the button below, enter your email, and start reading in the next minute.

60-SECOND VERSION · ~150 words

Let me tell you what's inside [Guide Title], because 'free guide' can mean anything from gold to recycled fluff — and this one took me [time] to write properly. It's built to answer one question: [core question]. Inside, you'll find [takeaway one — the exact steps for X], [takeaway two — the mistake that costs most people Y], and my personal [framework/checklist/template], the same one I use with clients who pay [amount] for my time. [X] pages, readable in one sitting, actionable the same day. The exchange is simple and honest: it costs your email address. You'll get the guide instantly, then occasional emails from me with the same kind of practical material — and if they're not for you, unsubscribing takes one click and zero guilt. Thousands have downloaded it; the most common reply I get is [paraphrased reaction — 'why is this free?']. Find out for yourself. Tap the button below me, enter your best email, and the guide lands in your inbox within a minute.

LM-02 · The Checklist Drop

BEST USE CASE

Quick-win checklist opt-ins — low commitment, instant utility.

PAGE PLACEMENT

Opt-in page or blog sidebar — floating overlay

CTA LINE

“Tap the button below and grab the checklist free — print it, use it today.”

15-SECOND VERSION · ~35 words

Stop winging [task]. My free [X]-point checklist covers every step — the same one I run through on every [project]. Print it, pin it, use it today. Tap the button below to grab it.

**30-SECOND VERSION** · ~75 words

Here's a tool you'll use this week: my [X]-point [task] checklist. It exists because even pros miss steps under pressure — and every point on this list is a mistake I've either made or been paid to fix. Run through it before every [project] and nothing slips. It's free, it's printable, and it takes ten seconds to get. Tap the button below and put it to work today.

60-SECOND VERSION · ~150 words

Can I tell you why checklists beat courses for certain problems? Because [task] doesn't fail from lack of knowledge — it fails from skipped steps. You know most of this stuff; you just don't remember all of it at once, under deadline, at 5 p.m. on a Friday. That's exactly what my [X]-point [task] checklist fixes. Every item earned its place the hard way: it's either a mistake I've made myself or one I've been paid to clean up for clients. Run the list before every [project] and the embarrassing misses — [example miss one], [example miss two] — simply stop happening. People tell me point [number] alone saved them [consequence]. It's free, it's one page, and it's designed for printing and pinning next to your screen. Tap the button below me, enter your email, and it's in your inbox in under a minute. Small tool, outsized returns — my favorite kind.

LM-03 · The Template Handout**BEST USE CASE**

Template and swipe-file opt-ins — 'skip the blank page' positioning.

PAGE PLACEMENT

Opt-in landing page — inline embed

CTA LINE

"Tap the button below and get the templates free — copy, paste, customize, done."

15-SECOND VERSION · ~35 words

Never start [task] from a blank page again. My free [template pack] gives you [X] proven, fill-in-the-blank templates — copy, customize, done. Tap the button below and steal my starting points.

30-SECOND VERSION · ~75 words

The hardest part of [task] is the blank page — so I'm handing you mine. This free pack includes [X] templates: [template one], [template two], and [template three], each one tested on [proof — real campaigns, real clients] and formatted to fill in the blanks. What took me [time] to refine takes you ten minutes to deploy. Tap the button below, grab the pack, and never start from zero again.

60-SECOND VERSION · ~150 words

Here's a professional secret: the people who seem fastest at [task] aren't faster thinkers — they just never start from scratch. They have templates, refined over years, and they adapt instead of invent. Today I'm giving you mine. The free pack includes [X] battle-tested templates: [template one], which [what it's for]; [template two], my most-copied one, for [use]; and [template three], which alone has [proof point — driven X results, closed Y deals]. Each comes with fill-in-the-blank prompts and a quick note on when to use it — so you're not just copying, you're learning the why. These took me [time] and countless real-world reps to refine; they'll take you about ten minutes to put to work. The price is your email address, and the unsubscribe link works if I ever bore you. Tap the button below me, get the pack, and turn your next blank page into a fifteen-minute job.

**LM-04 · The Mini-Course Enroller****BEST USE CASE**

Free email-course opt-ins — higher perceived value, builds a daily habit.

PAGE PLACEMENT

Opt-in landing page — inline embed

CTA LINE

“Tap the button below and start the free course — lesson one arrives immediately.”

15-SECOND VERSION · ~35 words

Free [X]-day email course: [Course Title]. One short lesson a day, each with a ten-minute action step — by day [X], you'll have [outcome]. Tap the button below; lesson one arrives instantly.

30-SECOND VERSION · ~75 words

Instead of another PDF you'll never open, try this: [Course Title], my free [X]-day email course. Every morning, one short lesson lands in your inbox — five minutes to read, ten to act on. Day one: [lesson one topic]. By day [X]: [end outcome]. It's the exact on-ramp I wish existed when I started. Tap the button below and lesson one arrives before you finish this sentence.

60-SECOND VERSION · ~150 words

Let me pitch you on a different kind of freebie. Most lead magnets are PDFs that die in your downloads folder — knowledge you collect but never use. So I built [Course Title] as a free [X]-day email course instead, because a daily rhythm beats a binge every time. Here's how it works: each morning for [X] days, a short lesson arrives — five minutes of reading, one clear action step of about ten minutes. Day one: [lesson one]. Day [midpoint]: [milestone lesson]. By the final day, you won't just understand [topic] — you'll have actually [end outcome: built X, fixed Y, launched Z], because you did the steps as you went. Small daily wins, compounding. Over [number] people have taken it, and the most common feedback is that day [number] alone was worth the signup. It's free, it starts the moment you join, and you can leave anytime. Tap the button below me, enter your email, and lesson one is waiting before you've closed this tab.

LM-05 · The Quiz-Result Unlock**BEST USE CASE**

Quiz funnels — visitors complete a quiz and opt in to receive their results.

PAGE PLACEMENT

Quiz landing page — floating overlay

CTA LINE

“Tap the button below and take the two-minute quiz — your personalized results are waiting.”

15-SECOND VERSION · ~35 words

Which [type/pattern] are you? Take my free two-minute quiz and find out — plus get a personalized [action plan] based on your answers. Tap the button below and see your results.

30-SECOND VERSION · ~75 words

Generic advice fails because you're not generic. So start here: my two-minute quiz identifies which of the [X] [types/patterns] fits you — and unlocks a personalized [report/action plan] built from your actual answers: your strengths, your blind spot, and your single best next move. [Number] people have taken it; most say the accuracy is a little spooky. Tap the button below and find out which one you are.

**60-SECOND VERSION** · ~150 words

Here's why most advice about [topic] hasn't worked for you: it was written for a generic average person, and you're not one. In reality, nearly everyone fits one of [X] distinct [types/patterns] — and the right move for one type is the wrong move for another. That's the entire point of this quiz. It takes about two minutes: [number] questions, each one sharpened by data from [number] previous takers. When you finish, you'll unlock your personalized results: which [type] you are, the hidden [blind spot/mistake] that type keeps making, and a tailored [action plan] for your specific pattern — not the internet's average advice. People consistently tell me two things about their results: 'uncomfortably accurate' and 'why didn't anyone tell me this sooner.' Your results are delivered instantly to your email, along with a short series explaining exactly what to do with them. Tap the button below me and take the quiz now. Two minutes in, you'll know yourself measurably better.

LM-06 · The Exit-Intent Rescue**BEST USE CASE**

Last-chance offer for visitors about to leave without converting.

PAGE PLACEMENT

Exit-intent overlay (or bottom of page)

CTA LINE

"Tap the button below and take the free [resource] with you — no reason to leave empty-handed."

15-SECOND VERSION · ~35 words

Wait — before you go! Leaving without a decision is fine, but leave with something: my free [resource], the best of this whole site in [X] pages. Tap the button below. Then go, guilt-free.

30-SECOND VERSION · ~75 words

Hold on — I can see you're heading out, and that's okay; today might not be the day. But don't leave empty-handed. Take my free [resource]: it distills the most useful stuff on this site into [X] [pages/minutes] you can digest whenever you're ready. Tap the button below, grab it, and go on with your day. It'll be in your inbox for the moment the timing turns right.

60-SECOND VERSION · ~150 words

Before that tab closes — one honest word. Most visitors leave sites like this in 'maybe later' mode: mildly interested, not ready, gone forever by tomorrow because they can't even remember the name. Nothing wrong with not being ready — but forgetting entirely? That's just a loss for both of us. So here's my parting gift: [resource], free. It's the concentrated version of what I do — [what's inside: the framework, the top strategies, the starter checklist] — designed to be read in [X] minutes whenever your timing turns right. No strings beyond an email address, and my occasional messages come with a one-click unsubscribe that actually works. Here's the likely outcome: the [resource] sits in your inbox, and one day — next week, next quarter — the problem it solves becomes urgent, and you'll know exactly where to look and who can help. That's worth ten seconds now. Tap the button below me, take it with you, and then go — genuinely, have a great day.



TS Testimonial-Style Videos

Customer voice, presenter delivery. Important: build these from real reviews and real results, with your client's permission — swap the brackets for their actual words. Never fabricate a testimonial.

6

SCRIPTS

TS-01 · The Happy Customer Story

BEST USE CASE

A customer-voice script for services — base it on a real review, with the client's permission.

PAGE PLACEMENT

Homepage or Testimonials page — inline embed

CTA LINE

"Tap the button below and get your own quote — you'll see exactly what I mean."

15-SECOND VERSION · ~35 words

I'd put off calling [Business Name] for months — thought it'd be a hassle. It was the opposite: [quick result summary], done in [timeframe], at the price they quoted. Tap the button below and just call them.

30-SECOND VERSION · ~75 words

Here's my honest experience with [Business Name]. I'd been dealing with [problem] for ages and dreaded the whole process — the quotes, the upsells, the waiting. None of that happened. They showed up on time, quoted a fair price that didn't move, and had it sorted in [timeframe]. [Specific detail that impressed]. I've already sent two neighbors their way. Tap the button below and get your quote — you'll get it then.

60-SECOND VERSION · ~150 words

Let me tell you what actually happened when I hired [Business Name], because before I found them, I'd nearly given up on the whole thing. My situation: [problem, briefly] — annoying, getting worse, and every company I called either didn't show or quoted something absurd. A friend mentioned [Business Name], so I tried once more. The difference was almost funny. They answered the phone like humans, turned up exactly when they said, and walked me through the fix in plain English before touching anything. The price they quoted is the price I paid — to the rupee. The work was done in [timeframe], they left the place cleaner than they found it, and [specific detail — the follow-up call, the small extra fix at no charge] is the reason I'm recording this. I don't do reviews, generally. This one earned it. If you're where I was, tap the button below and get a quote. You'll understand within one phone call.

TS-02 · The Before & After

BEST USE CASE

A results-focused client story for clinics, fitness, and transformation services — use real client words with permission.

PAGE PLACEMENT

Results / Testimonials page — inline embed

CTA LINE

"Tap the button below and book your consultation — your 'before' photo starts aging today."

15-SECOND VERSION · ~35 words

Six months ago: [before state]. Today: [after state]. Same person, one decision — starting with [Business Name]. If you're staring at your own 'before,' tap the button below. It changes today.

**30-SECOND VERSION** · ~75 words

I want to show you two versions of me. The before: [before state — the struggle, the numbers, how it felt]. And now: [after state — the result, the numbers, how it feels]. The difference wasn't willpower or luck — it was [Business Name]'s [program/treatment] and a team that adjusted the plan every time life got in the way. If my before sounds like your right-now, tap the button below and book the consultation. That's the whole first step.

60-SECOND VERSION · ~150 words

Everyone loves an after photo, but let me start with the before — because that's where you might be right now. [Timeframe] ago, I was [before state: the specifics — the weight, the pain, the confidence, the numbers]. I'd tried [failed attempts — the apps, the DIY plans, the other places], and each one worked for three weeks and then didn't. What made [Business Name] different wasn't magic; it was [differentiator: an actual assessment first, a plan built around my life, real check-ins that caught problems early]. When [obstacle — travel, a plateau, an injury scare] hit, they adjusted instead of letting me quit. The result, [timeframe] later: [after state, concrete — the numbers, the milestone, the feeling]. People who haven't seen me in a year do a double-take. Here's what I'd tell you, one stranger to another: the plan works if you start. Tap the button below, book the consultation, and let today be the date on your before photo.

TS-03 · The Skeptic's Conversion**BEST USE CASE**

A doubter-to-believer story — perfect for offers that sound too good to be true. Use a real customer's account with permission.

PAGE PLACEMENT

Sales page — inline embed near objections section

CTA LINE

"Tap the button below — worst case, you'll be a better-informed skeptic than I was."

15-SECOND VERSION · ~35 words

I was sure [Product/Service] was overhyped — I nearly wrote the review before trying it. Then [turning point moment]. Consider this my public correction. Tap the button below and see for yourself.

30-SECOND VERSION · ~75 words

Full disclosure: I came to [Product/Service] to prove it wrong. The claims sounded inflated — [claim] — and I've been burned before. So I tested it harder than any normal customer would: [what they tested]. By [timeframe], I had my answer, just not the one I expected: [result]. I'm not saying suspend your skepticism — I'm saying point it at a real test, like I did. Tap the button below and run yours.

60-SECOND VERSION · ~150 words

I need to be upfront: I am the least likely person to be in a video like this. When I first saw [Product/Service], my exact reaction was 'sure it does' — the claims sounded like every overpromising ad I've ever ignored: [the claim]. I only tried it because [reason — the guarantee, a friend's nagging, a deadline], and honestly, part of me wanted it to fail so I could feel right. So I tested it properly: [specific test — real project, real stakes, no shortcuts], fully expecting to ask for a refund. The turning point came [when]: [specific moment the result showed up]. I checked it twice, because I didn't trust it the first time. The numbers held: [concrete result]. Look — I'm still a skeptic; that's healthy. But skepticism means testing, not dismissing. There's a [guarantee] on this, which makes the test basically free. Tap the button below me, run your own experiment, and be as hard on it as I was. That's all this video is asking.

**TS-04 · The ROI Story****BEST USE CASE**

A business-owner voice for B2B services — the 'it paid for itself' narrative. Base on a real client with permission.

PAGE PLACEMENT

B2B homepage or Case Studies page — inline embed

CTA LINE

"Tap the button below and book a call — bring your numbers, they'll show you the math."

15-SECOND VERSION · ~35 words

As a business owner, I judge everything by one number: return. [Service/Product] cost me [investment] and brought back [return] in [timeframe]. That's the whole review. Tap the button below and do your own math.

30-SECOND VERSION · ~75 words

Let me give you the numbers, because that's how I decided too. Before [Provider]: [before metric — leads, revenue, hours lost]. The investment: [cost]. After [timeframe]: [after metric] — that's a [multiple]x return, and it's kept compounding since. Was I nervous spending it? Absolutely; every rupee matters in my business. Would I do it again? I already have — twice. Tap the button below and ask them to walk through your numbers.

60-SECOND VERSION · ~150 words

I run a [business type], which means every expense has to justify itself — no vanity spending, no 'brand awareness' hand-waving. So when I tell you [Provider] was the best money I spent last year, I mean it in spreadsheet terms. Here's the ledger. Before: [before state — X leads a month, Y hours wasted, Z revenue plateau]. I hesitated for [time] because [honest hesitation — the price, a bad past experience with a similar service]. Finally pulled the trigger: [investment]. What happened by [milestone]: [first result]. By [timeframe]: [full result — the revenue figure, the growth number, the hours saved]. Total return: about [multiple] times the cost — and unlike most spending, it compounds; the [asset/system] they built keeps producing without new money in. My only genuine regret is the [time] I spent deliberating, because that hesitation had a price too — roughly [cost of waiting]. If you run a business, do what convinced me: tap the button below, book a call, and make them walk through the math on your numbers. Mine held up. I suspect yours will.

TS-05 · The Student Win**BEST USE CASE**

A student's success story for course creators — real student account, used with permission.

PAGE PLACEMENT

Course sales page — inline embed at testimonials

CTA LINE

"Tap the button below and enroll — then come back and film the next one of these."

15-SECOND VERSION · ~35 words

When I bought [Course Name], I'd never [baseline skill]. [Timeframe] later, I [concrete win — landed my first client, launched, got paid]. If I could do this, you can. Tap the button below.

**30-SECOND VERSION** · ~75 words

Quick context on who's talking: [X] months ago I had zero background in [topic] — I bought [Course Name] half-expecting another course I'd abandon by module three. Instead, [what hooked them — the action steps, the community, the structure] kept me moving. My result: [concrete win] by [timeframe]. Not overnight, not magic — just the system, actually followed. If you're hovering over that button like I was, tap it. Then do the work. It works.

60-SECOND VERSION · ~150 words

I want to talk to the version of you that's hovering over the enroll button — because [X] months ago, that was me, and I almost clicked away. My starting point, so you can calibrate: [honest baseline — no experience, no audience, a demanding day job, previous courses abandoned]. What made this one different showed up in week one: [differentiator — every lesson ends in an action, the feedback loop, the community that answers at midnight]. Instead of collecting information, I was building something, module by module. The milestones came in order: [small win one] by [time], then [bigger win], and at [timeframe], the one that mattered — [concrete headline win: first paying client, the launch, the income figure]. Was every week smooth? No — [honest struggle moment] nearly stalled me, and the [support element] is why it didn't. Here's my whole message: I'm not special, I was just consistent with a system that deserves consistency. Tap the button below, enroll, and start module one tonight. Then go film the next one of these videos. I'll watch it.

TS-06 · The Loyal Regular**BEST USE CASE**

A long-time customer's loyalty story — powerful for local businesses. Use a real regular's words with permission.

PAGE PLACEMENT

Homepage or About page — inline embed

CTA LINE

"Tap the button below and try them once — that's how every regular started."

15-SECOND VERSION · ~35 words

I've been a [Business Name] customer for [X] years. In that time I've tried the competitors — twice. Came back both times within a month. Some things you don't replace. Tap the button below.

30-SECOND VERSION · ~75 words

You learn a lot about a business after [X] years as a customer. I've seen [Business Name] handle my easy jobs and my nightmare ones, my urgent calls and my 'whenever you can' requests — and the standard never slips. Twice I tried cheaper competitors; twice I came back within a month, because cheap got expensive fast. Loyalty like mine isn't given, it's earned annually. Tap the button below and start your first year.

**60-SECOND VERSION** · ~150 words

Anyone can get one good review from a customer they impressed once. So let me offer something rarer: the view from [X] years in. I first used [Business Name] in [year] for [first job] — no idea it would become a [X]-year relationship. Since then, they've handled everything from [routine service] to [the big one — the emergency, the complicated project], and here's what actually earns my loyalty: consistency. The same standards on job forty as job one. Prices that stay fair even when they know I'm not going anywhere. And when something once went wrong — because eventually something always does — they owned it and fixed it without a fight, which told me more than a hundred smooth jobs. Yes, I've been tempted by cheaper options; tried two. Both times, 'cheaper' cost me more within a month, and I came back. At this point, [Business Name] isn't a vendor I use; they're the answer I give whenever anyone asks. Tap the button below and try them once. That's how every regular starts.



FQ FAQ Videos

Every unanswered question is an abandoned sale. Pricing, timelines, guarantees, shipping, service areas and getting started — answered warmly before the visitor leaves to 'check later.'

6

SCRIPTS

FQ-01 · The Pricing Question

BEST USE CASE

Answering 'how much does it cost?' — the most-asked question on any site.

PAGE PLACEMENT

Pricing / FAQ page — inline embed

CTA LINE

"Tap the button below for your exact quote — real numbers, no haggling games."

15-SECOND VERSION · ~35 words

'How much does it cost?' — fair question, straight answer: [service] starts at [price], and most customers land between [range]. Your exact quote takes two minutes. Tap the button below.

30-SECOND VERSION · ~75 words

Let's answer the question you actually came here with: what does this cost? Straight numbers: [service A] starts at [price], [service B] runs [range], and the final figure depends on [honest variables — size, scope, timing]. What it never includes: surprise fees at the end; your quote is your price. For your exact number, tap the button below, answer three quick questions, and we'll send it within [timeframe].

60-SECOND VERSION · ~150 words

Every business buries its pricing, and every customer hates it — so let's break the pattern and just talk numbers. Here's the honest structure of what [Business Name] charges. [Service A] starts at [price] — that covers [what's included]. [Service B], our most popular, typically runs [range], with the exact figure depending on [variable one] and [variable two]. Larger or more complex jobs get custom quotes, and yes, we'll put every number in writing before any work starts. Three promises about our pricing: the quote you approve is the amount you pay — we absorb our own surprises; there are no hidden 'processing' or 'service' fees stacked at the end; and if something genuinely changes mid-job, you approve the new number before we continue, always. That's it — pricing without the fog. For your exact quote, tap the button below me, tell us the basics, and you'll have real numbers within [timeframe]. Compare us anywhere; we like our chances.

FQ-02 · The 'How Long Does It Take?'

BEST USE CASE

Setting timeline expectations — kills the delay-anxiety objection.

PAGE PLACEMENT

FAQ or Services page — inline embed

CTA LINE

"Tap the button below and get your exact timeline with your quote — dates, not vagueness."

15-SECOND VERSION · ~35 words

'How long will it take?' Here's the honest breakdown: [phase one] takes [time], [phase two] takes [time] — most projects finish in [total range]. Want your exact dates? Tap the button below.

**30-SECOND VERSION** · ~75 words

Timeline honesty, because 'it depends' is a useless answer. A typical [project/order] with us runs [total range], and here's the anatomy: [phase one — X days], [phase two — X days], then [final phase]. What moves it faster: [factor]. What slows it: [factor — and we'll flag this upfront]. When we give you a date, we hit it — that's tracked, not promised. Tap the button below and get your exact timeline alongside your quote.

60-SECOND VERSION · ~150 words

'How long does it take?' deserves a real answer, so let me open up our actual schedule instead of saying 'it depends.' A standard [project/service] runs [total range] from yes to done, and here's exactly where that time goes. First, [phase one]: [duration] — this is where [what happens], and honestly, it's the step people underestimate. Then [phase two]: [duration]. Finally [phase three — delivery/installation/review]: [duration]. Now, the two honest caveats. Things that speed you up: [factor — booking early in the week, having X ready]. Things that slow everything down: [factor — approvals, custom requests, peak season], and if any apply to you, we'll say so before you commit, not after. Here's the part I'm proudest of: when we commit to a date, we track our hit rate — currently [X]% on time — because a deadline you can't trust isn't a deadline, it's a wish. Tap the button below me, tell us what you need, and get your quote with real calendar dates attached.

FQ-03 · The Guarantee Explainer**BEST USE CASE**

Spelling out the refund/guarantee policy in plain language to remove purchase risk.

PAGE PLACEMENT

FAQ or Checkout page — inline embed

CTA LINE

"Tap the button below and buy with the guarantee behind you — the risk is on us, where it belongs."

15-SECOND VERSION · ~35 words

Our guarantee, minus the legal fog: try [product/service] for [X] days. Not happy? Full refund — no forms, no interrogation, no hard feelings. That's the whole policy. Tap the button below.

30-SECOND VERSION · ~75 words

Let me translate our guarantee from legalese to human. You get [X] days to properly use [product/service] — not admire the box, actually use it. If it's not what you hoped, contact us and you get a full refund: no twenty-question exit interview, no restocking fee, no 'store credit' switcheroo. Refunds process in [timeframe]. We can afford this policy because [X]% of customers never need it. Tap the button below and decide from inside, not outside.

**60-SECOND VERSION** · ~150 words

Guarantee pages are usually written by lawyers to be skimmed by nobody — so let me just tell you how ours actually works, in the words we use internally. When you buy [product/service], a [X]-day clock starts. During that time, use it fully: [what real usage looks like — run it on real projects, wear it, put it to work]. That's the point; a guarantee you can't test inside of is theater. If at any moment in those [X] days you decide it's not right — wrong fit, changed circumstances, or you simply don't love it — reach us through [channel] and say so. What happens next: a full refund to your original payment method within [timeframe]. What doesn't happen: interrogations about your reasons, guilt trips, restocking fees, or mysterious 'processing' deductions. Why can we run a policy this clean? Because [X]% of customers never use it — the product does its job, so the guarantee rarely has to. But knowing it's there changes how confidently you can buy today. Tap the button below me. The risk is officially ours.

FQ-04 · The Shipping & Delivery Rundown**BEST USE CASE**

E-commerce shipping questions — costs, times, tracking, and the free-shipping threshold.

PAGE PLACEMENT

FAQ or Product page — inline embed

CTA LINE

"Tap the button below and place your order — cutoff for same-day dispatch is [time]."

15-SECOND VERSION · ~35 words

Shipping, fast version: orders over [amount] ship free, standard delivery takes [X] days, express is available, and everything gets tracking the moment it leaves. Order by [time] for same-day dispatch. Tap below.

30-SECOND VERSION · ~75 words

Everything you'd ask about shipping, in thirty seconds. Cost: free over [amount]; otherwise [rate]. Speed: standard delivery in [X–Y] days, express in [X] if you're in a hurry. Tracking: automatic — link hits your email the moment your box leaves us. Cutoff: order by [time] and it ships today. Problems: real support at [channel], and lost or damaged parcels get replaced, no drama. Questions answered? Tap the button below and order.

60-SECOND VERSION · ~150 words

Let me walk you through exactly what happens after you tap that order button, because 'where's my stuff?' anxiety is real and we've engineered it away. Step one: orders placed before [time] are picked and packed the same day — after that, first thing tomorrow. Step two: the moment your parcel leaves our warehouse, a tracking link lands in your email, and it actually updates in real time — no three-day 'label created' limbo. Step three, delivery: standard takes [X–Y] business days and is free on orders over [amount] — under that, it's a flat [rate]. Need it faster? Express gets it to you in [X] days for [rate]. Now the honest edge cases: remote areas can add [X] days — the checkout will tell you before you pay, not after. And if anything arrives damaged or goes missing, one message to [channel] gets a replacement moving, usually the same day — we chase the courier so you never have to. That's the whole journey. Tap the button below me and start it; the [time] cutoff for today's dispatch is coming up.



FQ-05 · The Service-Area Answer

BEST USE CASE

'Do you serve my area?' — the make-or-break question for local services.

PAGE PLACEMENT

FAQ or Service Areas page — inline embed

CTA LINE

"Tap the button below and enter your postcode — instant yes or no, plus your local team's next opening."

15-SECOND VERSION · ~35 words

'Do you cover my area?' — if you're in [primary areas] or anywhere within [X] km of [City], yes. On the edge? Tap the button below, enter your postcode, and get an instant answer.

30-SECOND VERSION · ~75 words

Let's settle the coverage question. [Business Name] serves all of [primary area] plus surrounding suburbs — roughly everything within [X] kilometers of [City center/landmark], including [notable area one], [area two], and [area three]. Just outside that ring? We still take [edge-area jobs] with a small travel fee, quoted upfront. The instant way to check: tap the button below, enter your postcode, and you'll know in seconds — plus see your area's next available slot.

60-SECOND VERSION · ~150 words

Before you fall in love with our reviews, let's answer the question that decides everything: do we actually come to you? Here's our coverage map in words. Our home base is [City], and we fully service everything within about [X] kilometers of it — that includes [area one], [area two], [area three], and all the suburbs between them, with no travel charges and our standard response times. Living on the edge of that ring, in places like [edge area]? We take those jobs too — there's a modest travel fee, always quoted upfront, never sprung on the invoice. Beyond that, we're honest: rather than quote you a silly price, we'll refer you to someone good in your area, because that's what we'd want done for us. Now, the fastest way to get your answer: tap the button below me, type your postcode, and you'll instantly see whether you're covered, any travel fee, and the next available booking slot for your area. Ten seconds, and the biggest question is off the table.

FQ-06 · The 'How Do I Get Started?'

BEST USE CASE

Mapping the first steps for hesitant visitors who don't know what happens after they reach out.

PAGE PLACEMENT

FAQ or Get Started page — inline embed

CTA LINE

"Tap the button below and take step one — the rest is on us."

15-SECOND VERSION · ~35 words

'What happens after I reach out?' Three steps: you tap the button and tell us what you need, we respond within [timeframe] with a plan and price, you approve, we go. That's it. Start below.

30-SECOND VERSION · ~75 words

Getting started is deliberately boring — here's the whole process. Step one: tap the button below and answer a few quick questions; two minutes, no phone call required. Step two: within [timeframe], we come back with a clear plan and exact pricing. Step three: you approve — or ask questions, or walk away, all fine — and once you're in, we handle everything from there. No commitment until you say go. Take step one below.

**60-SECOND VERSION** · ~150 words

The biggest reason people delay reaching out isn't price or trust — it's not knowing what they're signing up for. Will there be pushy calls? Endless forms? Some commitment trap? So let me show you our entire onboarding, beginning to end. Step one: tap the button below me and answer [X] quick questions about what you need — takes two minutes, and no, nobody cold-calls you afterward. Step two: within [timeframe], you get a clear response from a real person: what we recommend, what it costs, and how long it takes. Plain English, real numbers. Step three: the decision sits entirely with you. Approve and we schedule everything; have questions and we answer them; decide it's not the moment and we part as friends — the quote stays valid for [X] days either way. From approval onward, we drive: scheduling, reminders, updates at every milestone, so nothing lives in your head. That's the whole machine. The only step we can't do for you is the first one. Tap the button below and take it — two minutes, zero commitment.



UO Urgency & Limited-Time Offers

Deadlines move fences-sitters — when they're real. Flash sales, closing doors, price rises, low stock and expiring carts, all scripted with honest urgency that doesn't insult the buyer.

7

SCRIPTS

UO-01 · The 24-Hour Flash

BEST USE CASE

Genuine one-day flash sales — maximum compression, maximum clarity.

PAGE PLACEMENT

Homepage or Sale page — floating overlay

CTA LINE

"Tap the button below now — when the clock hits zero, so does the discount."

15-SECOND VERSION · ~35 words

Flash sale, 24 hours only: [X]% off [product/everything] with code [CODE]. When the timer dies at [time] tomorrow, so does the price. Tap the button below and move fast.

30-SECOND VERSION · ~75 words

No long speech — the clock's already running. For the next 24 hours, [product/collection] is [X]% off with code [CODE]. That's the year's lowest price on [product], and it ends at [time] tomorrow whether you saw this in time or not. No extensions, no 'we brought it back' emails next week. If you've had your eye on something, this is the window. Tap the button below and use it.

60-SECOND VERSION · ~150 words

Let me be respectful of the fact that a clock is ticking and keep this efficient. What's happening: a genuine 24-hour flash sale — [X]% off [product/collection], code [CODE], ending tomorrow at [time] sharp. Why so short? Because we run these precisely once per [period], briefly, instead of fake 'sales' that never end — when our timer says zero, the price physically resets, and yes, people email us the day after asking for exceptions, and no, they don't get them; that's what keeps the discount meaningful. What this means for you: anything you've been circling — [product example one], [example two] — is at its lowest price of the year for a few more hours. The smart play is simple: tap the button below me now, put what you want in the cart, apply [CODE], and check out before life distracts you — because 'I'll do it tonight' is how most people miss it. 24 hours. [X]% off. Code [CODE]. The button's below, and the clock doesn't care about good intentions.

UO-02 · The Doors-Close-Tonight Final Call

BEST USE CASE

The last hours of any launch, enrollment, or offer window.

PAGE PLACEMENT

Sales page — floating overlay

CTA LINE

"Tap the button below before midnight — tomorrow this page just says 'closed.'"

15-SECOND VERSION · ~35 words

This is the final call: [offer] closes tonight at [time]. Not pausing — closing. Everything you've read on this page stops being available in hours. Tap the button below and get in.

**30-SECOND VERSION** · ~75 words

If you're seeing this, you've arrived at the last hours. [Offer] closes tonight at [time] — the checkout comes down, the bonuses vanish, and this page becomes a waitlist. Every launch, someone messages me at 12:04 asking for a way in, and every time the answer hurts to give. Don't be the 12:04 message. If any part of you has decided yes, tap the button below and act on it now.

60-SECOND VERSION · ~150 words

It's the last day, so let me skip the persuasion — you've read the page, you know what [offer] is. Instead, let me tell you exactly what midnight looks like, because I've watched it happen every single launch. At [time] tonight, the checkout link deactivates — automatically, no human discretion involved. The bonuses — [top bonus], worth [value] — are archived. This page turns into a waitlist form for [next window], which is [timeframe] away and will cost [higher price / won't include these bonuses]. Then, between 12:01 and 12:30, the messages arrive: 'I meant to sign up,' 'my card was in another room,' 'can you make one exception?' And I say no — not from cruelty, but because the people who acted on time deserve a deadline that meant something. Here's the honest test: if the answer inside you is already yes, then waiting until 11:58 adds risk and zero benefit. Tap the button below me, complete your order, and go to bed with it done. Doors close at [time]. This is the whole warning.

UO-03 · The Price-Rise Notice**BEST USE CASE**

Announcing an upcoming price increase — rewards fast action honestly.

PAGE PLACEMENT

Pricing or Sales page — floating overlay

CTA LINE

"Tap the button below and lock in the current price before [date] — existing customers keep it forever."

15-SECOND VERSION · ~35 words

Fair warning: on [date], [product/service] goes from [current price] to [new price]. Buy before then and you lock the current rate — [forever / for your full term]. Tap the button below and beat the increase.

30-SECOND VERSION · ~75 words

A transparent heads-up rather than a surprise on your invoice: [product/service] prices rise on [date] — from [current] to [new], the first increase in [timeframe], driven by [honest reason]. The part that matters to you: everyone who joins before [date] locks in today's price [forever / for their full term]. That's our thank-you for deciding early. The math isn't complicated — same product, two prices, and the calendar picks yours. Tap the button below and lock in the lower one.

**60-SECOND VERSION** · ~150 words

We're doing something companies usually do quietly, loudly: announcing a price increase in advance, so you can beat it. Here's the full picture. On [date], [product/service] moves from [current price] to [new price]. The honest reasons: [reason — costs, X new capabilities added over Y years] — this is our first increase in [timeframe], and we'd rather raise prices transparently than degrade quality invisibly. Now, the part that puts money in your pocket: anyone who purchases before [date] locks in the current price — and if you're on a subscription, that's grandfathered [forever / for as long as you stay], through every future increase too. Our longest customers still pay rates from years ago; early deciders get rewarded here, permanently. So if [product/service] has been sitting on your someday list, the calendar just gave you a real deadline with a real cost attached: wait past [date], and the identical thing costs [difference] more, forever. Tap the button below me and lock today's price while today still exists.

UO-04 · The Only-X-Left Stock Alert**BEST USE CASE**

Genuine low-stock situations — converts hesitation on scarce inventory.

PAGE PLACEMENT

Product page — floating overlay

CTA LINE

"Tap the button below and check out now — carts don't reserve stock, orders do."

15-SECOND VERSION · ~35 words

Inventory update: only [X] units of [product] left, and no restock until [date] — if at all. One thing to know: carts don't reserve stock, checkouts do. Tap the button below and make it official.

30-SECOND VERSION · ~75 words

Straight inventory talk: [product] is down to [X] units. The next restock is [date / uncertain — honest reason: limited materials, small-batch production], and the last time stock ran this low, it was gone in [timeframe]. One mechanic worth knowing: adding to cart reserves nothing — the stock belongs to whoever checks out first. If this has been on your list, the deliberation window just closed itself. Tap the button below and complete the order.

60-SECOND VERSION · ~150 words

Let me give you the same inventory report our own team sees, because you deserve to make this decision with real numbers. [Product] currently has [X] units left. Here's why that's not manufactured drama: [honest reason — it's made in small batches, the material is limited, the supplier lead time is X weeks], so when this run sells out, the next availability is [date] — and at [restock price / no guarantee of the same price]. History for context: the last low-stock run sold out in [timeframe], and the waitlist emails afterward were not happy reading. Now, one mechanical detail that catches people: putting something in your cart reserves absolutely nothing. Stock belongs to completed checkouts, in order — so during a countdown like this, a cart is just a wish with extra steps. If you've been considering [product] — and you're on this page, so you have — the situation has made itself simple: [X] units, first come, first served. Tap the button below me, check out, and turn your maybe into a tracking number.



UO-05 · The Seasonal Window

BEST USE CASE

Holiday and seasonal offers with a natural, calendar-based deadline.

PAGE PLACEMENT

Homepage — floating overlay

CTA LINE

"Tap the button below and order by [date] — that's the guaranteed-by-[occasion] cutoff."

15-SECOND VERSION · ~35 words

[Occasion] is [X] days away — and our guaranteed-delivery cutoff is [date]. Order by then and it arrives in time, wrapped in our [seasonal offer]. After that, no promises. Tap below.

30-SECOND VERSION · ~75 words

A public service announcement from your calendar: [occasion] lands on [date], and everyone shops later than they mean to. Two numbers to know: our [seasonal offer — X% off, free gift wrapping] runs through [end date], and the guaranteed-by-[occasion] delivery cutoff is [cutoff date]. Inside both windows right now? Perfect — you're the organized one this year. Tap the button below, sort it today, and spend [occasion] week relaxed instead of refreshing tracking pages.

60-SECOND VERSION · ~150 words

Let's talk about how [occasion] shopping actually goes. Week one: 'plenty of time.' Week two: 'this weekend, definitely.' Then suddenly it's [X] days out, the good options are sold out, and you're paying triple for express shipping on your second choice. This message exists to break that cycle — because right now, you're perfectly positioned. Here's the seasonal math. Our [occasion] offer — [offer details: X% off the collection, free gift wrapping, bundled extras] — runs until [end date]. More importantly, [cutoff date] is the guaranteed-delivery cutoff: order by then, and it arrives before [occasion], promised and tracked. Order after, and we enter hope-and-express-fees territory — possible, but pricier and nervier every day. The bestsellers — [product one], [product two] — historically sell out [timeframe] before the holiday, so selection shrinks as the date approaches too. You're here early enough to have it all: full choice, the offer, calm delivery. Tap the button below me and finish your [occasion] shopping today — then enjoy watching everyone else panic.

UO-06 · The Expiring-Cart Discount

BEST USE CASE

Recovering active carts with a short-fuse discount at the moment of hesitation.

PAGE PLACEMENT

Cart / Checkout page — floating overlay

CTA LINE

"Tap the button below and check out with [X]% off — this code expires when you leave the page."

15-SECOND VERSION · ~35 words

Your cart's ready — and for the next [X] minutes, so is a [X]% discount: code [CODE], this session only. Leave the page and it's gone. Tap the button below and finish with the discount on.

30-SECOND VERSION · ~75 words

Before you drift away and 'think about it' — let me sweeten the next few minutes. That cart you've built gets [X]% off with code [CODE], valid for this session only; once you leave, the code dies and the cart starts gathering dust. You've already done the hard part — the choosing. The only thing left is the best part, now discounted. Tap the button below, apply [CODE], and be done in sixty seconds.

**60-SECOND VERSION** · ~150 words

Can I tell you what usually happens at this exact moment? You've built a cart — good choices, by the way — and now comes the drift: 'I'll sleep on it.' The tab stays open for three days, then quietly dies. The cart gets abandoned, and honestly? You wanted the stuff. So we've built a little intervention for exactly this crossroads. For the next [X] minutes, your order qualifies for [X]% off with code [CODE] — a this-session-only deal, created for people standing precisely where you're standing. Walk away and the code expires; there's no email version coming later, because this is the later. Think of it as a reward for deciding now instead of paying full price after three days of unnecessary deliberating. Everything in your cart is in stock this minute — another thing 'sleeping on it' doesn't guarantee. So: tap the button below me, enter [CODE] at checkout, watch the total drop, and finish in about a minute. Decisions feel great when they come with a discount.

UO-07 · The Last-Chance Replay**BEST USE CASE**

Post-webinar replay pages — the final window before the replay and offer expire.

PAGE PLACEMENT

Replay page — floating overlay

CTA LINE

"Tap the button below before [time] — the replay and the special offer expire together."

15-SECOND VERSION · ~35 words

The replay of [training] comes down [date] at [time] — and the attendee-only offer, [offer], disappears with it. Both, gone at once. Tap the button below and finish while both still exist.

30-SECOND VERSION · ~75 words

Two clocks on this page, one deadline. Clock one: this replay of [training] vanishes [date] at [time] — [reason: the content's too sensitive to live online forever]. Clock two: the special offer from the session — [offer, with the discount/bonuses] — expires at the same moment. Watched but haven't decided? Decide. Haven't watched? Start now; you have exactly enough time for one viewing and one good decision. Button's below.

60-SECOND VERSION · ~150 words

If you're on this page, you either attended [training] and you're circling the offer, or you missed it and just found the replay. Either way, the same clock governs you, so here's the situation in full. This replay comes down permanently on [date] at [time] — that was the deal announced live, and it's kept every time, because [reason: the material includes real numbers and current strategies that shouldn't float around indefinitely]. The special offer made during the session — [offer: the discount, the bonuses, the package] — was built exclusively for people who invested the time to watch, and it expires at the exact same moment the replay does. There's no 'extended for 48 hours' email coming; that trick trains people to ignore deadlines, and this isn't that kind of page. So the honest playbook: haven't watched? The runtime is [X] minutes — you have time for exactly one sitting, so start now. Watched and felt the pull? That instinct doesn't improve with expiry pressure — it just runs out of time. Tap the button below me and act on it while 'act' is still an available option. [Date], [time]. Both doors close at once.



RT Retargeting Ad Videos

The money is in the follow-up. Welcome-backs, objection crushers, comeback discounts, cart rescues and a classy final goodbye — export these as video ads or run them on return-visit landing pages.

6

SCRIPTS

RT-01 · The Friendly 'Welcome Back'

BEST USE CASE

Warm first-touch retargeting for recent site visitors — light, no pressure.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below and pick up right where you left off."

15-SECOND VERSION · ~35 words

Hey — recognize me? You visited [Brand] recently and life pulled you away. Happens to everyone. Everything you looked at is still there, waiting. Tap the button below and pick up where you left off.

30-SECOND VERSION · ~75 words

This isn't a coincidence — you visited [Brand] recently, browsed [product/category], and then, well, the internet happened. A phone buzzed, a meeting started, and the tab got lost. No guilt; that's just Tuesday. But since something over there caught your eye, consider this your bookmark: everything's exactly where you left it, still in stock. Tap the button below and finish the visit you started.

60-SECOND VERSION · ~150 words

Let me explain why I'm appearing in your feed, because I believe in honest advertising: you visited [Brand] recently. You looked at [product/category], maybe scrolled a few pages, and then vanished mid-visit — which, statistically, means one of three things happened. Something interrupted you, you weren't ready to decide, or you meant to come back and the name slipped away. All completely normal — that's how ninety-something percent of first visits end, ours included. But here's the thing about that visit: something made you click in the first place, and something kept you looking. That instinct deserves a second look more than it deserves being forgotten. So this ad is just a bookmark with a face. Everything you browsed is still there — [product] included, still in stock, nothing's changed except you now have a moment. Tap the button below me and pick up exactly where you left off. And if the second look says 'not for me' — fair enough, we'll part friends. But give the instinct its second look.

RT-02 · The Objection Crusher

BEST USE CASE

Second-touch retargeting that names and dismantles the most likely hesitation.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below — your biggest 'but what if' is already answered."

15-SECOND VERSION · ~35 words

You looked at [product] but didn't buy — let me guess why: [top objection]? Here's the answer: [one-line rebuttal — the guarantee, the plan, the proof]. Objection handled. Tap the button below.

**30-SECOND VERSION** · ~75 words

When someone browses [product] and leaves, it's usually one of two doubts. Doubt one: [objection one — 'is it worth the price?'] Answer: [rebuttal — the guarantee means you decide after using it, not before]. Doubt two: [objection two — 'will it work for my situation?'] Answer: [rebuttal — proof point, breadth of customers]. Whichever was yours, it just got smaller. Tap the button below and take the second look with better information.

60-SECOND VERSION · ~150 words

You visited, you looked at [product], you left — and I've been doing this long enough to know the internal monologue that happened on the way out. So let's have it out loud. Objection one: 'It's expensive.' True — and here's the context: [reframe — cost per use, comparison to the alternative, what the price includes]. Plus the [X]-day guarantee means you're never actually stuck with the decision; you make the real call after using it. Objection two: 'Will it even work for me?' Reasonable — which is why [proof: number of customers like you, the specific case that matches, the rating]. Objection three, the quiet one: 'I'll just decide later.' Also fine — except later has a cost too: [honest stake — the offer ends, stock runs, the problem you came to solve keeps running its meter]. Here's my point: you didn't leave because you didn't want it; you left because a question went unanswered. Consider it answered. Tap the button below me and look again — this time with nothing standing between you and a decision.

RT-03 · The Comeback Incentive**BEST USE CASE**

Bringing back non-buyers with a genuine welcome-back discount.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below and use code [CODE] — our thanks for giving it a second look."

15-SECOND VERSION · ~35 words

You visited [Brand], you left, and we'd like a second chance — so here's [X]% off with code [CODE] to sweeten it. Valid for [X] days. Tap the button below and come see us again.

30-SECOND VERSION · ~75 words

Confession: we noticed you left [Brand] without buying, and instead of wondering why, we're doing something about it. Here's [X]% off anything on the site — code [CODE], valid for the next [X] days, our way of saying 'come take another look.' The [product] you browsed is still there, and with the code, the math just improved noticeably. Tap the button below, use [CODE] at checkout, and let's call it a proper first impression this time.

**60-SECOND VERSION** · ~150 words

Let's acknowledge what happened: you visited [Brand], browsed around — [product/category], if memory serves — and left without pulling the trigger. Maybe the price gave you pause, maybe the timing was off, maybe dinner boiled over. Whatever it was, we'd rather win you back than wonder about you, so here's our move: [X]% off your entire first order, with code [CODE]. A few honest details. The code works on everything — including [product], the one you were eyeing. It's valid for [X] days, and that's a real expiry, not a rolling one that resets forever; when it lapses, it lapses. And it's for returning visitors like you, not something plastered on the homepage — think of it as a quiet handshake for giving us a second look. One tip from watching these play out: the people who use the code in the first day get the pick of the stock; the ones who save the ad for later often come back to a sold-out size or a dead code. Tap the button below me, enter [CODE] at checkout, and let's make round two count.

RT-04 · The Social-Proof Chaser**BEST USE CASE**

Retargeting hesitant visitors with what other customers decided and experienced.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below and read the reviews yourself — then decide with the crowd's homework in hand."

15-SECOND VERSION · ~35 words

While you've been thinking about [product], [number] people bought it — and rated it [rating] stars. The crowd's done your homework. Tap the button below and read their answers before you decide.

30-SECOND VERSION · ~75 words

Since your visit to [Brand], here's what the rest of the internet did: [number] more orders of [product], [number] new reviews, average still [rating] stars. The recurring headline in those reviews: [paraphrased theme — 'wish I'd bought it sooner']. You don't have to take my word for anything — that's the point; take theirs. Tap the button below, scroll the reviews you didn't read last time, and let a few hundred strangers settle your internal debate.

60-SECOND VERSION · ~150 words

You've been deliberating about [product] since your visit — totally reasonable, that's what smart buyers do. But while you deliberated, a small crowd went first, so let me report back on what they found. Since you left, [number] more people ordered it. The review average is holding at [rating] stars across [review count] reviews, and reading through the new ones, three themes keep repeating. One: [theme — quality exceeded the photos]. Two: [theme — the specific worry you probably share turned out fine]. And three, the big one: [theme — 'should have ordered sooner']. There's even a review from someone in exactly your position — [matching situation] — who hesitated for weeks and then wrote [paraphrased outcome]. Here's the useful reframe: you don't actually have to trust our marketing, including me. You have several hundred unpaid strangers who bought with their own money and reported back in public. That's the most honest data on the internet. Tap the button below me, go straight to the reviews section, and let their experience finish your deliberation. The verdict's already in — you just haven't read it yet.



RT-05 · The Abandoned-Cart Rescue

BEST USE CASE

Recovering carts left at checkout — the highest-intent retargeting audience.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below — your cart is saved, your size is still in stock, checkout takes one minute."

15-SECOND VERSION · ~35 words

Your cart at [Brand] misses you — [product] is still in there, saved and in stock. One minute of checkout stands between you and it. Tap the button below and finish what you started.

30-SECOND VERSION · ~75 words

Let's talk about the cart you left at [Brand]. Inside: [product] — chosen, sized, one click from yours — and then something pulled you away at the finish line. Good news: we saved everything, and it's all still in stock. Better news: complete it in the next [X] hours and shipping's on us with code [CODE]. That cart took you effort to build; the finish takes one minute. Tap the button below and close the loop.

60-SECOND VERSION · ~150 words

There's a cart with your name on it at [Brand], and I've been sent to negotiate its release. Here's what's in it: [product] — which you chose deliberately, picked the [variant/size] for, and carried all the way to checkout before something intervened. Card in the other room? Second thoughts about shipping costs? Just life? All normal — most abandoned carts die within 24 hours, not from rejection but from forgetting. Yours doesn't have to. Everything is saved exactly as you left it, and — I checked before filming this — your [variant] is still in stock, though I can't promise that indefinitely; it's one of our movers. And to clear the most common final hurdle: use code [CODE] in the next [X] hours and shipping is free, which for most carts erases the exact objection that stalls checkout. So here's the whole ask: one minute. Tap the button below me, land back in your saved cart, hit confirm, and let that little bit of unfinished business become a delivery date instead.

RT-06 · The Final Goodbye

BEST USE CASE

The last ad in a retargeting sequence — honest last call before you stop following them around.

PAGE PLACEMENT

Video ad / retargeting landing page

CTA LINE

"Tap the button below if this is a yes — either way, this is my last appearance in your feed."

15-SECOND VERSION · ~35 words

This is my last ad — promise. You've seen [Brand] a few times and haven't clicked, so after today, I stop showing up. One final offer stands: [offer]. If it's a yes, the button's below.

30-SECOND VERSION · ~75 words

Real talk: this is the last time I'll appear in your feed. You've seen us a few times now, and if [product] were an instant yes, you'd have clicked already — so after today, we stop following you around; you have our word. But before I go: [final offer — the code, the discount] is live for [X] more hours, in case the timing was the only problem. If it's a yes, tap the button below. If not — genuinely, no hard feelings. Be well.

**60-SECOND VERSION** · ~150 words

Every ad sequence should know when to end, and this one ends today — so consider this the goodbye, and let me make it a graceful one. Over the past while, you've seen [Brand] in your feed a few times. You haven't clicked, and I've learned to read that: either the timing's wrong, the fit's wrong, or you're the deliberate type who was always going to decide on visit five. Whichever it is, respect — and after today, we retire from your feed either way; nobody ever bought anything because ad number eleven wore them down. But since this is the finale, two things before the curtain. First, the practical: [final offer — code CODE for X% off] stays live for [X] more hours — if timing or price was the real hesitation, this is the best version of both you'll get. Second, the sincere: whether you click or not, thanks for the visits. If [product] ever becomes relevant, you know where we live. So — final button, right below me. Tap it if this was ever a quiet yes waiting for a nudge. And if not: this is me, logging off. It's been a pleasure haunting your feed.



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