

**Client: New Tech for Old Guys**  
**Audience: Baby Boomer Men**  
**Offer: E-Book**  
**Medium: Video Sales Letter**  
**Creative: RobWagnerCopywriting.com**

---

(We open on a photo of a man in his 50s or 60s)

Beneath the photo, as if being rapidly typed, these words appear on screen:)

**73% of American men between the ages of 50-65 own a smart phone.**

\*Source: Survey conducted Jan. 3010, 2018

Pew Research Center

Announcer (Voiceover, reads the words as they are typed on screen):

**73% of American men between the ages of 50-65 own a smart phone.**

#

(Cut to photo of common devices, including a smartphone, smart TV, tablet computer, laptop computer and voice-activated device.)

(As the following words are typed onto the screen, announcer reads them aloud:)

**But if you want to learn how to use your smart phone or other device, where do you turn for 100% dependable answers?**

#

(Cut to photo of teenage kid with surly look on his face holding a tablet computer)

**Do you work with the neighborhood technology guru?**

#

(Cut to stack of how-to books)

(These words are typed on screen, as announcer reads them:)

**Slog through an intimidating stack of dry, technical manuals?**

#

(Guy staring at YouTube tutorial)

(These words are typed on screen, as announcer reads them:)

**Or sit and stare for hours at a mind-numbing array of online instructional videos? Not knowing if what you are learning is relevant...or crap?**

#

(A series of huge, colorful question marks pop on screen)

(These words are typed on screen, as announcer reads them:)

**Yes, learning the ins and outs of technology can be a challenge.**

**Bu there is a shocking secret about technology that mature guys like you are often surprised to hear.**

#

(These words are typed on screen, as announcer reads them:)

**What's the shocking secret? The shocking secret is...**

#

(We see a baby boomer man with a mildly surprised look on his face)

(These words are typed on screen, as announcer reads them:)

**The shocking secret is that learning to use technology effectively is way easier than you ever imagined.**

#

(photo of the two New Tech for Old Guys, guys)

(These words are typed on screen, as announcer reads them:)

**Because now, you can find out everything you need to know, from a couple of guys who get what you're going through.**

#

(photo of Michael & Robert)

(These words are typed on screen, as announcer reads them:)

**Meet Michael and Robert with New Tech for Old Guys. They help people who remember “life before technology” embrace it, and use it to make their lives and businesses better. Without any stress or headaches.**

**While Michael and Robert don’t think of themselves as old, they do have a few years on a lot of the people in the tech world.**

#

([photo of Michael and Robert in profile, facing each other])

(These words are typed on screen, as announcer reads them:)

**But it’s not just their age that sets them apart from most technology professionals.**

**For starters, while Michael is a self-described tech nerd, he also spent more than two decades working in a large family business where he was the lone voice of sanity, working to get his team to adopt technology to make their business better. Which means he has practical, real-world experience.**

#

(photo of Robert sticking a fork in a toaster)

(These words are typed on screen, as announcer reads them:)

**And Robert? Despite the fact that he's been a professional writer, marketing consultant and business coach for many years...he's the kind of guy who has trouble following directions.**

#

(Cut to photo of Michael rolling his eyes trying to teach Rob)

(These words are typed on screen, as announcer reads them:)

**To be honest, bringing Robert up to speed sometimes tests Michael's patience.**

#

(another shot of Michael and Robert)

(These words are typed on screen, as announcer reads them:)

**In any case, this pair of "old guys" have come together to show people with less than expert-level technology knowledge everything they need to know. Simply. Quickly. Painlessly. How?**

#

(cut to cover shot of New Tech for Old Guys book)

(These words are typed on screen, as announcer reads them:)

**With their brand new guide: New Tech for Old Guys:**

**101 ways to master your devices in minutes.**

#

(graphic shows icons of common tech products like  
Smart phone, tablet and smart TV)

(These words are typed on screen, as announcer reads them:)

**The New Tech for Old Guys Guide digs into and demystifies --  
the latest and greatest technology products. From smart  
phones to smart TVs. From tablets to laptops. From modems to  
streaming devices and everything in between.**

#

(Cut to photo of an old black and white TV with rabbit ears)

(These words are typed on screen, as announcer reads them:)

**And it's written for people who grew up long before the digital  
age.**

#

(photo of Michael holding up a tablet or Chrome book and  
Robert pointing to it.)

(These words are typed on screen, as announcer reads them:)

**So, what exactly is in the New Tech for Old Guys Guide?**

**Here are just 5 of 101 technology tips about smartphones, smart TVs, tablet computers, voice-activated devices and much more:**

- 1. How to quickly increase font size and master the zoom feature on your cell phone.**
- 2. How to correctly harness the power of your smartphone to take amazing photos and videos, along with document scanning and magnifying.**
- 3. How to search properly for people, places and things and ditch those annoying ads.**
- 4. How to set up voicemail and messaging so that you don't have to TAKE every call!**
- 5. How to unleash a music library with millions of songs for just pennies a day.**

**Plus 96 more tips 101 in all for just \$4.95 less than 5 cents per tip!**

#

(shot of Michael and Rob hamming things up)

(These words are typed on screen, as announcer reads them:)

**And best of all, your New Tech for Old Guys Guide  
is written for “old guys” by old guys!**

#

(our business guy proudly holding his tablet computer)

(These words are typed on screen, as announcer reads them:)

**So, what are you waiting for, “old guy?”**

#

(photo of Michael talking tech)

(These words are typed on screen, as announcer reads them:)

**Get the latest and greatest tips and tricks all collected in one  
handy guide. And it’s as easy to follow, as it is fun to read!**

#

(all type)

(These words are typed on screen, as announcer reads them:)

**Ready to “get” technology?**

**Get the New Tech for Old Guys Guide.**

**And see why you’re not too old to conquer technology.**



**In fact, you're just getting started! Order your personal copy now!**

**(Link to order page goes here.)**

(Cut to New Tech for Old Guys logo with the same link to order page. At bottom of screen we see these words:)

**Visit us on YouTube! New Tech for Old Guys.**

(c) RobWagnerCopywriting.com 2018

###

Nt4og-vsl

