

THE AI AD VIDEO PITCH KIT

The sample message, the follow-ups, and the 5 steps to sell AI ad videos to local businesses

Local businesses know they need video and hate filming it. You make short talking-head ad videos with an AI avatar and send a free sample. This kit has the message to send and the steps to make the sample. Use your own name and your own real business details everywhere.

THE 5 STEPS

- Step 1: Find a local business with no recent videos (roofers, dentists, gyms). Search Google Maps for the trade plus your city, then check their Facebook Page for old or no video.
- Step 2: Turn their website into a 100-word ad script: who they help, the one offer, a call to action.
- Step 3: Make the video with an AI avatar and a voice (HeyGen, Higgsfield or similar). Say clearly in your pitch that it is an AI-made video.
- Step 4: Add word-by-word captions. Most people watch with the sound off.
- Step 5: Post it for them, but only after they say yes. Send ONE free sample first.

THE SAMPLE MESSAGE (copy, fill the brackets)

MESSAGE

First message, Facebook or email

Hi [OWNER NAME], I was looking at [BUSINESS NAME] and noticed you do not have a recent video on your page. I make short ad videos for local [TRADE] businesses using AI, with captions, so there is no filming for you. I made a free 30-second sample for [BUSINESS NAME] using the offer on your website. Want me to send it over? No cost and no obligation. - [YOUR NAME]

FOLLOW-UP

If no reply after 3 days

Hi [OWNER NAME], just checking that my message did not get buried. The free sample video for [BUSINESS NAME] is ready, about 30 seconds. Should I send it here? - [YOUR NAME]

CLOSE

After they like the sample

Glad you liked it, [OWNER NAME]. I do [NUMBER] videos a month, written, made, captioned and posted for you, for \$[YOUR PRICE] a month. I can start this week. Want me to set up the first batch?

THE HONEST PART

- It only works if you contact about 20 businesses a week. One reply out of ten is a good start.
- Never promise results or show income you have not earned. Say what you deliver: script, video, captions, posting.
- Always disclose AI-made video, and get permission before posting for a business.
- Typical prices vary a lot by city and trade. Check what local agencies charge before you set yours.

Don't want to do the hunting yourself?

- I sell ready-made local business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Email the owners: EmailClik.com finds + verifies addresses (free version)