

61 - How To Write A YouTube Ad Script That Converts with Patrick Kenney

By: Ilana Wechsler

Brief Background About Patrick Kenney

- ❖ Just like Ilana, Patrick Kenney has a background with computer science specifically with data.
- ❖ He also worked in Xerox way back when it was ACS Government Systems Inc. His responsibilities include corporate engineering and building apps.
- ❖ His first project involves scraping Google AdWords (which is Google Ads now) and that was his first introduction with Google Platform.

What Makes YouTube an Attractive Ad Platform

- ❖ According to Patrick: *Because the platform is expanding, as you know, faster than we could advertise on it. You know, you have this runway that is continuing to pave miles in front of you.*
- ❖ The YouTube ad platform once it's humming along nicely, it's incredibly stable. And you don't experience the fluctuations as you do with Facebook ads.

What Businesses are Perfect to Advertise in YouTube

- ❖ Info-marketers, people doing webinar registrations, coaches, consultants, copywriters. Mostly in the service providers space.



Basics and Things to Note of YouTube Ads

- ❖ Get your clients interested and have micro-commitments videos. These videos are for sub-two minutes.
- ❖ But before you even get to the point of doing the actual video itself, write out your message, you know, what is your hook? What is it? What is the transition? What is your actual offer? Why would you know? Would when you read this out loud to yourself? Would you be interested in learning more about that?
- ❖ And I think that's a critical step for anyone that wants to create a video ad that will work is to do the homework of, Okay, what am I trying to get this person to believe? How can I hook them?
- ❖ What's a story that I can tell that would get them excited about the thing I want them to believe? And then transitioning into an invitation to click the ad and check out the thing I want them to check out.



Components of an Ad - "Hook"

- ❖ We sell stuff based on belief and what is the one main thing that you want someone to believe with what you're trying to put in front of them?
- ❖ And when you're, you're coming up with the one belief to write about what is waking a person up at three o'clock in the morning. And how can you tie your offer to that belief that the habit that fears that they have, that's a really good way to start your message, your calling them out because you know what their pain is.
- ❖ When you're talking to the person's desires or fears, you can then use your service like you can have an offer and your service to transition the belief that your service is the only way that they can get the thing that they desire.
- ❖ So the technique is what's my hook? What's my story? And then what's my offer?

Components of an Ad - Story

- ❖ Patrick provided a very simple framework that you can do in under two minutes, where the hook and the Curiosity are easily performed within the first 30 seconds. And It's called the **P.O.S.E.R.** method. It stands for **Promise, Obstacle, Solution, Example and Reach (reach basically is the call to action).**
- ❖ A sample of how the **P.O.S.E.R.** method is implemented:
 - *Hey, it's Patrick Kenney. If you're an info marketer who would like to scale sales fast, this would be the most important message you'll see all day. See, the challenge that we have as marketers is that if you're running the Facebook ads platform, you never know what your leads are going to look like from one day to the next, let alone your lead costs. Now the solution to this is to explore the YouTube ads platform which is a much more mature platform because it's been around longer, and Google has invested*

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10 times the budget of Facebook to make sure the stability of their platform is ensured.

Do You Need A Big Studio to Produce a Quality Ad?

- ❖ According to Patrick, you don't need one since you already have one in your pocket and that's your smartphone. And base on his experience 99 out of 100 times the grassroots ones with his iPhone convert better.
- ❖ You also have to overcome the fear of appearing in front of the camera and once you overcome it will add a level of authenticity base on Patrick's Experience

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Tools to Help You With Reading and Remembering Lines

- ❖ **Teleprompter** - it's a paid app that you can load in your script and it will scroll through like a teleprompter, but you can skew it all the way.
- ❖ **Easy VSL** - You can take your script that you're going to read that you can put it in the software and compile it and it will take your you can read over the script, it will sync up your voice with the slides and put nice little transitions and makes a really professional elegant, like a slideshow.

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Advice to New Comers in YouTube Ads

- ❖ According to Patrick, newcomers should invest in it long term. It's not going to be a quick win for you.
- ❖ The first week is probably going to be a bit challenging because it's AI is learning all the things about your pages and your offers and who's viewing and all this stuff. And it's making changes.

Learn More About Patrick Kenney

- ❖ You can learn more about him and download his guides at getyoubooked.com. If you want to create your own video scripts with your intros, Patrick put all of his best stuff into a PDF guide there.