

VIEWS TO BUYERS · READER BONUS

The 30 Money Sentences Swipe File

30 spoken bridge lines that move from teaching to recommending
without the pitchy shift

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30 spoken bridge lines that move your video from teaching to recommending, without the jarring pitch shift.

A companion bonus to Views to Buyers by Nathan Conner (Snowball Affiliate)

OVERVIEW

The 10 seconds that decide whether your teaching turns into a click

You've done the hard part. You solved the problem, ran the demo, or compared the options, and the viewer is still watching.

Then you say: "Anyway, if you want to buy it, the link is below."

The tone changes and the viewer feels it. You were a helpful friend a second ago, and now you sound like an ad.

The fix is not a better pitch. It's a better bridge.

A bridge line is one spoken sentence, sometimes two, that connects what you just taught to what you're about to recommend. It makes the recommendation feel like the next step of the help, not a separate announcement.

What's inside

- **The anatomy of a bridge line**, a four-part formula you can use to write your own.
- **30 swipe-ready lines**, sorted by the moment in your video where they work: After you solve a problem (8 lines)
- After a demo (8 lines)
- After an honest drawback (7 lines)
- After a comparison (7 lines)

A rewrite prompt under every line, so each one ends up in your voice and your niche.

Three illustrative worked examples showing before and after.

Placement, sequencing, and advanced tactics for using the lines inside real videos.

A line-builder worksheet and a pre-publish checklist.

How this connects to the Viewer-to-Buyer Bridge

In Views to Buyers, the path from viewer to buyer runs through seven links: **Intent, Match, Evidence, Trust, Action, Access, Conversion**. Your spoken bridge lines mostly live in the middle of that chain.

Bridge link	What it means for a spoken line
Intent	The viewer came with a goal. Your line points back to it.
Match	You connect the product to this viewer's situation.
Evidence	You point to what they just watched as proof.
Trust	You state limits and disclose honestly.
Action	You make one clear next step.
Access	You say exactly where the link is.
Conversion	You set honest expectations for what happens after the click.

Each line below is tagged with the link it does the most work for. Once you see the tags, you'll know which job a line performs and which one your video is missing.

The honesty rule behind every line

Every line here is built on one principle: **a recommendation is only a bridge if it's true.** None of these lines asks you to exaggerate, invent urgency, or claim results you didn't get. Where a line contains a claim, such as "I use this" or "unedited," the prompt reminds you to say it only if it's accurate.

If a line doesn't fit your real experience, don't use it. There are 29 others.

HOW TO APPLY (The 20-Minute Quick Start)

You don't need to read all 30 lines before using this. Do this instead.

Step 1: Pick your next video's shape (2 minutes). Is it a problem-solver, a demo, a review with flaws, or a comparison? That tells you which section to open.

Step 2: Choose 2 lines (3 minutes). Pick one from that section. Pick a second from the After an Honest Drawback section even if you think your product has no flaws. Every product has a limit.

Step 3: Rewrite using the prompts (10 minutes). Fill in each rewrite prompt with your actual product, viewer, and situation. Then **say it out loud** and change any word that wouldn't come out of your mouth naturally.

Step 4: Mark the spot in your script (2 minutes). Place the bridge right after your payoff moment, meaning the instant the viewer got what they came for. Then add a plain Access line: where the link is.

Step 5: Run the Pre-Publish Checklist (3 minutes). It's at the end of this file.

Step 6: Review after publishing. In YouTube Studio, open the audience retention graph and find the timestamp of your bridge. If you see a sharp drop right there, rewrite the line for the next video. Treat the graph as feedback on the sentence.

PART 1: THE ANATOMY OF A MONEY SENTENCE

Why these are "money sentences"

They aren't magic words. They're sentences that sit between teaching and recommending, which is where many small-channel creators lose viewers who were otherwise ready to act.

The 4-Part Bridge Formula

Most strong bridge lines contain some combination of these parts:

- 1 ANCHOR:** Point at what the viewer just experienced. "That's fixed." "So that's the result." "That's the downside."
- 2 HINGE:** The small turn that changes direction. "Which is why..." "So if..." "Here's where..."
- 3 CONDITION:** Who the recommendation is for, and who it isn't. "If you're doing this weekly..."
- 4 NEXT STEP:** One clear action or pointer. "...it's linked below."

Formula: [Anchor] + [Hinge] + [Condition] + [Next step]

Example (illustrative):

"That's the export done (anchor). And if you're doing this every week (condition), this is where I'd add Software A (hinge), and it's linked below (next step)."

You don't need all four every time. A great bridge line can be just Anchor + Condition.

The 6 Rules of a Spoken Bridge

- 1 One breath.** If you can't say it without a gasp, split it.
- 2 Earned.** It follows real value delivered. Never lead with it.
- 3 Conditional.** "If you..." beats "You should..." because conditions build trust and filter your audience.
- 4 Specific.** Name the situation, not just the product.
- 5 Spoken, not written.** Contractions. Short words. Fragments are fine.
- 6 True.** If you'd hesitate to say it to a friend's face, cut it.

The Hinge Word Bank

The hinge is where the "jarring shift" is either created or avoided. Smooth hinges:

- "Which is why..."
- "So if you..."
- "Here's where it fits..."
- "That's the part I'd..."
- "Now, the thing I haven't mentioned..."
- "If that sounds like your situation..."
- "Worth knowing..."

Jarring hinges (avoid):

- "Anyway..."
- "Before you go..."
- "Now let me tell you about today's..."
- "Moving on to the sponsor/offer..."

The Two Quick Tests

The Friend Test. Would you say this sentence to a friend sitting next to you at your desk? If not, rewrite it.

The Remove-the-Brand Test. Delete the product name. Does the sentence still sound like useful advice? If it collapses into hype, it was a pitch in disguise.

PART 2: THE 30 MONEY SENTENCES

How to read each entry: the **line** is spoken-word ready, **Bridge job** tells you which link it strengthens, **Use when** tells you the moment, and **Rewrite** is your fill-in prompt. Brackets are yours to fill. Product names are generic on purpose.

SITUATION A: AFTER SOLVING A PROBLEM

The viewer just got what they came for. Intent is satisfied, so this is the best moment in your video for a recommendation.

#1. The Tool-Behind-It

"That's sorted. And I'll be straight with you about what I used to do it: [Software A]. Here's why I reached for it."

- **Bridge job:** Match

- **Use when:** The fix you just showed relied on a specific tool.
 - **Rewrite:** "That's [problem] sorted. What I used was _____ because _____."
-

#2. The Shortcut Offer

"You can do that by hand, and I just showed you how. If you'd rather skip that step, there's a tool that does it for you."

- **Bridge job:** Match + Trust
 - **Use when:** You taught a manual method and a paid tool automates it.
 - **Why it works:** You gave the free route first. That earns credibility for the paid one.
 - **Rewrite:** "You can do _____ by hand, as I showed. If you'd rather skip _____, _____ handles it."
-

#3. The Permission Line

"The fix works without anything extra. If you want it easier next time, this is what I'd add."

- **Bridge job:** Trust
 - **Use when:** The viewer doesn't need to buy anything to get the result.
 - **Why it works:** Removing pressure makes the recommendation feel optional, and optional recommendations are easier to accept.
 - **Rewrite:** "You're done, and you don't need _____ for that. If you want _____, I'd add _____."
-

#4. The Recurring-Pain Line

"If this is a one-off, you're finished. If it's going to keep happening, it's worth fixing at the source, and this is how I'd do that."

- **Bridge job:** Match
 - **Use when:** The problem is likely to recur (workflow, maintenance, setup issues).
 - **Rewrite:** "If _____ is a one-off, you're done. If it keeps coming back, I'd _____."
-

#5. The Who-It's-For Line

"If you're in [situation], this is the point where [Product A] earns its place. If you're not, skip it, because the fix stands on its own."

- **Bridge job:** Match

- **Use when:** Only part of your audience needs the product.
 - **Rewrite:** "If you're _____ (describe viewer in 5 words), this is where _____ makes sense. If you're _____, you can skip it."
-

#6. The Limit-of-the-Free-Fix Line

"What I showed is free and it works. The one thing it can't do is [limit], and that's where [Gear B] comes in."

- **Bridge job:** Evidence + Match
 - **Use when:** Your free or basic solution has a real ceiling.
 - **Rewrite:** "The free method handles _____. It can't handle _____, which is where _____ fits."
-

#7. The Next-Problem Line

"Once this is solved, the next thing most people hit is [next problem]. Here's what I'd use for that."

- **Bridge job:** Intent → Match
 - **Use when:** There's a logical second problem your viewer will meet.
 - **Why it works:** You're extending the same journey, so it reads as help instead of a pivot.
 - **Rewrite:** "After _____, the next wall is _____. For that I'd use _____."
-

#8. The Time-Honest Line

"It took me [X minutes] by hand. If your time's worth more than that to you, this is the part you could hand off."

- **Bridge job:** Match
 - **Use when:** The product's value is time saved, and you actually timed the task.
 - **Caution:** Use only a real number from your own experience. If you didn't time it, say "a while" or leave the number out.
 - **Rewrite:** "Doing _____ manually took me _____. If that's time you'd rather spend on _____, _____ is worth a look."
-

SITUATION B: AFTER A DEMO

The viewer just watched the product work. Evidence is fresh, so point at it.

#9. The Screen-Proof Line

"That's what it actually did on my setup. If it does the same for you, the link's below."

- **Bridge job:** Evidence → Action
 - **Use when:** You've shown real footage of the product working.
 - **Caution:** Don't say "unedited" or "live" unless it's true.
 - **Rewrite:** "That's _____ on my _____. If you get the same on yours, _____."
-

#10. The Before-and-After Recap

"So, we went from [before] to [after]. That's the whole case for it."

- **Bridge job:** Evidence
 - **Use when:** The demo had a visible transformation.
 - **Rewrite:** "We went from _____ to _____ in _____ steps. That's the case for _____."
-

#11. The Try-It-Yourself Line

"Run the same test I just did with your own [files / room / data]. You'll know in a few minutes whether it fits."

- **Bridge job:** Trust + Action
 - **Use when:** The product has a free trial, a return window, or a free tier. Confirm the actual terms first and don't promise one that doesn't exist.
 - **Rewrite:** "Try it on your own _____. If _____, it's a match. If _____, it isn't."
-

#12. The Out-of-the-Box Line

"I left everything on the default settings, so what you saw is roughly what you'd get on day one."

- **Bridge job:** Evidence + Trust
 - **Use when:** You really did use defaults.
 - **Rewrite:** "I used _____ settings, so day one for you would look like _____."
-

#13. The Feature-Filter Line

"It does a lot more than that, but these [two] are the only features I actually use."

- **Bridge job:** Match

- **Use when:** The product has many features and you want to cut through the noise.
 - **Why it works:** It protects the viewer from feature overload and shows you actually use it.
 - **Rewrite:** "Out of everything _____ does, I use _____ and _____. The rest I ignore."
-

#14. The Exact-Version Line

"I put the exact version I used in the description, so you're not guessing which one to look for."

- **Bridge job:** Access
 - **Use when:** The product has multiple tiers, models, or versions.
 - **Rewrite:** "The exact _____ I used is _____ in the description. Look for _____ so you get the right one."
-

#15. The What-I-Didn't-Do Line

"Notice how much of that I didn't have to do by hand."

- **Bridge job:** Evidence
 - **Use when:** The demo showed automation or a shortcut in action.
 - **Why it works:** It's a quiet observation instead of a claim. The viewer reaches the conclusion themselves.
 - **Rewrite:** "Notice what I didn't have to _____."
-

#16. The Who-Shouldn't-Bother Line

"If you only do this once or twice a year, honestly, you don't need it."

- **Bridge job:** Trust + Match
 - **Use when:** The product's value depends on frequency or scale.
 - **Why it works:** Telling part of your audience not to buy makes the rest believe you.
 - **Rewrite:** "If you _____ less than _____, you probably don't need _____."
-

SITUATION C: AFTER AN HONEST DRAWBACK

Trust is built here, and so are many conversions. Say the flaw plainly, then bridge from it.

#17. The Flip Line

"That's the downside. For me it's worth it because [reason]. For you it depends on [factor]."

- **Bridge job:** Trust → Match
- **Use when:** You named a real flaw you can live with.
- **Rewrite:** "The downside is _____. It's worth it for me because _____. For you it depends on _____."

#18. The Dealbreaker Line

"If [drawback] is a dealbreaker, close the video, no hard feelings. If it isn't, here's the rest."

- **Bridge job:** Trust
- **Use when:** The drawback is serious enough to disqualify some viewers.
- **Why it works:** Viewers who stay have self-selected as a good fit, which tends to mean fewer regrets and fewer refunds.
- **Rewrite:** "If _____ is a dealbreaker for you, _____. If it isn't, _____."

#19. The Workaround Line

"Here's how I get around it: [workaround]. It's not perfect, but it works for what I do."

- **Bridge job:** Evidence
- **Use when:** You've actually solved or sidestepped the flaw.
- **Rewrite:** "To get around _____, I _____. It's not perfect because _____."

#20. The Week-Two Line

"I'm telling you this because if I skipped it, you'd find out in week two, and that's worse for both of us."

- **Bridge job:** Trust
- **Use when:** You want to explain why you share flaws.
- **Rewrite:** "I'm telling you _____ now because _____ would only find out _____."

#21. The Still-Recommend Line

"Even with that, it's still what I'd pick for [use case]."

- **Bridge job:** Match + Action

- **Use when:** The drawback is real but doesn't change your overall verdict. Use it only if it doesn't.
 - **Rewrite:** "Even with _____, I'd still pick it for _____."
-

#22. The Honest Redirect

"If that's a problem for you, [Product B] is the one I'd look at instead. I'll link that one too."

- **Bridge job:** Match
 - **Use when:** A different product fits a different viewer better.
 - **Why it works:** Sending someone to a better fit is a long-term trust deposit.
 - **Rewrite:** "If _____ is a problem for you, look at _____ instead because _____."
-

#23. The Disclosure Hinge

"Quick note before the link: it's an affiliate link, so I may earn a commission if you buy through it. The drawbacks I just gave you are the same either way."

- **Bridge job:** Trust + Access
 - **Use when:** You're about to point to your link. Say it plainly and early enough to be noticed.
 - **Caution:** Describe your link accurately. Only add "at no extra cost to you" if that's true for the program, and follow the disclosure rules for your location and for the platform and programs you use.
 - **Rewrite:** "Before the link: _____ (plain disclosure in your words). My view on _____ stays the same either way."
-

SITUATION D: AFTER A COMPARISON

The viewer is deciding. Your job is to make the decision easier, not to hide the choice.

#24. The Decision-Rule Line

"Pick [Software A] if you [X]. Pick [Software B] if you [Y]."

- **Bridge job:** Match
 - **Use when:** The two options fit different people.
 - **Rewrite:** "Pick _____ if you _____. Pick _____ if you _____."
-

#25. The Tiebreaker Question

"If you're still torn, ask yourself one thing: [question]."

- **Bridge job:** Match
 - **Use when:** The viewer may still be undecided after the comparison.
 - **Examples (illustrative):** "Will I use this weekly or yearly?" "Do I need this on more than one device?"
 - **Rewrite:** "Still torn? Ask: _____. If yes, _____. If no, _____."
-

#26. The Declared-Pick Line

"If I had to choose one today, it's [Product A], because [reason]."

- **Bridge job:** Action
 - **Use when:** You have a real pick. Don't say "with my own money" unless that's true.
 - **Why it works:** Viewers want your actual opinion. A comparison with no verdict leaves them stranded.
 - **Rewrite:** "If I had to choose one, it's _____, because _____."
-

#27. The Start-Small Line

"If you're just starting, [Product B] is enough. [Product A] earns its place when [trigger]."

- **Bridge job:** Match + Trust
 - **Use when:** One option is a more basic fit for beginners.
 - **Rewrite:** "If you're just starting, _____ is enough. Upgrade to _____ when _____."
-

#28. The Loser's-Strength Line

"[Product B] isn't bad. It wins at [thing]. It just doesn't do what I need for [thing]."

- **Bridge job:** Trust
 - **Use when:** Your pick isn't better at everything.
 - **Rewrite:** "_____ isn't bad. It's better at _____. It doesn't suit _____."
-

#29. The Both-Links Line

"Both are linked below and labeled, so you can grab the one that fits you."

- **Bridge job:** Access
- **Use when:** You're linking to both options.

- **Rewrite:** "Both _____ and _____ are in the description, labeled _____."

#30. The Revisit Line

"If something changes my pick, I'll update the pinned comment so you're not working from old advice."

- **Bridge job:** Trust + Conversion
- **Use when:** You're willing to keep the video current. Only promise it if you'll do it.
- **Rewrite:** "If _____ changes, I'll _____ so _____."

PART 3: WORKED EXAMPLES

All three are illustrative. They're invented for teaching purposes and don't describe real products, results, or channels.

Example 1: The Tutorial Creator (Problem → Bridge)

Illustrative niche: Video editing tutorials.

Before (the jarring shift):

"...and that's how you fix audio sync. Okay, now, today's video is brought to you by Software A, the best editing tool, link below."

After (bridged with #2 + #5 + #14):

"That's the sync fixed, and you can do it by hand exactly as I showed. If you're editing every week, this is the step I'd stop doing manually. That's what Software A handles for me. The exact version is in the description, so you're not guessing."

Why the second version works:

- **Anchor:** "That's the sync fixed."
- **Free route first:** builds credibility.
- **Condition:** "If you're editing every week" qualifies the audience.
- **Access:** "The exact version is in the description."

Example 2: The Gear Reviewer (Drawback → Bridge)

Illustrative niche: Desk setup gear.

Before:

"It's a great product. You should definitely get it."

After (bridged with #17 + #18 + #23):

"The one downside: it's bulkier than I'd like. For my desk that's fine because [reason]. If you're working with a tiny space, that's a dealbreaker, so close the video, no hard feelings. If you've got room, the link's below. It's an affiliate link, so I may earn a commission, and my view on the bulk is the same either way."

Why it works: The flaw comes first. The dealbreaker filter sorts viewers. The disclosure comes right at the point of the link.

Example 3: The Comparer (Comparison → Bridge)

Illustrative niche: Two budget-friendly tools for beginners.

Before:

"Both are great. Links below."

After (bridged with #28 + #24 + #27 + #29):

"Software B isn't bad. It's actually better at [thing]. It just doesn't do what I need for [thing]. So: pick B if you're just starting and [X]. Pick A if you [Y]. Both are in the description, labeled so you can find the right one."

Why it works: The viewer leaves with a rule instead of a shrug.

PART 4: APPLICATIONS (Where These Lines Live)

The Placement Map

Location	Best lines	Purpose
Right after your payoff moment	#1, #2, #4, #5, #7	Strike while Intent is satisfied
After a demo clip	#9-#16	Point at fresh Evidence
Before the link mention	#17-#23	Build Trust ahead of the ask
Near the end of a comparison	#24-#30	Convert indecision into a decision
Pinned comment	#14, #29, #30	Access and updates
Description first line	#14, #23	Access and disclosure

The 45-Second Bridge Sequence

For a standard video, chain three lines in this order:

- 1 **Anchor line** from Situation A or B (about 10 seconds)
- 2 **Honest drawback or filter line** from Situation C (about 15 seconds)
- 3 **Action + Access line** (about 10 seconds): where the link is, plus disclosure

Illustrative sequence:

"That's the fix done (#1). One honest limit: it can't handle [X], so if you need that, skip it (#18). If you don't, the link is in the first line of the description, and it's an affiliate link (#23)."

Using Lines in Shorts

Shorts are too short for a full sequence. Compress to **one line**:

- #3 (Permission): "Works without it. Easier with it. Link's in my channel."
- #16 (Who-shouldn't): "If you only do this once a year, skip it."

Using Lines in Pinned Comments and Descriptions

Written lines can be slightly more precise than spoken ones:

- **Pinned comment:** "The exact version I used: [link label]. Affiliate link, I may earn a commission. If my pick changes, I'll update this comment."
- **Description line one:** "Tool used in this video (affiliate link): ____"

PART 5: ADVANCED TIPS

1. Put the drawback before the link, not after

When the flaw comes after the link mention, it sounds like fine print. When it comes before, it sounds like advice.

2. Use "If / Then" structures over "You should"

Conditions let viewers self-select. They also protect you from over-promising to people the product doesn't fit.

3. Name the setting, not just the product

"If you're editing on a laptop with limited storage..." is more persuasive than "if you edit." Specificity is what makes it feel like advice.

4. Say where the link is, in words

Don't just say "link below." Say "first line of the description" or "pinned comment." Missing Access is a quiet reason for lost clicks.

5. Stage your honesty

Put the plainest disclosure at the moment of the link, and keep the broader honesty in the rest of the video. Don't bury it in a rush at the end.

6. Read your retention graph at the bridge

Find the timestamp in YouTube Studio's audience retention graph. A drop that lines up with the bridge is feedback on that sentence. Rewrite the hinge first. It's usually the problem.

7. Record three versions

Say the line three ways: shortest, most casual, and most precise. Listen back and pick the one that sounds like you in conversation.

8. Rotate your lines

If every video uses the same bridge, regulars hear a formula. Keep a log of which lines you've used and rotate.

9. Never fake the condition

Don't claim "I use this daily" if you don't. If you only tested it for a week, say that. A true, modest line beats an impressive false one.

10. Keep a "Do Not Say" list

Words that make a bridge feel like a pitch:

- "Game-changer," "life-changing," "you NEED this"
- "Don't miss out," "limited time" (unless a real deadline exists)
- "Guaranteed," "best on the market" (unless you can support it)

Niche Tuning Table

Niche	Natural condition words	Likely best section
Software tutorials	"If you do this weekly..."	A (Problem)
Physical gear	"If you've got the space / budget..."	C (Drawback)
Home / DIY	"If you're doing more than one job..."	B (Demo)

Niche	Natural condition words	Likely best section
Creator tools	"Once you're publishing consistently..."	D (Comparison)

(Use these as starting points. Your viewers' real situations beat any template.)

PART 6: YOUR LINE-BUILDER WORKSHEET

Fill this out once per video.

Video working title: _____

Video shape (circle): Problem / Demo / Drawback / Comparison

The viewer's Intent (what did they come for?):

The payoff moment (timestamp or description):

The product (generic name for now): _____

Match: who is this for?

- It's for people who: _____
- It's not for people who: _____

Evidence: what did the viewer just see?

Trust: the honest drawback(s):

Disclosure line in my own words:

Action: the one next step I'm asking for:

Access: where exactly is the link? (description line / pinned comment / both):

Conversion: what should the viewer expect after the click? (Free trial? Pricing page? Options to choose? Say only what you've verified.)

The Fill-in Bridge Template

Use this when you want to write a line from scratch:

"That's [anchor]. [Hinge], if you [condition], [product] is [what it does for them]. If you [opposite condition], [what to do instead]. [Where the link is]."

My version:

The 30-Line Practice Drill (15 minutes)

- 1 Pick one line from each section (4 total).
 - 2 Rewrite each using its prompt, for a real product you've used.
 - 3 Say each out loud twice.
 - 4 Circle the one that felt most natural.
 - 5 Use that one in your next video.
-

PRE-PUBLISH CHECKLIST

Before you export, check:

- ☐ **Intent:** Did the viewer get the thing they came for before the bridge?
 - ☐ **Match:** Did I say who it's for and who it isn't?
 - ☐ **Evidence:** Did I point to something the viewer actually saw or can test?
 - ☐ **Trust:** Did I name at least one real drawback before the link?
 - ☐ **Disclosure:** Did I say plainly that it's an affiliate link, in my own words, close to the link mention?
 - ☐ **Action:** Is there exactly one clear next step?
 - ☐ **Access:** Did I say where the link is?
 - ☐ **Conversion:** Have I verified anything I said about what happens after the click (trials, options, versions)?
 - ☐ **Voice:** Did I read the bridge out loud? Does it pass the Friend Test?
 - ☐ **Truth:** Is every claim in the bridge something I can stand behind?
-

CONCLUSION: Sound Like Yourself, Then Point

Viewers don't resist recommendations from someone who has been useful. They resist the moment the video changes character.

These 30 lines exist to keep the character the same: **same voice, same honesty, same help, with one more step offered at the end.**

Here's your path from here:

- 1 Today:** Pick two lines and rewrite them with the prompts.
- 2 This video:** Place them right after the payoff moment and run the checklist.
- 3 After publishing:** Read your retention graph at the bridge and fix the weakest hinge.
- 4 Over the next month:** Build your own set of 10 lines in your own voice. Keep the ones that sound like you and discard the rest.

The swipe file is a starting point. Your own phrasing is the asset that lasts.

For the full seven-link framework this file is built on, see Views to Buyers by Nathan Conner.