



# VSL Blueprint

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# VSL Blueprint

## Video is the New Word!

### *Welcome to the world of 'visual'...*

If you're of the *old-school* belief that agonizing over long form, text-only based copy is the best or only way to 'sale' your product online, then let me catch you up to speed pretty quickly.

*That drawn out process of selling is as relevant now as peddling to family and friends with offers that are 'certain' to change their lives.*

No longer is it practical to wrestle with decisions about headline colors, font type, bullet point numbering, line spacing... you know the page, right.

So what happened then, that has changed the way in which you should be approaching your sales letter, the 'show-case' of your product?

In a word: Attention!

While you want and need the attention of a captive targeted audience, you will have no doubt discovered that it's a commodity that's becoming significantly harder to hold.

If your product's sales page is incapable of 'grabbing' the interest of your potential customers' right from the get-go, then you'll find that they are the ones who will typically get going...away from *your* page to the next bright, shiny object being paraded to them by your online competition.

You see, your prospects don't just *need* to be 'entertained' when they arrive on your sales page now – they demand it!  
Simply put, this means that...

***The once-reliable written word is by itself no longer enough.***

There are just too many available distractions both offline and on to expect the mass majority to sit quietly and read.

Instead, the online world today *insists on* the experience of 'moving parts' and the way that it gets this twenty-four seven is of no surprise to anyone. It gets it by engaging with video.

## Video and the Modern Marketer

### *The case for visual content*

The online takeover by video has changed the way in which *strategic entrepreneurs* now parade their offers to interested would-be buyers. And if you have hopes of being a prolific seller in your chosen industry or niche, then you too need to recognize this form of interactive media as a potential **massive traffic strategy** that you should already have within your arsenal.

When you consider that pages containing video retain their site visitor *100 per cent times longer* than those using only text, it screams obvious that video is an extremely sought-after form of content.

If you haven't given it much thought until now, then you might want to consider this; the online world is driven by what consumers want.

Indeed, the numbers are in and the data supports this reality. *Cisco* claims that 80 per cent of all internet traffic will be represented by video by the year 2019, while an in-depth study of the video 'movement' reveals further startling conclusions...

Video creation giant *Animoto* has exposed that of the 1,051 U.S. shoppers surveyed in their online marketing study, 80 per cent could recall a video ad that they had watched a week prior, while only 14 per cent could remember the last display advertisement that they had seen.

What does this mean for you as an online business owner fighting for recognition in a very 'noisy' market?

It means that...

***Four times as many potential buyers would prefer to watch a video to learn about your product than to read about it.***

It also means that in using video as a permanent part of your sales strategy, that new paying customers are easier to acquire, whilst also entrenching further your online brand with those already on your buyers list.

Now honestly, there's nothing magical about how this dedication to video has come about.

When you combine the knowledge that we humans process visual information 60,000 times quicker than what we do with text, along with the ridiculously fast pace of modern technology that puts it on our doorstep (read: mobile devices), it's little wonder that more than 76 per cent of marketers state that their business has been directly impacted from using video.

In other words, video has become the great medium by which you can connect your online product to your buyer wish list.

It is, however, the *channel through which you use the power of video* to connect with your target base that will determine how successful your sales campaign can become.

And whilst it would be great to only have to slap up a 60 second selfie on YouTube of yourself ranting about your catalog of ever-ground-breaking products, it's 'unlikely' that this will cause your current product to become the conversion crusher that will set you up for life.

Instead, the place where your product video needs to be in order to establish that important 'first' connect with your audience, is on the most

direct means that you have at your disposal for linking your product to your targeted traffic audience...

This would be on your product sales page.

## Enter the Video Sales Letter

### *Product sales pages done...better*

When you consider that a short video sales letter can outsell a long form text-only sales page by more than 300 per cent, the significance of embracing this method of selling becomes self-evident.<sup>(4)</sup>

So what then exactly is a video sales letter?

A video sales letter is pretty much what its name implies. Known also as a VSL in marketing speak, it's essentially a text sales page converted to video.

In its beginnings, video sales letters were little more than written text copy being read out to the viewer word by word on a plain screen of a marketer's product sales page.

But in today's climate of video addiction, the VSL has advanced to become an entirely different beast altogether!

Whilst it's at your discretion as the seller as to how simply or dramatically to present your VSL based on your knowledge of your targeted audience, the ultimate goal is the same. The video sales letter *absolutely must*;

- 🎨 Generate interest for the viewer
- 🎨 Engage the viewer to continue their interest in watching
- 🎨 Educate the viewer about your product
- 🎨 Close the product sale for you.



When you have these elements all working together inside the one video sales letter, then what you have at your disposal for anything you sell is...

***Potentially a very profitable online product 'conversion catalyst'.***

If you're in need of some further convincing of the power that VSL's have in being able to create cash from words, then just take a look at some of the top earning product sales pages currently on ClickBank – all using VSL's, each one in a different niche, and every one of them riding the very lucrative gravity 'gravy-train';

[Fat Decimator](#)

**Stats:** Initial \$/sale: **\$21.67** | Avg %/sale: **77.0%** | Avg Rebill Total: **\$17.97**  
Avg %/rebill: **75.0%** | Grav: **304.51**

[Manifestation Magic](#)

**Stats:** Initial \$/sale: **\$39.64** | Avg %/sale: **74.0%** | Avg Rebill Total: **\$4.87**  
Avg %/rebill: **50.0%** | Grav: **136.34**

[Ted's Woodworking](#)

**Stats:** Initial \$/sale: **\$54.47** | Avg %/sale: **70.0%** | Avg Rebill Total: **\$62.34**  
Avg %/rebill: **30.0%** | Grav: **128.5**

[His Secret Obsession](#)

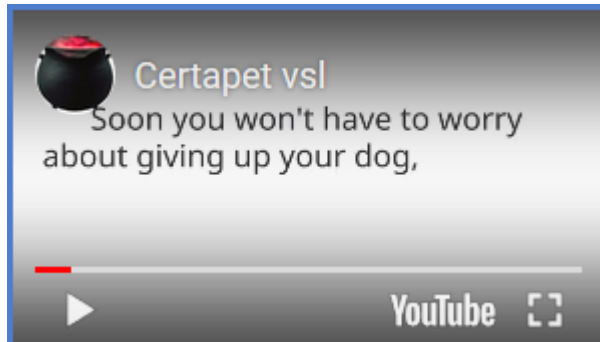
**Stats:** Initial \$/sale: **\$48.29** | Avg %/sale: **87.0%** | Avg Rebill Total: **\$0.00**  
Grav: **102.52**

Have a flair for the dramatic? Then try creating the same impact with a words-only sales page versus the VSL that was done with the Family Survivor Course video sales letter, long before VSL's actively became a 'thing';

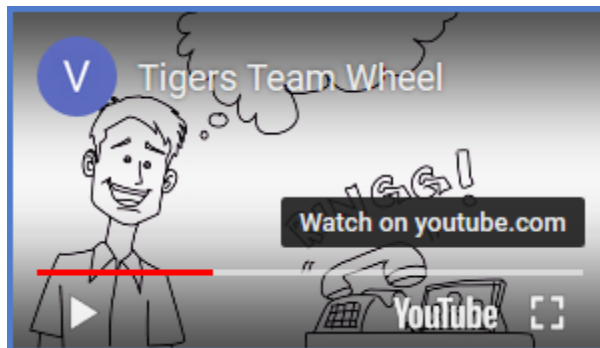
[Family Survival Course VSL](#)

Of course, not all video sales letters will follow the format of the examples shown above. The most common types of VSL's however are those that appear as a;

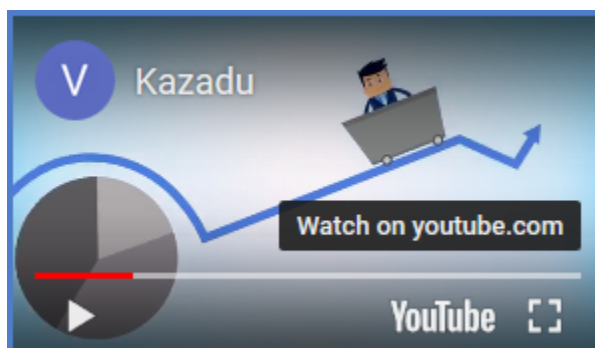
### [Slideshow](#)



### [Whiteboard](#)



### [Explainer](#)








## Hybrid



Regardless of your type of video sales letter, any VSL puts *you* in control of eliciting the desired response from your sales page video.

For instance, you will determine;

-  The length of your visitor-engaging video
-  How you will demonstrate your product visually
-  Whether you allow user access to the video controls
-  Your audio tone to regulate listener emotions and gain trust
-  Background music to set the mood appropriate to your message.

While each of these 'controlling factors' contribute to the positive reception of your video sales letter, they are secondary to the *number one influence* that your VSL needs to have if it's to succeed in its purpose to sell your online product.

What's that number one influence on your VSL?

Your VSL needs to follow a **long-established proven formula** that provides a *structured flow* in the way that it delivers its message.

And this message comes in the form of a step-by-step written plan that has been crafted to ensure that your sales letter carries its most persuasive impact once you have released it to your target crowd.

## The Successful Sales Letter Formula

### *Six figure sales synergy*

Six figures from a single sales letter?

In some marketing circles, that's nothing other than completely expected pocket change that is repeatable to them time over and again.

And the marketers that realize this level of continued success are able to achieve it because of one very important factor; their VSL's have an undeniably strong copy behind them.

### *The core of any great video sales letter is copywriting that converts.*

In other words, if you make the mistake of babbling in front of a camera without first having crafted a plan to motivate your viewers, then your lackluster skills are certainly going to cost you leads and customers.

And with what you're about to discover, there's no reason or excuse for that kind of scenario to occur.

You see, 'smart' marketers have come to understand that avoiding a written plan of influence, or attempting to write compelling copy from scratch to win over your audience is nothing short of a time-wasting battle.

Instead, they encourage their page viewers to light up their *Call to Action* button through their use of a more-than-decade-old copywriting plan that works seamlessly to overcome buyer resistance...

## The 12-Step Foolproof Sales Letter Template

Crafted by veteran marketer David Frey, the *12 step template* has become the 'go-to' solution for addressing and overcoming the major hurdles of fear and hesitation in any prospective purchaser.

Frey recognized that the major concerns either expressed openly or withheld privately by potential buyers were persistently given as the following;

- ✚ A belief that their problems were unique and not understood
- ✚ Trust concerns regarding the merchant's qualifications
- ✚ Refusal to believe what they were hearing or reading
- ✚ They didn't have a need for the product at this time
- ✚ The product won't work for them
- ✚ What to do if they purchase but don't like the product
- ✚ They can't afford to buy it.

So rather than conceiving simply a checklist of common buyer sentiments to address in a sales pitch, he crafted the written formula script to address and 'immobilize' these concerns.

When the steps are followed orderly, the template script effectively builds your arguments in a unique way, overpowering objections through a precise sequence of copywriting tactics which ultimately controls your sales process.

The unique aspect of the following sales letter steps is that each one adds to a viewer's emotions while ultimately calming their fears. <sup>(6)</sup>

1. Get their attention	2. Identify their problem	3. Provide the solution
4. Present credentials	5. Show the benefits	6. Show social proof
7. Make your offer	8. Inject scarcity	9. Give a guarantee
10. Call to action	11. Give a warning	12. Close with reminder

When recognized internet marketing experts like Perry Belcher openly testify for this copywriting template, admitting that his use of it has made him

*'millions' over several years of unleashing it, then its impact as a script for your VSL is definitely more than just worth exploring.*

While there are certainly variations to the successful 12 step template based on the individual needs of internet entrepreneurs, the basis of many of their scripts have their groundings from this specific formula.

Belcher, for instance, credits the Frey formula for his own [21 step sales letter process](#) that expands on the original, but his method still follows the foundation that people make purchases based on emotion; they are motivated by a promise of gain or a fear of losing out. They then use their logic to justify their reasoning for making their purchase.

When you fully appreciate this driving force behind all of your page visitors' decisions as to whether they make a purchase from you, the need for a strong targeted impact from your written to video sales copy should form the foundation for all of your product marketing.

## The Video Sales Letter Formula

### *Three stages to success*

Like all great results-driven methods in any field, the video sales letter formula is distinct in how you should implement it for maximum results. Some 'influencers' in the VSL arena would have you believe that you should just follow the crowd and dive straight in to 'get the thing done'. Such advice normally comes from a place where impatience overpowers outcomes, or from a 'too hard to do' mindset that views sales copy as nothing less than a necessary evil in the life of their product.

That kind of 'churn and burn' approach to product marketing is self-limiting at best!

Instead, the genuine VSL moves your prospects through your funnel at the correct pace, working with them to remove their apprehensions and to connect with the understanding that you are showing toward them, and ultimately the empowerment that you are offering to them.

The VSL formula is able to achieve this because it recognizes the three stages to a winning campaign;

1. Knowing your audience
2. Structuring your sales script
3. Reviewing before releasing.

And as you're about to discover, not only is each stage actionable regardless of your experience level, but when you have gone through it once, you can use it as the blueprint for all your current and future VSL campaigns.

### ***Stage one – 'really' know your audience***

Given that you have a niche or product lined up ready for promotion, it's not too great a stretch to believe that you already have considerable insight into the audience that you're targeting.

However, whether or not you're at the point of 'truly' understanding the people whose attention you want to win, the VSL Formula works when you know enough to connect with that audience on a distinctly emotional level. You need to be able to make your video sales letter script really feel personal.

***This can't happen simply through guesswork.  
It can happen by knowing your demographics.***

So before your VSL script can attract *any person* to what you have to say, you need to be able to seriously relate to the following question;

### ***Just who is your ultimate customer?***

You need to know your ultimate 'buyer-to-be' in terms of their location, age, sex, occupation, interests, likes, hangouts, language, struggles, questions they ask...you get the point!

When you can effectively answer these questions 'on the spot', then you are able to create that all-important buyer 'persona' – the ideal customer with whom your VSL will connect.

Knowing these somewhat intimate details about your ideal customer will also allow you to then further assess details about the product that you are selling to them.

These details would include the most relevant price point for making likely sales to them, the biggest impact your product will have on them, what your competitors are doing that interests them more, and how to angle the tone of your VSL script to persuade them that your product is the one that will benefit them the most.

Remember that these are *conclusions* that you are basing your script on, not assumptions.

These are insights into your 'persona base' that you can very frequently obtain through these measures;

- ✚ Surveying your current subscriber and buyer lists
- ✚ Reviewing your analytics to determine which of your posts receive the most engagement
- ✚ Examining comments on social media accounts of your niche and product competitors.
- ✚ Observing niche forum interaction where participants are highly motivated to express their feelings and opinions.
- ✚ Internet search the most FAQ, complaints, problems and pain points asked about and within your niche

And of course, just from media publicity alone, we are fully aware that Facebook contains a huge volume of data on its near 2 billion users – data that is freely available to you through its analysis feature widely known as **Audience Insights**.

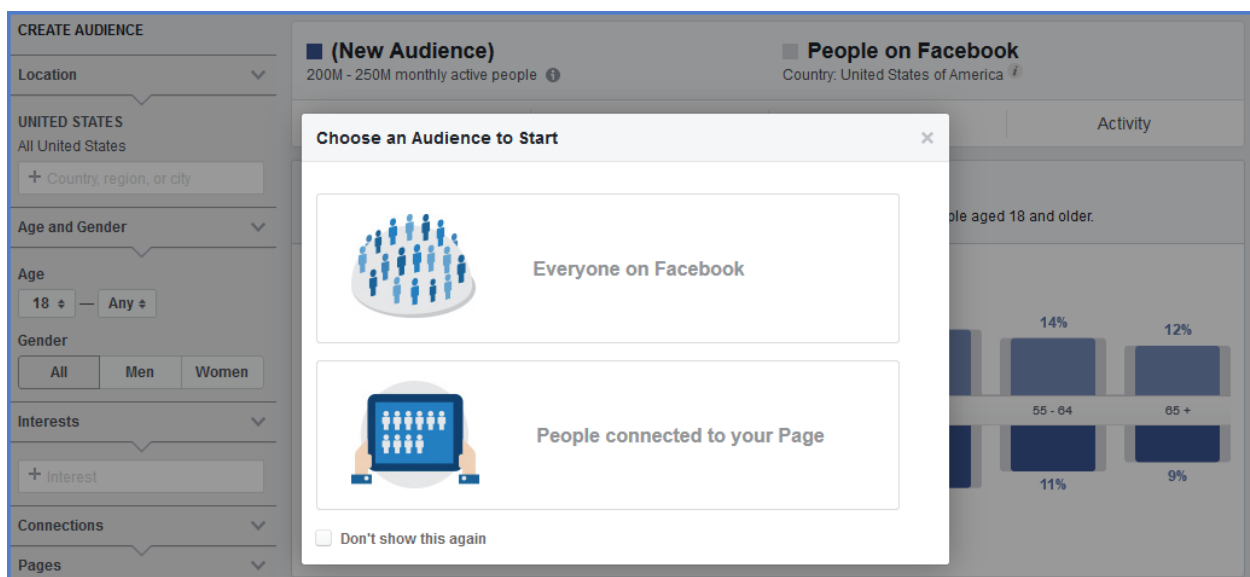


To access this, make sure you are first logged into your Facebook account, and then access the Insights feature through your Ads Manager.

- ✚ Click on Ad
- ✚ Click on Ads Manager
- ✚ Select Audience Insights

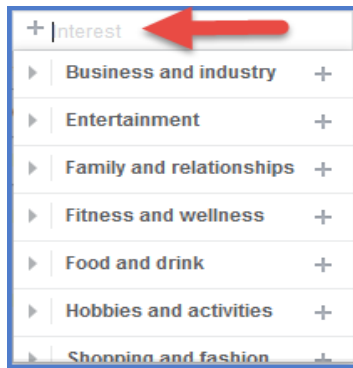
If you get stuck, simply log in first and then type this link directly into your browser:

[www.facebook.com/ads/audience\\_insights](http://www.facebook.com/ads/audience_insights)



*Note; yours may vary slightly depending on factors including location.*

- ✚ Select "Everyone on Facebook"
- ✚ Under the "Create Audience" section, make your selections from each of the options.

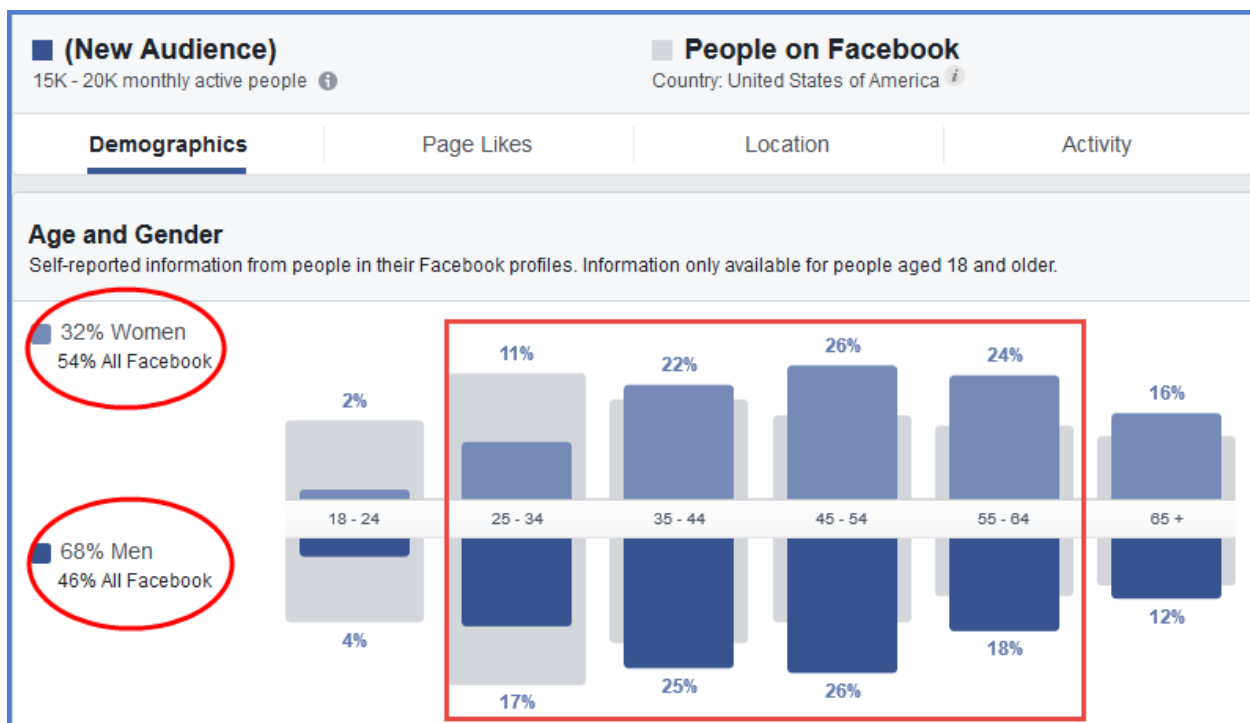


For “Interests”, enter a broad search term ;

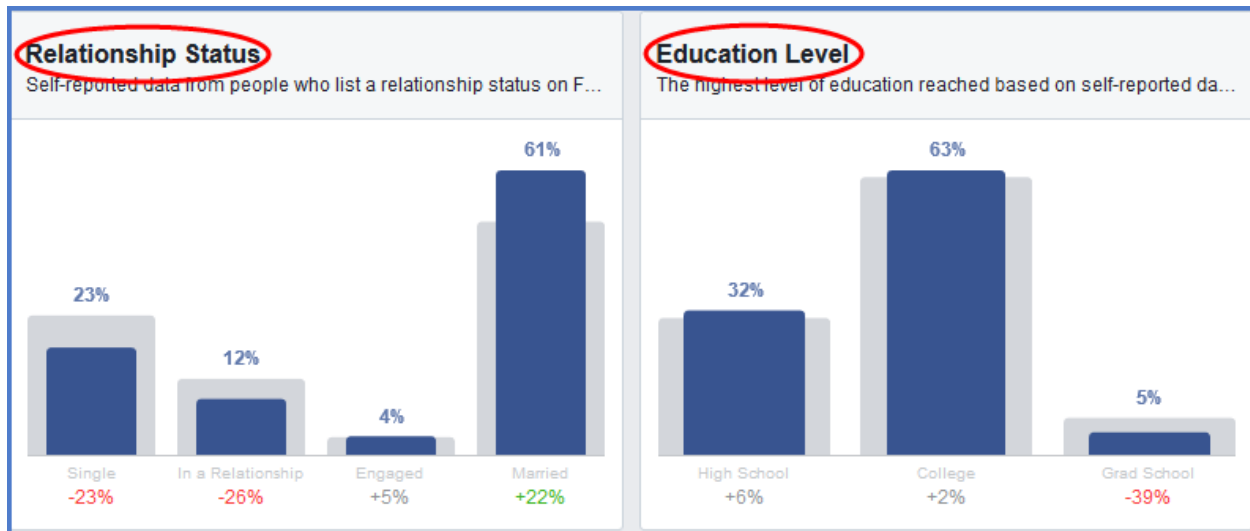
From here, you can select the first option as most relevant to the “seed” search term.

If you prefer, you can also choose instead to select the ‘+’ symbol that will appear next to the word Interests, and then drill down by category to obtain your generic seed term.

Note the age and gender of your audience, and then follow the other tabs across the top and to the side of the page in order to obtain a ‘real’ understanding of the lifestyle and online user activity of your audience.



By drilling down into each category that Insights provides, your seed word data then becomes more specific so that you can make your own observations and determinations.



**Job Title**  
Likely industries where people work based on self-reported data on Facebook.

Job Title	Selected Audience	Compare
Veterans (US)	17%	+240%
Protective Services	10%	+150%
Installation and Repair Services	17%	+113%
Cleaning and Maintenance Services	8%	+100%
Construction and Extraction	14%	+100%

\

From playing around with your given data and parameters, this will allow you to understand all about this person, so that you can then narrow and create your persona based on those most likely to be interested in your information or physical product.

Facebook Audience Insights will also allow you to see the pages that your targeted persona 'likes' to visit, which is invaluable in knowing which unique directions to take in your VSL script. You can do this by visiting these pages and "reverse engineering" how your competition is attracting your prospects.

Top Categories		
1	Reference Website	Survivalist Tips • SHTF Dad
2	Sports & Recreation	Modern Combat & Survival • SurvivalKit.com
3	Local Service	Survival Life

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <sup>i</sup> ▼	Audience	Facebook <sup>i</sup>	Affinity <sup>i</sup>
Survivalist Tips	1	330.1K	387.1K	294x
SHTF Dad	2	591.2K	701.6K	290x
SHTF Prepping & Homesteading Central	3	1m	1.2m	286x

By continuing to play with your initial seed audience, you will see more relevant results that will both narrow and define your targeted audience.

*When you match this information with what you have obtained from your other 'intel' gathering efforts, the odds of hitting your sales targets increase greatly with stage 2 of the video sales letter formula.*

How does that work exactly?

It works because the level of your attention to detail in planning and preparation makes it much easier for you when you come to write your copy using the 12 step template.

Not only are you in the mind of your created persona, but through your sales message, those *ideal customers are now relating to you* which translates to a much greater likelihood that they will purchase from you.

### **Stage two – scripting your VSL for effect**

Whether you know it or not, you are now well positioned to effectively put together a very successful video sales letter for your product.

Take a minute to think about it.

Here is what you know about your ideal purchaser;

- ✚ Their most harbored objections to making purchases
- ✚ The pain points that cause them anguish
- ✚ Their demographic type and manner.

When you combine this powerful set of sales criteria against the precise flow of the 12 point copywriting template script, then what you have is a video sales letter with a much formulated structure for success.

Each part of your 12 step VSL script has a purpose; that is to explain the 'what, why and how' to the viewer of moving through your sales video page funnel to making the purchase.

***This is best achieved in the form of telling a compelling story of your experiences, your product, and the benefits that it creates.***

You can have the 'prettiest' video sales letter in the industry, but if you don't know what to say and how to relay it to people, then you are just spinning your heels because no one will have any interest in actually connecting with you.

*Your video sales letter will not experience that issue...*

Following below is the VSL script that breaks down and emphasizes the correct way to deliver your message; you will be *shown what to say, why you are saying it, and how to do so* in order to create a compounding impact on your audiences' emotions.

This is where you will spend the majority of your time on the VSL Formula, because this is where you will get the paid results.

## The 12-Step Foolproof Sales Letter Template – *in detail*

### 1

**WHAT:** [Grab their attention](#)

**WHY:** You will recall that 'attention' is the key word of today. It is ever-shifting with distractions. You need to 'own' their concentration right from the time that they see your sales page.

You have one shot to make a 'first impression' and they will only give you seconds in which to do it before they again disconnect to another 'somewhere' on the internet.

**HOW:** You need a 'punchy' headline that *screams at them* to either read on or risk altogether missing out. You create the 'hook' that reels them in, either with a statement or question, and then you make them feel like they really do need to read on for the full story. Give them a hint of what is coming...

Proven examples here (where you insert the issue/desired outcome) include;

✚ *How to...*

✚ *Little known secret to...*

✚ *Get rid of...*

✚ *Warning!...*

✚ *Are you sick of...*

### 2

**WHAT:** [Identify their problem](#)

**WHY:** You need to show them that you can relate to their problem or pain on a very personal level.

**HOW:** Show them that you too have suffered with the very same issue, so you know how it feels and that it's something that they really can't afford to

ignore. Dig into the layers of the problem and agitate it – *the person is not just gaining weight, but they are losing money having to buy more, larger clothing that can affect other areas of their life*. Go deep into your description of the pain point/s.

Once you have empathized with them, entice them with the suggestion of an easy solution. Where relevant, you can use stats and quotes to drive home your points.

Proven examples here include;

✚ *I know exactly what/how you...*

✚ *There's nothing worse than...*

✚ *It gets worse...*

✚ *Imagine if...*

### 3

**WHAT:** Provide the solution

**WHY:** So that they will give you an even greater level of their attention.

**HOW:** Show them that you can help them with their pain point, but do so without being too pushy. Introduce yourself and your product to them, but keep it brief so that you don't encourage their inner skeptic to emerge.

Proven examples here include;

✚ *Luckily for you I found a solution...*

✚ *Specific strategies to...*

✚ *You're probably asking who I am to make these claims...*

✚

### 4

**WHAT:** Present your credentials

**WHY:** You need to reassure them that you know your stuff and so they should trust you, even if they have purchased similar products elsewhere previously.

**HOW:** Tell them of personal experiences and how you overcame your pain point. If possible, give direct proof and where appropriate to your niche, mention well-known people that you have worked with. If you are just getting started with your ventures and lack the experience, then make sure that you speak with a confident and convincing tone.

Proven examples here include;

✚ *I was able to achieve...*

✚ *With this knowledge, I...*

✚ *My...went from...to...*

5

**WHAT:** [Show the benefits](#)

**WHY:** This is ultimately what they want to know about your product– how it will help them now and improve their life going forward.

**HOW:** Describe to them the obvious as well as the hidden benefits. Your product might very well help them to lose weight, but have they also considered the secondary benefit of energy gain and better self-esteem? If you are presenting with PowerPoint or using a hybrid VSL, then highlight the main benefits with bullet points to create emphasis.

Proven examples here include;

✚ *Not only does this give you...*

✚ *It will also...*

6

**WHAT:** [Show social proof](#)



**WHY:** This helps to instill trust in the now-interested buyer. The prospect does not know you and so looks to others for guidance about you and your product.

**HOW:** You can achieve this with testimonials, social comments, reviews, and even highlighting with statistics what other studies have shown for products similar to yours. As an example, there is a current trend now to display bottom-of-the-page pop-ups that show 'X from...just purchased YZ...minutes ago'.

Proven examples here include;

✚ *Look at what customers are saying...*

✚ *They achieved these results...*

Z

**WHAT:** [Make your offer](#)

**WHY:** At this point, you want their purchase, and they are on the cusp of giving it to you.

**HOW:** Make them feel as if your offer is too difficult to leave behind; it needs to be a pin-up for that much used cliché – a 'no-brainer'. Showcasing a reduced price and exceptional bonuses works well here to increase the perceived value of your product.

Proven examples here include;

✚ *Can you really afford to pass...*

✚ *Never before released...*

✚ *The time to act is now...*

8

**WHAT:** [Inject scarcity](#)

**WHY:** To create a sense of urgency to motivate them to believe that they will miss out on something special and helpful to them.

**HOW:** Build on what you have told them in the above step, 'make your offer'. Emphasize and really drive home the limited time component for your product's lower price, unique bonuses and limited product quantity.

Proven examples here include;

✚ *This one of a kind offer ends on...*

✚ *There are only...numbers on offer at this price...*

✚ *This once in a lifetime opportunity...*

9

**WHAT:** [Give a guarantee](#)

**WHY:** To show them that you are not out to 'rip them off'; too many people have been burned online previously or heard of such horror stories from others that they know.

**HOW:** Let them know that there is no risk to them – accentuate your 100 per cent satisfaction policy. Advise them of the length of your guarantee policy. Tell them also that you risk your reputation and that of your entire business on your honesty and their feedback.

Proven examples here include;

✚ *I'm so confident in...that I'm willing to offer you...days guarantee*

✚ *Refund you completely...*

✚ *No questions asked...*

10

**WHAT:** [Call to action](#)

**WHY:** Because it's time now for your viewer to take action and purchase your product – they are obviously interested since they have stuck with you all the way through to the end of your VSL.

**HOW:** Quite simply; ask for the order. Reinforce the benefits of your product, and then instruct them exactly what steps they need to take in order to get your product. Any assumption on your part that they know what to do next could cost you a sale. Be descriptive, yet concise.

Proven examples here include;

✚ *Just fill in the details below...*

✚ *Just click the yellow 'Yes Please' button for instant access...*

✚ *Purchase now, even if it's 2am...*

## 11

**WHAT:** [Give a warning](#)

**WHY:** This is for those 'teetering on the edge' of purchase, but have yet to pull the trigger.

**HOW:** Scarcity, pain, emotion – play on all three here again. This is where you directly tell them what happens if they pull away from your product.

Proven examples here include;

✚ *Keep going the way you are...*

✚ *Continue to struggle...*

✚ *See others around you achieve...*

✚ *Gone forever...*

## 12

**WHAT:** [Close with reminder](#)

**WHY:** This is their final chance to take on board all that you've put before them.

**HOW:** Remind them that your irresistible offer is in high demand but has limited supply. Encourage them by almost stating that you expect them to purchase. Attract their attention at the end with a 'PS' – recap your product's benefits and scarcity.

Proven examples here include;

✚ *If you want...*

✚ *Get onboard...*

✚ *See you on the inside...*

### ***Stage three – reviewing before release***

Once your video sales letter copywriting has been completed, the next obvious step is to record the script into video and audio, or whichever option combinations you choose to present your product.

Before doing so however, the smart plan is to 'take five' and run through your final result so that, quite simply, it makes sense to the audience that you have in mind to target.

The secret here is that your VSL script meets its goal; to *hook and compel* the maximum number of people from your list who are likely to purchase after watching it to the end.

If you read back over it and believe that it is more general in conversation than specific to your buyer persona, then you should go back and do some tweaking until it meets its original purpose.

In particular, take note of the following points that you can use as a guide to ensure that you have maximized the chances for your VSL to produce sales for your product;

- ✚ What you have presented must have a more unique selling angle than that of your competitors
- ✚ Ensure that the pace sounds 'right' – when reading it back, make sure the flow of your story isn't too slow or that it runs on endlessly. You will know when you read over it how it will feel for your audience
- ✚ It should sound like you're having a chat with a friend rather than actually pitching to a stranger – you should be writing for your audience and not for the product
- ✚ You should be satisfied that your headline is impossible to ignore, and that you have clearly explained your understanding of the problem
- ✚ When reading through it, you should feel convinced that your product sounds very easy to use and will solve the pain point in question very quickly and efficiently
- ✚ You need to be convinced that your prospect would feel remorseful for not purchasing your product because of the incredible value that it has in order to meet their needs.

Ideally, it's best if you take some time after writing your script (or having read through it once if you had it outsourced) before going through it thoroughly with fresh eyes again.

Better still, reading your finished script to another person so that you can obtain some genuine feedback is also definitely worth considering.

## Your Fill-In-The-Blanks VSL Template

***From blank to bank in 12 steps***

Whether you are just starting out or have already some experience with producing regular product sales content, the greatest time and money-saver that you can have on your side is a strong written template script.

When you have a template that is all ready to go, it means that the core elements of your message are already in place for every video sales letter that you want to release.

With this in mind, what you will find below is a *fill-in-the-blanks* starter VSL script template that you can use over and over again for your product launches. All you need to do with it now is simply just change and/or insert the wording where required/shown each time you use it for different products.

### 1 **Get their attention**

**“How You Can [Achieve/Overcome] The [Desired Result/Obstacle/Pain Point] Immediately And Starting From Scratch In Just [Number Of Minutes] A Day!”**

[Percentage] of So-Called Experts Are Unaware of This [Method/Solution]...

### 2 **Identify their problem**

Let me be up right front with you here.

You’ve had enough of [insert problem/pain point - *example: being broke or being overweight*] and its [state the impact of problem/pain point].

And now you know you have to do something about it!

For too long you’ve had to deal with [state negativities of problem/pain point]

Why is this something you should care about?

***Because the life you're trying to create depends on it.***

Believe me...I get it!

Before I finally had my [mention major benefit/breakthrough] I felt like I was just wasting my time by trying to [overcome problem/find solution]. For a long time it didn't matter how much time or how many ways I tried, I felt like I was never going to get anywhere with [overcoming problem/pain point].

Because of this I spent more time thinking about it then actually doing anything real about it.

Sure I read up on it online and [describe what you did to show your interest – *example: purchased courses*] but none of it worked and actually left me feeling even worse off than I already felt.

There were a couple of things that I thought I would give a go, like [note 2 or 3 things that your persona could try in this situation], but they didn't actually work out for me.

So let me tell you, if you've had a go at trying to sort this [problem/pain point] out yourself as well, then as you can see, it looks like we could've been members of the same club.

But let me tell you what I came to realize about trying to [overcome problem/find solution to pain point].

I realized that my lack of progress in getting anywhere with it wasn't entirely my fault.

I mean, how could it be, right?

What I came to understand is that it's almost impossible to get ahead of the [problem/pain point] because [describe why – *example: poor information/lack of affordable remedies*].

Like me, you'd be thinking that you don't have the [list the characteristics/money/connections/flair] to get those fast [outcomes/results] that everyone else seems to make look easy.

And honestly, those [desired outcomes/results] probably would've just stayed a dream for you.

*Not now though.*

You see, I actually did come across a [method/product/solution] that worked for me. And it worked so well for me that I'm now ahead of the game with [beating problem/pain point].

Don't get me wrong. It wasn't exactly easy at first and yes I did waste quite a lot of time and money but I did do it. I achieved [name a benefit].

Imagine if you could get the same [benefit/outcome].

The thing is, with this [method/product/solution] I know you could. If you want to know more about it, then you really need to take a look at this...

### **3 Provide the solution**

My name is [Insert Name] and I'm a [line of experience/background] from [location].

I'm not here to throw fancy titles at you though...

The reason that I am here is because I really do want to share something very special with you.

That 'something' is how you, regardless of your [experience/background/current situation] can [achieve/overcome] your [Desired Result/Obstacle/Pain Point].

**Allow me to introduce you to [name of product].**



**This is my personal [number of days] blueprint for [target persona] that are fed up from trying many other programs which up until now have resulted in nothing more than frustration and limited success.**

This is my own long-time 'secret sauce', as they say, for never-ever being stuck on getting the [result/solution] whenever I want and need it.

And nothing is simpler to follow and [maintain/scale] than what I am presenting to you right here.

You see, when I [decided/discovered] that I [wanted to/had to] [achieve/overcome] [objective/pain point], then I knew without hesitation that I had to find a way to access the [method/solution].

So that's what I did.

I [developed/found] my own ['plug-n-play' method/easily accessible answer] for achieving amazing results.

Then I was able to take that [method/ finding] and turn it into winning results because of the unique way in which I apply it to my [business/life].

And now I'm handing this [method/solution] over to you.

And just so you know, [name of product] is not something that requires you to take chunks out of your life learning how to [implement it/make it work for you].

Instead, what you have is a *do this then do that* [method/ explanation] which you apply as [desired/required].

#### **4 Present your credentials**

You're probably wondering right now just why you should be taking time out of your busy day to listen to 'someone' like me...

I completely understand your line of thinking, so let me clarify how we came to meet at this point and how I can help you with your [desire/objective].

You see, I'm the [guy/girl/person] that others with your [desire/need/pain point] turn to when they are at the point of desperation to [achieve/overcome] their [Desired Result/Obstacle/Pain Point].

*[Insert testimonial]*

In fact, the [method/strategy] that I'm presenting here today is the very same that I have shared with countless other [name of niche/people with desire/pain point] so that they could get the same [desired outcome/specific result] that I can now help you with as well.

*[Insert testimonial/proof]*

Believe me, this is not a [strategy/method] that is known to everyone seeking to achieve [desired outcome/specific result].

I'm not trying to make bold claims here.

I came across this particular [method/strategy] as if almost by accident when I [insert your story and what result you had/alternatively – insert story of person you know or know of who achieved the desired outcome/result].

Now you can see why I have so much confidence in this [method/strategy].

If [I/him/her/they] can get this kind of [achievement/result], then I have no doubt at all that this [method/strategy] will also work for you.

## **5 Show the benefits**

I know at this point you're probably wondering what this product is really going to do for you more than some other product that you've also seen. Well, here's the thing.

This product differs to others that try to do the same thing because [tell how your product differs]

Not only that, but let me show you what you'll also find in just minutes from now *(the following are suggestion benefits that you can change or build upon);*

- How to get from [beginning point] to [end point] by doing [activity] in only [time] per day
- The one secret to getting [list a benefit] that no one else will tell you
- How this [name a benefit] will help you overcome [give an obvious obstacle] by [how it will help]
- How to avoid [give a potential negative outcome] by doing the opposite to everyone else and gain [specific benefit]
- The most common mistakes that can derail your progress if you aren't aware of them from the outset – make these mistakes and [unique benefit] is lost forever
- The quickest way to double your [particular benefit] through the everyday actions of others

*And so much more...*

## **6 Show social proof**

There are so many people who are just like you in the way that they started out using [product name].

But look at what happened as soon as these 'converts' started testing it for themselves.

As you can see, the [achievements/outcomes/results] are amazing;  
*[Insert screenshots/images/testimonials/statistics]*

These [achievements/outcomes/results] are happening to average people with no special skill sets in this field at all.

This [method/product name/solution] has worked for them and I have no doubt that it WILL work for you too.

### **Z Make your offer**

Make no mistake; this [method/solution] has never been revealed in its entirety like this before.

[Product name] has helped countless people to [achievements/outcomes/results] that they would otherwise never have been able to on their own.

So by now you're probably thinking that with everything that [product name] can do for you, the price to invest in it is probably going to be well out of your reach.

*Guess again!*

While [product name] is worth at least double of what other products would charge you for what I'm offering you today, the good news is that you can get [product name] for only [\$] if you buy it today.

I am offering you [product name] at such a discounted rate because I remember what I went through when I didn't have this information.

I want to help you the way that I would have wanted to be helped when I was struggling with [problem/pain point].

I am also limiting the number of copies that I am making available at this price so as to retain the integrity of the information inside [product name].

And, as an added incentive to investing in yourself with [product name], I am also going to give you the following bonuses;

(bonus 1 – name and description)

(bonus 2 – name and description)

## 8 *Inject scarcity*

[Product name] is the information that you've been waiting for to help you [overcome problem/realize solution] for a long time.

However, I am only allowing [x number] to be purchased at this price  
*You have a choice to make now.*

If you do nothing, there is no impact on my life, but then, neither will yours change to bring the [outcome/result] that you have been craving.

You can either invest in yourself now, or come back later and risk having to pay a much higher price.

Or, even worse, you might return later to see that this page has gone and you will have missed out on [product name] and the bonuses altogether.

To secure this life-changing information, you really need to *ACT NOW!*

## 9 *Give a guarantee*

*And by the way, just so that you know...*

**There is absolutely ZERO risk on your part here!**

The information in this [name of product/method] comes with a very solid [number of days] 'no questions asked' guarantee.

This shows the belief that I have in [method/result] that I'm showing you. Go ahead and hit the 'Buy Now' button.

If for any reason you decide within [number of] days that you don't like [name of product/method] for any reason, simply request a refund and I will personally process it immediately.

Because *my reputation depends on your satisfaction* with [name of product/method], I am making sure that the risk here is all mine!

And if for some reason [product name] isn't to your liking, you also get to keep the bonuses as my way of saying thanks for trying it out.

## **10 Call to action**

Imagine the possibilities of how your life could change by having the know-how to [obtain desired result/remove pain point] *at-will*.

Instead of being the one asking questions and seeking answers to [problem/pain point], you now have the [method/solution] to [satisfy/achieve/remove] the [desired result/pain point] immediately.

By following the SIMPLE strategy outlined in this [name of product/method], you can finally [gain control of/remove] your [problem/ pain point], but only if you're willing to Take Action Now!

### **Order Now to Avoid Disappointment**

Click the button below to get your [name of product/method] at this special one-time price of just [insert price].

You can feel confident that you'll receive [name of product/method] as soon as you do, even if it's at 2 am in the morning.

*[Insert order button or link]*

## **11 Give a warning**

It's not very often when you experience [problem/pain point] that you get the opportunity to jump on a [name of product/method] that has proven to provide guaranteed [outcome/solution] in [period of time].

So what it comes down to now is just how badly you need to have [outcome/solution].

And I can honestly tell you that I don't know how long I will be keeping [name of product/method] available to the public.

Imagine where you could be in just [number of days] from now.

Will you be looking back and saying that getting [name of product/method] was the best decision that you made? Or will you look back and kick yourself because you [feel the same/have the same problem/pain point] and you know that you missed your chance to [feel better/achieve result].

So what it comes down to now is just how badly you need to have [outcome/solution].

Hey, you have every right to walk away at this point. Heck, you're the master of your own decisions when it comes to your [problem/pain point].

You just need to decide how ready you really are to [fix/solve/remove/improve] the [problem/pain point] or if you are content to [continue to struggle with/fail to achieve].

*The longer you simply think about it, the more difficult it becomes.*

## **12 Close with reminder**

It's time now to make a decision about where you go from here. You can act now or risk missing out on [name of product/outcome/solution] forever. Get onboard now and click the order button below.

*[Insert order button or link]*

*[Your Name]*

**P.S.** Order [name of product] now to ensure that you receive [big benefit]. You will also receive [name of bonus product/s] as my special gift to you. Your total investment is just [price] which could end at any time.

## From Copy to Video Creation

### *Creating your video sales letter*

Your first decision is around which type of video sales letter is the best for your audience.

There are a multitude of options available when it comes to 'how' you create your VSL, although you really have three pathways to choose from initially; put the whole thing together yourself; outsource it to a freelancing site; or select a software application specifically for creating video sales letters.

With online tools seemingly being created and/or changed and updated as quickly as the progress of the ever-changing internet itself, the best move you can make when you are new to learning how to D-I-Y is to 'YouTube it' – this will allow you to follow along without frustratingly missing any of the necessary steps;

 [VSL Keynote](#)

 [VSL PowerPoint](#)

You can also find 'method-experts' to share with you the processes and tools that they use in their own successful business in order to get started;

 [VSL's 101](#)

 [Video Marketing Tools](#)

As is evident from the resources given above, the tools and methods that can be used for putting together your VSL depends specifically on the type of video sales letter that you choose to create.

If your preference is to go the D-I-Y route, the things you are going to need include the following;



- ✚ Video camera – a good phone with camera will do the job!
- ✚ Good lighting – you need to hide harsh shadows, especially if your idea is to appear on the video yourself
- ✚ Reliable microphone – if your own voice is going to be on the VSL, then it needs to sound natural and not 'tinny'
- ✚ Camtasia – so that you can create professional looking screen captures.

If you don't have to go it alone, however, then what you might want to look at is making use of one of the myriad of video sales letter creation software options currently available...

✚ <https://easyvsl.com/>

✚ <http://www.videomakerfx.com/>

✚ <https://goto.clickfunnels.com/>

As you can imagine, the number of software applications available for video sales letter requirements is growing by the 'internet-day'. Determine which of them fits in best with your personal and product needs, and ensure that you can use their video software *with your* 12 point SVL script. That's non-negotiable!

### ***Consider your conversions***

Your 12 point VSL formula will provide the structured content for your entire video presentation on-page, and how you present your video sales letter will of course depend on what you now know about your ideal buyer.

The important point of effort for you initially should be to focus on what really matters; getting your video completed in order to begin getting those paying customers through the door.

Once your VSL is up and running, then you can monitor the type of response and activity that is happening with it, and then make any adjustments to the page that you feel may be necessary.

Now regardless of what you might have heard about which components of your VSL are critical for making it viable and guaranteeing its success, the fact is that all video sales letters perform differently.

What this means is that only you can discover what works best for yours by testing its components for the sake of capitalizing on improved conversions. The typical details that *you should consider split-testing* include the following;

- ✚ Whether your 'stick' rates are better for shorter or longer running videos - *example: 4 minutes vs 30 minutes*
- ✚ The responsiveness of your prospects to entertaining or text-only videos
- ✚ If your VSL's convert better when the page is attractive or ugly
- ✚ The effect of changing your voiceover, from accent and from male to female
- ✚ The action or reaction from viewers on your VSL with auto-play compared to allowing user-controls
- ✚ The response to your headline coming from different traffic sources
- ✚ Whether you see an increase in conversions from immediately displaying or delaying the appearance of your action button
- ✚ If a count-down timer works in your favor or against you
- ✚ Video with exact transcript text – keep in mind that VSL's with text typically satisfy the search engine 'crawl' for indexing copy and key phrases.

Whilst *split-testing* is a necessary means for dictating the continued viability in any of the online ventures that you might undertake, you should consider it to be *an absolute essential for your VSL*, the front-line factor that determines the future or otherwise of your advertised product.

## Video Sales Letters that Last

### *What lies ahead for the VSL*

The traditional sales letter is as you're used to seeing it still very much alive and well; it has for the purposes of most marketers however just been adapted to a more relevant form in the guise of the VSL.

Whether you're typically a personal fan of the video sales letter or not is irrelevant in terms of meeting the expectations of many sales page viewers – the VSL has made an impact and is not going to disappear any time soon.

If you *have* embraced this current marketing tactic masterpiece but are finding that your sales are not meeting your expected goals as suggested by your research, then review how you are presenting it to your audience.

Remember, the video sales letter is your means by which to engage your targeted prospect, to entertain them and to inform them. If your VSL is just all about the product and attempting to hard sell the audience, then re-evaluate your strategy, review your VSL formula and reconnect with your visitors.

The video sales letter formula shown to you in this blueprint will leave only one thing to the imagination of your targeted persona – how great it will be when they get your product, because it will benefit them the freedom from their current void or pain and the gaining of the solution that makes it happen for them.

Your video sales letter, written with purpose, can simply mean the difference between making 'some' money from your well-crafted product, or doing extremely well from your very responsive buyers.