# How To Test A Written Sales Letter Against A Video Sales Letter

Written sales letters are often the preferred way for a newbie internet marketer to sell their product. However until attempting to sell your product using a video sales letter it’s difficult to determine how successful you’ll be. The purpose of this article is to show you the quickest and easiest way to create a video sales letter and then use split-testing software to discover which of the two sales letters converts the best.

The first thing you need to do is create a series of slides using the main points from your sales letter. Simply copy the headline and sub-headline from each section of your written sales letter, and then underneath, insert brief bullet points outlining the main themes of each section. You can do this using Microsoft Powerpoint or, if you prefer, try the free Open Source software OpenOffice Impress. Remember you don’t need to create a brand new sales letter just shorten your existing written sales letter by extracting the key points as bullet points.

The next part of the process is to record a screen capture video going through the slides you created. To do this you’ll need to download and install some screen capture software. There is a paid version available called Camtasia and a free version called Camstudio. Simply work your way through the bullet points talking about your product using the slides as your guide and reference. The key is try not to jump ahead of yourself, by keeping the structure of the presentation intact you will ensure your video sales letter maintains its natural flow.

Now that your video sales letter is recorded and uploaded to its own unique web page start driving some traffic toward it. Before doing this copy and paste the code given to you by Google Analytics onto the web pages of both your written sales letter and your video sales letter. One of the many amazing things Google Analytics does is track how many visits your web pages receive. You can use these stats Google gives you to discover which sales letter converts better. Please be aware that Google Analytics takes 24 hours before your hits start to show.

You now know how to test A written sales letter against A video sales letter. All you need to do is out this information to good use. To create a simple video use presentation software to create a selection of slides, use screen capture software to record the presentation and then use the Google Analytics tool to track the conversion rates of both of your sales letters.

YOUR RESOURCE BOX : Of course this is only the tip of the iceberg and if you’d like to go ‘deeper’ with Video selling then I urge you to go and check out my brand new guide called ‘Video Sales Revealed’. **[YOUR LINK HERE]**