



Pause Ad Profits

Client Outreach, Follow-Up & Freelance Swipe File

Ready-to-customize messages for finding PAP service clients

PAP CLIENT PROFIT KIT

Personalize before sending

Replace every bracketed field and mention something specific about the prospect's video or page. Do not claim that PAP will guarantee more leads or sales.

Cold Email Swipes

1. Quick Video Observation

Subject: Quick idea for your [video/page]

Hi [NAME],

I watched your [VIDEO NAME] on [PAGE]. It does a good job explaining [SPECIFIC POINT]. I noticed there is an opportunity to show a relevant call to action when a viewer pauses the video - for example, a [FREE TRIAL / BOOKING / DOWNLOAD] message connected to the exact offer you mention.

I set these up using Pause Ad Profits for HTML5, Vimeo, Wistia, and Spotlightr videos. Would you like me to send a short three-point pause-ad audit for this video?

[YOUR NAME]

2. Existing Traffic Angle

Subject: Add a call to action inside the video experience

Hi [NAME],

You are already sending visitors to [PAGE URL]. I help video owners add clickable pause ads so viewers who stop the video can see a relevant next step instead of only a frozen frame.

For your page, I would test messages around [IDEA 1] and [IDEA 2]. I can build, install, and test the campaign without replacing the original video.

May I send you a simple setup recommendation?

[YOUR NAME]

3. Lead Magnet Angle

Subject: A simple way to feature [LEAD MAGNET]

Hi [NAME],

I saw that you offer [LEAD MAGNET] on your site. Your [VIDEO] could also promote it when a viewer pauses, using a clickable ad matched to the topic they are watching.

I create these campaigns as a fixed-price service and can provide the copy, creative, installation, and testing. Would a short example for your page be useful?

[YOUR NAME]

4. Webinar or Replay Angle

Subject: Your webinar replay has another CTA opportunity

Hi [NAME],

I reviewed your [WEBINAR/REPLAY] page. A pause-ad campaign could remind viewers to [REGISTER / BOOK / BUY / DOWNLOAD] whenever they pause, including in fullscreen on supported players.

I can prepare a small campaign with several approved messages and report which ad receives the strongest click response. Are you open to a quick audit?

[YOUR NAME]

5. Software Demo Angle

Subject: CTA idea for your software demo

Hi [NAME],

Your demo clearly shows [FEATURE]. A viewer who pauses at that point may be considering the next step. I help software sellers display a relevant clickable message during those pauses, such as Start a Trial, See Pricing, or Watch the Full Walkthrough.

Would you like a suggested three-ad campaign for this demo?

[YOUR NAME]

6. Course or Membership Angle

Subject: Pause-ad idea for your member or course video

Hi [NAME],

I noticed your video discusses [TOPIC]. Pause ads can be used to highlight a related resource, upgrade, worksheet, coaching call, or next lesson when a member pauses.

I can set up and test the campaign using your existing supported video player. Would you like me to outline a simple first campaign?

[YOUR NAME]

7. Page Builder Restriction Angle

Subject: Pause ads without adding outside JavaScript to the page

Hi [NAME],

Some page builders restrict outside JavaScript. Pause Ad Profits can host the supported video player and pause-ad code, then provide a responsive iframe for the page. This can make installation practical on builders such as LeadsLeap that permit iframes.

If that is relevant to your setup, I can test one video and provide the finished embed. Interested?

[YOUR NAME]

8. Audit-First Angle

Subject: I found three pause-ad opportunities

Hi [NAME],

I reviewed [VIDEO/PAGE] and noted three places where a pause message could support the viewer:

1. [OPPORTUNITY]
2. [OPPORTUNITY]
3. [OPPORTUNITY]

I can turn these into a tested PAP campaign with approved copy and links. Would you like the fixed-price scope?

[YOUR NAME]

Follow-Up Messages

Follow-Up 1 - Helpful

Hi [NAME], just following up on the pause-ad idea for [VIDEO]. I can send the short audit with no obligation. It will show the messages, links, and setup method I would recommend.

Follow-Up 2 - Specific

Hi [NAME], one specific idea for your video is a pause ad that says "[HEADLINE]" and links to [DESTINATION]. That would match the section where you discuss [TOPIC]. Would you like the complete three-ad outline?

Follow-Up 3 - Low-Risk Start

Hi [NAME], we can start with one video and one small campaign rather than changing your full site. The setup includes testing and a defined revision round. Shall I send the starter package details?

Follow-Up 4 - Close the Loop

Hi [NAME], I am closing the loop on the PAP campaign idea for [VIDEO]. If improving the video call to action becomes a priority later, keep my information and I will be glad to revisit it.

Follow-Up 5 - Referral

Hi [NAME], this may not be a priority for you. Is there someone on your team - or another business using video - who handles conversion tools and would be the right person to contact?

Direct Message Swipes

DM 1

Hi [NAME], I watched your [VIDEO] and noticed a useful pause-ad opportunity around [TOPIC]. I help video owners add clickable messages when viewers pause. May I send you a quick example?

DM 2

Your [DEMO/WEBINAR] already explains [BENEFIT] well. A pause ad could point viewers to [ACTION] at the moment they stop. I can create and test the setup for you.

DM 3

Do you use HTML5, Vimeo, Wistia, or Spotlightr on [PAGE]? I offer a fixed-price service that adds and tests clickable pause ads on those players.

DM 4

I create PAP campaigns for client videos. The simplest package covers one video, up to three ads, installation, testing, and one revision round. Would details be useful?

DM 5

Some page builders restrict outside scripts. I can provide a hosted video-player iframe with PAP built in when that setup is a better fit. Interested in a test?

DM 6

I completed a quick audit of [PAGE] and found [NUMBER] potential pause-ad messages. May I send the outline?

Referral Request Swipes

Referral Message 1

I am expanding a service that adds clickable pause ads to supported business videos. Do you know a coach, software seller, course creator, affiliate marketer, or local business using video who may want a quick audit?

Referral Message 2

Thank you for working with me on [PROJECT]. If you know another video owner who could use a clearer call to action, an introduction would be appreciated.

Referral Message 3

I am looking for two businesses willing to test a fixed-scope PAP setup. The service covers one video, installation, and reporting. Who comes to mind?

Freelance Service Listing Copy

Listing Title Options

- I will add clickable pause ads to your Vimeo, Wistia, Spotlightr, or HTML5 video
- I will create and install video pause-ad campaigns for your business
- I will turn video pauses into relevant calls to action using Pause Ad Profits

Full Listing Description

Do viewers pause your video and see only a frozen frame? I will create a professional Pause Ad Profits campaign that displays an approved, clickable call to action when viewers pause a supported video.

This service can support HTML5/MP4, Vimeo, Wistia, and Spotlightr videos. Depending on your page builder, I can use standard PAP embed code or a hosted responsive iframe player.

A typical package includes campaign setup, up to three pause ads, your approved headline and CTA, destination links, approved-domain configuration, installation guidance or implementation, desktop and phone testing, fullscreen testing where applicable, and one revision round.

Please contact me before ordering if your site uses a custom player, restricted builder, membership system, or complex technical setup. Results are not guaranteed; performance depends on your traffic, video, message, offer, and audience.

Client Questions Before Ordering

- What is the live page URL?
- Which supported video platform are you using?
- What action should the pause ad encourage?
- Do you have approved copy, images, and destination links?
- Will you provide page access, or do you want code and instructions only?
- Does your page builder restrict outside JavaScript?