

# The Videofruit Optimization Experiment

*Complete Copy Files*



# Part I: Home / Landing Page

Inserted a key benefit into the headline.

## Learn my formula for creating explainer videos that increase sales

New pic. You in your natural "teaching" environment.



Put a name to that friendly face.

### FREE 4-part video training series

Hi, I'm Bryan Harris, founder of Videofruit. I help companies like AppSumo create killer videos. I want to show you step-by-step how to make an explainer video for your website, business, or app for less than \$100.

Too legit. Social proof.

Enter your email address below and let's get started:

*Enter your email here*

Get Started

Crushes "but video's too expensiiiiiiiiive" objection.

P.S. I also write articles that teach entrepreneurs how to use video to grow their business. [Check 'em out here.](#)

Told 'em why they want to read your articles.



# Part 2: Blog Sidebar Opt-In

## Original



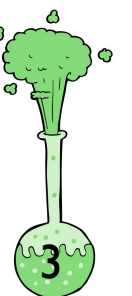
The original opt-in form features a blue header with white text: "Free Course: 'Bootstrapper's Guide to Explainer Videos' + Extra Bonus (Valued at \$250)". Below this is a 3D rendering of a blue box labeled "VideoFruit PRO" with a camera icon. To the right of the box, text reads: "This course will show you step by step how to create amazing explainer videos for less than \$100." At the bottom, there is a prominent yellow button with the text "Yes, Lets Start The FREE Course". Below the button, the text "Yes, Let's Start The FREE Course" is repeated in a smaller font, followed by a privacy statement: "100% Privacy. I will never spam you!"

## New

Free Course: How to Make One Simple Video That'll Win You More Customers

This course will show you step-by-step how to create an explainer video (without learning any software) for less than \$100. There's also an "extra bonus" you'll find on the inside!

[Get Free Access]



# Part 3: Email Autoresponder

## Day 1 Email

**Subject: how much does it cost?**

You're all set!

Here is your first lesson:

Pricing: How much does it cost?

What you'll learn:

- The first video I ever made
- The method I used to make them
- Exactly how much it cost to make an explainer video
- How to save \$2,000 on your first video

Enjoy :)

-Bryan

**P.S.**

• Lesson 2 will be sent to you the day after tomorrow,  
be on the look out



# Part 3: Email Autoresponder

## Day 2 Email

**Subject: I'm curious what is your biggest fear about creating your video?**

(Note: In case you missed it, here is Lesson #1)

OK, I remember when I made my first video. I definitely had some fears. Example:

- What if it turns out really bad?
  - What if I put it on my site and no one ever signs up again?
  - What if I spend a bunch of time and money and it sucks?
- I'm curious, what are your fears or negative thoughts?

Shoot me a reply and lemme know!

-Bryan



# Part 3: Email Autoresponder

## Day 3 Email

**Subject: Lesson #2: "Rookie mistakes newbies make (and how to avoid 'em)"**

One of the most frequent (and important) questions I get is: "What are some of the key mistakes I should avoid that will save me the most time, money and aggravation?"

No shame in mistakes. I know when I started Videofruit, I made about 39394594959.5 mistakes...every single day.

I wasted time. I wasted money. It sucked. And I don't want you to go through that if you are just starting OR your video is a bit "stuck."

After making hundreds of videos, I see the same mistakes over and over and over again that are holding people back from massive success.

That's why this second training video is all about how to avoid those mistakes and take years off your learning curve. I wish I had watched this years ago: The Top "Rookie Mistakes" (and how to avoid 'em!)

Enjoy!

-Bryan

**P.S.**

In case you missed the previous lesson here is the link (Lesson #1)



# Part 3: Email Autoresponder

## Day 5 Email

**Subject: Lesson #3: "The simple tools I use to shoot, edit and produce my own videos"**

One of the biggest hangups I hear from aspiring video creators is what I call "tech-fear."

Meaning, fear of not having the right technology. Or the technology won't work. Or that it will be complicated. Or expensive.

Let me put this to rest for good: It doesn't have to be ANY of that.

You can create a quality video with just a **few simple tools**.

How do I know? Because like you, I don't want to spend time stressing over complicated or expensive technology. By making over 100 videos and trying all kinds of tools and workflows, I've got it down to a science I want to share with you.

You can watch the new video right here and learn my EXACT workflow and tools you will need that will make your life easier and save you thousands of dollars.

Enjoy it and get rid of that tech-stress!

-Bryan

P.S. In case you missed any of the previous lessons here are the links (Lesson #1 and Lesson #2)



# Part 3: Email Autoresponder

## Day 7 Email

**Subject: are you ready to create awesome promo videos?**

Alrighty! I promised a big announcement today and I will not disappoint.

Here is the deal: A funny thing happened after the first few groups of people went through the 3-part course you've been sent over the past week—a TON of people wanted even MORE!

After getting email after email from others like you wanting even more step-by-step instructions on how to make explainer videos that will increase sales, I did the only thing I knew to do:

Created an ultimate, jam-packed resource that I guarantee (seriously...I don't use that word lightly) will allow you to make a video that will increase your sales, generate more leads, and keep your visitors on the page longer.

Those are three pretty freakin' great results, am I right?

Anyway, the door is now open on this for a limited amount of time (you'll see why in the video) so [click here to watch Video #4!](#)

- Bryan





# Part 3: Email Autoresponder

## Day 8 Email (Part I)

### Subject: How to kill your 5 biggest video fears

Alright, so I know Video #4 was a good amount to take in, and—if you're like me when I was getting my feet wet with video—you might have a few concerns about the whole process.

Trust me, I've experienced and/or heard it all. And I want us to get it all out on the table.

This will be therapeutic, I promise.

(\*This is where I pass you the box of tissues\*)

All jokes aside, I want to address all your concerns and anxieties about making your own video...and then show you exactly why you will NEVER have to worry about them ever again. Here we go:

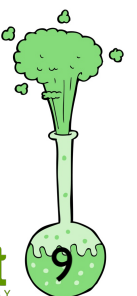
- **FEAR #1:** Making a video that will make me look like an amateur...not looking like a “pro”

Okay, I'm going to admit a dirty little secret to you...*I suck at design.*

Seriously—*I. Suck.*

Yet by now you've seen enough of my videos to know that they're pretty darn good looking. No one has certainly ever used the word “amateur” to describe them.

That's because my super-simple design method allows me to find and harness people who *are* good designers without breaking the bank. It's easy to do if you know what/where to look and how to make the ask. And that's what I'm going to show you how to do, step by step.



# Part 3: Email Autoresponder

## Day 8 Email (Part 2)

- **FEAR #2:** I'll look self-conscious or "constipated" (that's how one guy described it, ha) on camera. *How in the world can I look straight into the camera and still sound natural?*

Confession: I have never been a natural in front of the camera. The truth is that 99.8% of people aren't.

That's why I show you the content creation techniques I use to ensure that I don't come off like a script-reading zombie on camera. The funny part is that so often looking natural in front of the camera actually comes down to the preparation you put in *before* you even step in front of it.

- **FEAR #3:** Ugh...am I going to have to learn complicated software like Final Cut Pro and AfterEffects?

No! This course teaches you how to produce high quality video without spending months and months learning those software programs. Go to Udemy.com to learn Final Cut and AfterEffects...if you're into that sort of thing. ;-)

All of the software tools I'm going to teach you to use are completely free to use and have incredibly small learning curves.

- **FEAR #4:** What if I put a video on my site and nobody ever clicks on it?

Since I started using the system I teach in this course the following things have happened:

- My videos have driven over 100,000 visitors to my site in six months
- Other people have emailed my videos to THEIR lists (over 1 million people total)
- Sales of the products I shot several of the videos for have increased by 300% (the Trello app I created is one example)

Bottom line? You will not have to worry about getting clicks on your videos when you follow my system.

# Part 3: Email Autoresponder

## Day 8 Email (Part 3)

- **FEAR #5:** Can I really succeed at making videos? Do I have the time for this??

This course will be like me holding your hand (and giving the occasional friendly kick in the butt) through the entire process.

The first video I ever made took me 3 days start to finish. Those 3 days included about 4 hours of actual work. Now I can make them much easier.

Someone who is brand new and has never messed with video or outsourced a project of any sort can realistically expect to take 3-10 days. That's it.

Take a look at your calendar. What's 10 days from now? Imagine what could be possible if, by that date, you had an awesome explainer video that not only looks professionally-done, but literally earns you more sales and clicks!

Take my word for it—it's a beautiful thing, and I know you're capable of pulling it off. Again, that's why I have a 30-day guarantee.

No matter the situation, the easiest way to conquer any fear, concern, or worry is to do just ONE simple thing—start.

If you're serious about creating awesome videos to help your business, I'm ready to walk you through the process, every step of the way.

[Click here if you're ready to start.](#)

- Bryan



# Part 3: Email Autoresponder

## Day 9 Email #1 (Part 1)

Well, here we are!

Just wanted to let you know that today is the last day to get access to my “How to Create Awesome Promo Videos” course and still get the 3 super-ridiculous bonuses! If you enroll before tonight at 11:59 PM, in addition to lifetime access to the course, you’re going to get:

- **Bonus #1: 3 Live Q&A Coaching Calls (\$750 Value)**

I will host a series of 3 LIVE Q&A Sessions where you will be able to ask me any questions you have. All of these sessions will be recorded and included with the course incase you are not able to make them in person.

- **Bonus #2: My 2 Best Video Blueprint Templates (\$550 Value)**

You will receive my two most popular videos for free with this course. You will receive the Blueprint Worksheets as well as the editable file to use for your own. The Quick Trail and Gary Vaynerchuk video infographic videos will be yours. Think of them as a **Video Swipe Copy**. Download them, change them and use them for your own website.

- **Bonus #3: Live Case Study (\$1200 Value)**

You will receive a live walkthrough of me making a video from scratch. I will be doing this for all of my students to see. I will go step-by-step through the course and show you every aspect of the process. This will also be recorded and included for those who are not able to watch it live.

# Part 3: Email Autoresponder

## Day 9 Email #1 (Part 2)

Here is the 100% transparent reason why these bonuses are coming down at midnight PST tonight: One of the three big bonuses is a VIP Q&A session with me where you can ask me anything to help accelerate your progress. Cool, right? But here is the thing...I really give a crap about your success and I want to help you. If I leave this up forever, I'll end up with too many people on the calls and I won't be able to give everyone personal attention.

So, I want to reward the action-takers. The peeps who REALLY want this and see "How to Create Awesome Promo Videos" as the perfect fit.

[Just click here now](#) to enroll in the course and take advantage of the bonuses before they're gone.

- Bryan

# Part 3: Email Autoresponder

## Day 9 Email #2

**Subject: Final Chance: The VIP Package closes at midnight!**

The famous final heads up :)

A few years ago, I used to do events for entrepreneurs in Nashville. I would always send out a "warning" email that we were closing down registrations. One time, I forgot to say that I would be closing it in 24 hours. 24 hours came and went and I shut down registrations. And guess what happened next? I got all kinds of fun emails such as:

"Bryan!! You shut it down! Now I can't register! You ruined my life!"

Slightly exaggerated...but not that much. I vowed then to ALWAYS give a SPECIFIC heads up with a timeframe.

This is that heads up for the VIP Bonus package for "How to Create Awesome Promo Videos."

Tonight at midnight PST it will evaporate in a cool puff of smoke—the 3 live Q&A calls, the 2 video blueprints, and the live walkthrough. Stuff that would normally cost well over \$2,000 alone...all gone.

For you last minute peeps that waited in school to do the report the night before it was due even if it was like 50 pages, this is your moment (you know who you are).

Are you in?

:o) (yes, that is a smiley face with a nose, my friend...very advanced)

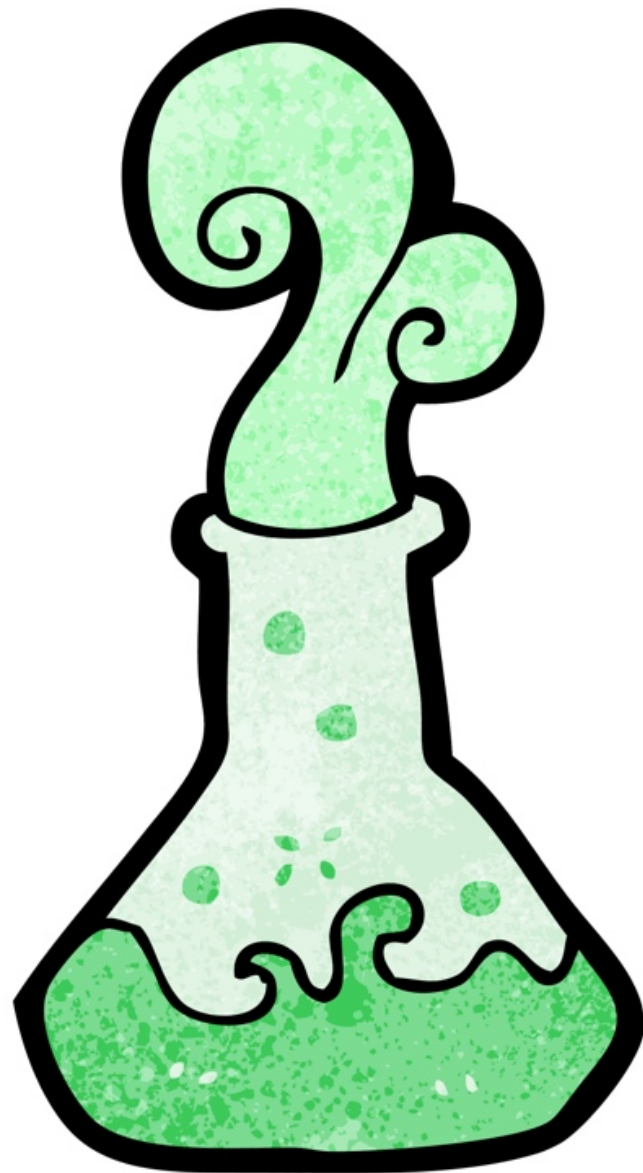
-Bryan



# Want More?

## Check out the Copygrad blog.

Here are just a few things smart folks have said about it:



Newest ▾ Copygrad My Disqus Share ↗ Will Hoekenga ▾

 **sethgodin** • 19 hours ago  
Can I tell you what made the writing easy? It was about stuff I really liked.  
This is an underrated essential.

Thanks for this post. I loved all of it. Nicely done.

1 ^ | ▾ • Reply • Share ›

 **Kat Von Rohr** • 2 days ago  
Great post! Really appreciate your analysis of what we do. :) ~ Kat Von Rohr,  
Blog Editor for LeadPages

 **John Morgan** • a month ago  
Sweet mother of mercy I liked this post.

^ | ▾ • Reply • Share ›

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