

You can pack way more information on video

As the old saying goes, “A picture is worth a thousand words.” Can you imagine how many words one single video is worth? If you're going to say millions of words, you haven't even come close. Why?

Video is not just about packing a tremendous amount of words in a small, compact form. Instead, video enables you to communicate on so many levels. You can communicate with words. You can get your point across with images. You can use certain sounds to convey certain emotional states. You can flatly state the kind of emotions you're in and trigger these emotions in the viewer. You can also drop some hints or otherwise play with the signals you're sending the viewer to get an emotional response.

In other words, you get a lot more flexibility with video than with the written. The best part to all of this is that you are engaging the viewer on different levels without the feeling that this is work. They don't feel that they have to put in all this time and effort to get your message. Instead, they feel comfortable; they feel at ease; and this increases the likelihood that you would be able to walk them through the distinct phases of the sales process.

Remember for you to sell anything to anybody in an online or offline setting, you have to get people to trust you. To get to that stage, they must first feel that you know enough about your business or their problems and then present them with solutions that they would like.

Once they feel that they like your particular take on their problems, then they are more likely to trust you. They're more likely to give you the benefit of the doubt and this can lead to conversions.

Unfortunately, this can't happen with just mere words. You can't just keep talking and talking until people feel that you know enough then they like your solution then they trust you. You have to mix it up. You can use words then images then sounds then emotions.

Video enables you to do all of this. This maximizes video's sales impact. You then use video in certain parts of your sales funnel so you can get people to buy from your business. It doesn't matter whether you are offering local merchandise or local services or you have a national or international brand. It all boils down to mastering the sales funnel so people eventually convert into sales.