

**Client:** Jason Smith/More Customers Please

**Time Length:** 2:00      **Description:** Intro Video

**Title:** Reality Check

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**VIDEO:**

*Plain background (seamless)  
with chalkboard in the  
background that will serve as  
a projector screen for  
animation*

*Jason walks into frame  
carrying book that he keeps  
face down until later.*

On chalkboard:

Drawing of a lightbulb

Drawing of dollars changing  
hands

Drawing of hearts around the  
lightbulb

Drawings being erased.

Writing: List of all the items  
mentioned

*Jason sits on barstool*

Writing:  
Marketing and Sales

Question marks surrounding  
words

Words turn into cartoon of  
monster

Question marks disappear and  
are replaced by hearts

**V/O:**

Hi I'm Jason Smith. I'm an Entrepreneur, or as I like to call it a "Trep."

I remember when I started my first business. I was so excited! I had this great idea. I took the leap and became a business owner. It was all mine. Well, ok, I had to share a little of it with the bank and my creditors. But you get the idea.

Just like you, I had achieved my childhood dream of getting paid to do what I LOVE. I could focus on my "big idea" and do only what I wanted.

OK. So maybe not.

If you're a "Trep" like me, you probably never dreamed you would have to do all the OTHER stuff it takes to run a business. The planning, scheduling, re-scheduling, supply ordering, accounts payable, accounts receivable, the never-ending cycle of hiring, training, firing, and replacing, payroll, bookkeeping, researching, buying, learning, and maintaining all your equipment... exhausted yet?

Oh yes, and there's that THING you wanted to do. It sure seems like a lot of trouble having to do all that other stuff so you get to do that thing. Don't you agree?

Wait – I forgot one thing – the thing that is crucial to your business success – marketing and sales.

Did I just hear you sigh? I find that marketing is the one thing most business owners have in common – they are befuddled by it. They try to avoid it. But how can your business succeed without marketing it?

Well, my *thing* is marketing businesses like yours. I like it. I'm good at it. I've invested time, money, and sweat learning what works, what doesn't work so well, and what's going to work best for your kind of business.

VIDEO:

*Jason stands up and walks closer to chalkboard and holds up book.*

Writing: More Customers Please

Words fade and are replaced by Hope

Drawing Lightbulb

Writing: Chapters 1 & 2 FREE

Writing: Special Bonus  
- 5-Part Video Tutorial  
- Extra Exclusive Chapter  
- FREE

*Jason returns to barstool sits, holding up book*

Drawing of "Click Here" button

Drawing of "Buy Now" button

Writing: More Customers Please surrounded by hearts

V/O:

I've broken down all the steps and processes of successful marketing into manageable bites. I translated all the jargon into plain English. Then I put it into a book. And if I do say so myself, it's an easy read.

That book is More Customers Please: How to Attract and Engage an Unlimited Flow of New Customers Online.

This book is about marketing. But it's also about hope. Hope that you can conquer the marketing monster. Hope that your business can thrive. Hope that you can get back to whatever it was that attracted you to your field in the first place rather than working all the time to try to get new customers.

I want to share this hope – and this book with you. And to make it easy – I'd like to give you the first two chapters for free. All you have to do is opt in.

If you purchase More Customers Please now, you will get the book, plus a special purchase bonus. I've put together a five-part video tutorial series that I will also give you free of charge. And, I've written an extra chapter just for the first few people who buy the book. This is material that won't be published for the general public.

If I've piqued your interest and you would like to read more, click the button to get the first two chapters of More Customers Please. It comes in a downloadable PDF that will be delivered immediately.

If you're ready to jump right in, click the button to buy More Customers Please, and get the book, plus the free 5-video tutorial series and the exclusive extra chapter.

I'm Jason Smith. I hope you'll take the time to read this book – and then get back to what you love to do.