

The Never Fail "Fill-In-The-Blank"

V.H.P. Formula:

"How To Create Winning Sales
Letters, Emails, Videos (And More)
That Sell Like Crazy
And Creates Raving Fans"

www.NitroBlueprint.com

In Blueprint – 6 Story Angles

One of Most Popular:
“Just Like You”

Build Relationship/Trust
And Create Sales
Using The V.H.P. Formula

Villain

Hero

Persona

Best Time To Use It?

- Email follow-up messages to your free list.
- Blog Posts
- Videos
- Free Traffic Magnets

- Will Cover In Detail Exactly How in 3rd Video

What Is V.H.P.?

- Villain = The reason your market is not getting results. (So its not their fault for lack of results.)
- Hero = The *system* you are selling that gets the desired end results your market wants.
IMPORTANT: You are not the hero!!
 - Prospects need to believe it can work for them too.
- Persona = The person you used to be they can relate to and who you are now (because of the system/the hero) that they want to become.

Case Study #1 - Sue

- Teaches stay-at-home moms and want to stay-at-home moms how to make money as a writer.
- Her “villain” is all the BAD free information out there (from people unsuccessful doing it but who are teaching it) that flat out doesn’t work.
- Her “hero” is her course that teaches the system.
- Her “persona” she was working full-time, never seeing her family, stressed out. To now working from home, taking part in all of her kids activities. Traveling, having fun, exciting life.

Case Study #1 - Sue

- Create screen capture video (will show how to do it for free in next video) pointing out some of the bad information and what the real truth is. (villain)
- (OR) Create screen capture video showing how she gets a new job, does the work, and gets paid, taking a total of 30 minutes . They see how the system works but not how to do it for themselves which is in the course. (hero/system)
- (OR) Create video about going to one of her kids afternoon plays, she was ONLY mother there because was middle of work day, and still made \$500 that day from her writing business. (persona)

Case Study #1 - Sue

- Post video on blog and send email to list to go watch video.
- Ask to post their experience about the video topic (bad info or missing out on kids activities.)
- If good response add to autoresponder follow-up so it works for you on autopilot.

Case Study #2 - Chris

- Teaches single guys how to meet women for free using MySpace.
- His “villain” is all the paid dating sites that don’t work and they want you to fail so you pay more.
- His “hero” is his course that teaches the system.
- His “persona” he was a normal, shy guy who had a hard time meeting women using traditional ways. Now he has endless stream of women to go on dates with, lives fun exciting life, lots of self-confidence and life full of interesting people.

Case Study #2 - Chris

- Already has video demonstrating the system's results and ease of use.
- Create video showing massive amount of competition at match.com (new profile/active users)
- Create video about current lifestyle adventure.
- Post video on blog and send email to list to go watch video. Ask to post their experience about the video topic.
- If good response add to autoresponder follow-up so it works for you on autopilot.

My Blueprint Example

- Villain = All those incomplete programs out there that don't give you a true step-by-step system to start and grow a successful online business. Plus these pesky 7 reasons people fail have a strangle hold on your success.
- Hero = The Nitro Blueprint Step-By-Step System, that's now even better as it overcomes each of the 7 major reasons people have been held back. Its what I've used to be successful the past decade online and has created tons of success stories as well.

My Blueprint Example

- Persona = I was a poor kid who grew up on farm in small town Iowa. In college realized I didn't want to be accountant for rest of my life and started using Internet in 1996. First 3 sites failed miserably. I eventually got up to part time then in 2000 full time income. Cracked code in 2001, brand new site in niche market did \$102,013 in first 6 weeks and never looked back. Now have more than 70 profitable sites using Blueprint System, make millions each year, living dream life.

The BIGGER Contest!!

- The CONTEST – Post as a comment below the #1 take-away, action item and/or results you got from these 3 free videos on this blog post.
- The WINNERS – chosen on Monday, Oct 13th... you win \$1,397 in REAL prizes mailed to you (updated 2009 Blueprint & Nitro Quattro System)
- Get Your FREE TRAINING Today...
Fill Out The Form Below to get INSTANT ACCESS to a pdf report and 5 free “no fluff” training videos (easily could be \$97 product by themselves)

Continue To Final Video...
How To Get Free Traffic,
Build a List, And Make Sales,
Even If You Don't Have A Website!

www.NitroMarketing.com/blog/traffic-list-sales