



VSL BLUEPRINT



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14-DAY
CHALLENGE



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14-Day VSL Blueprint Challenge

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14 Day VSL Blueprint Challenge

Welcome to the 14-Day VSL Blueprint Challenge!

I'm really excited about this challenge. That's because creating high converting Video Sales Letters is one of the most profitable skills you can develop.

Once you know how to create your own cash-pulling VSL, you can virtually write your own ticket to success!

But here's the thing...

There's a world of difference between writing your VSL script and other forms of writing (such as article writing).

The other forms are used to educate and perhaps entertain. Video Sales Letters are different because they are used to persuade, motivate and sell.

And all you need to do is follow this challenge for the next 14 days!

Day 1 - Define 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

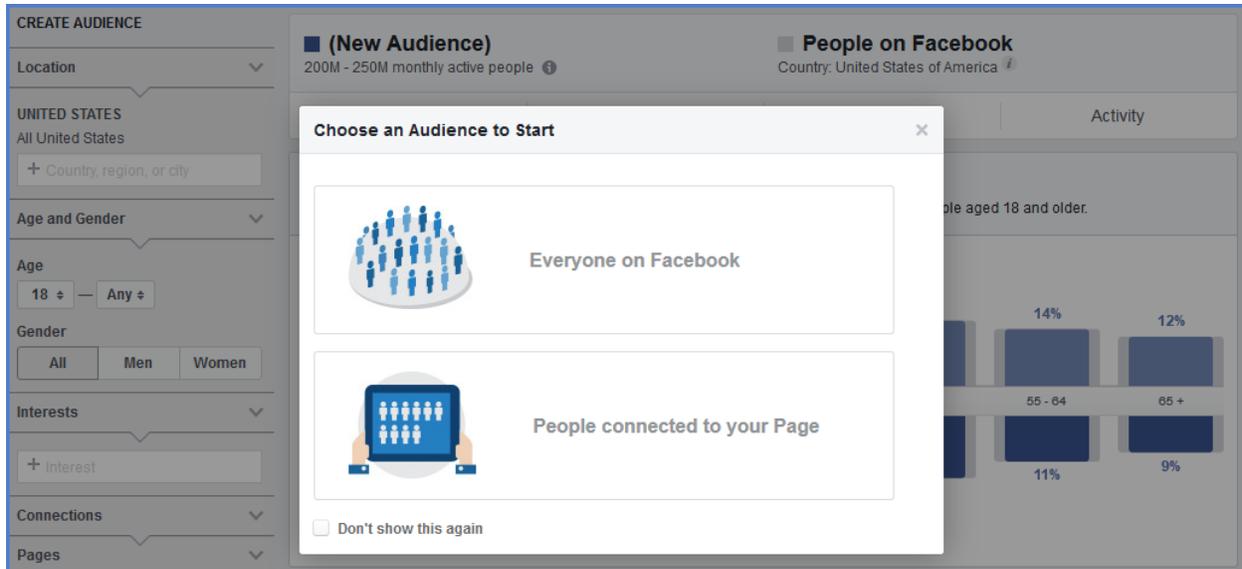
And of course, just from media publicity alone, we are fully aware that Facebook contains a huge volume of data on its near 2 billion users – data that is freely available to you through its analysis feature widely known as **Audience Insights**.

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

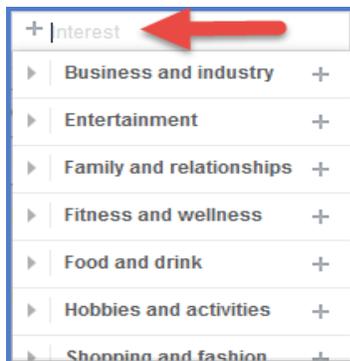
If you get stuck, simply log in first and then type this link directly into your browser:

www.facebook.com/ads/audience_insights



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.

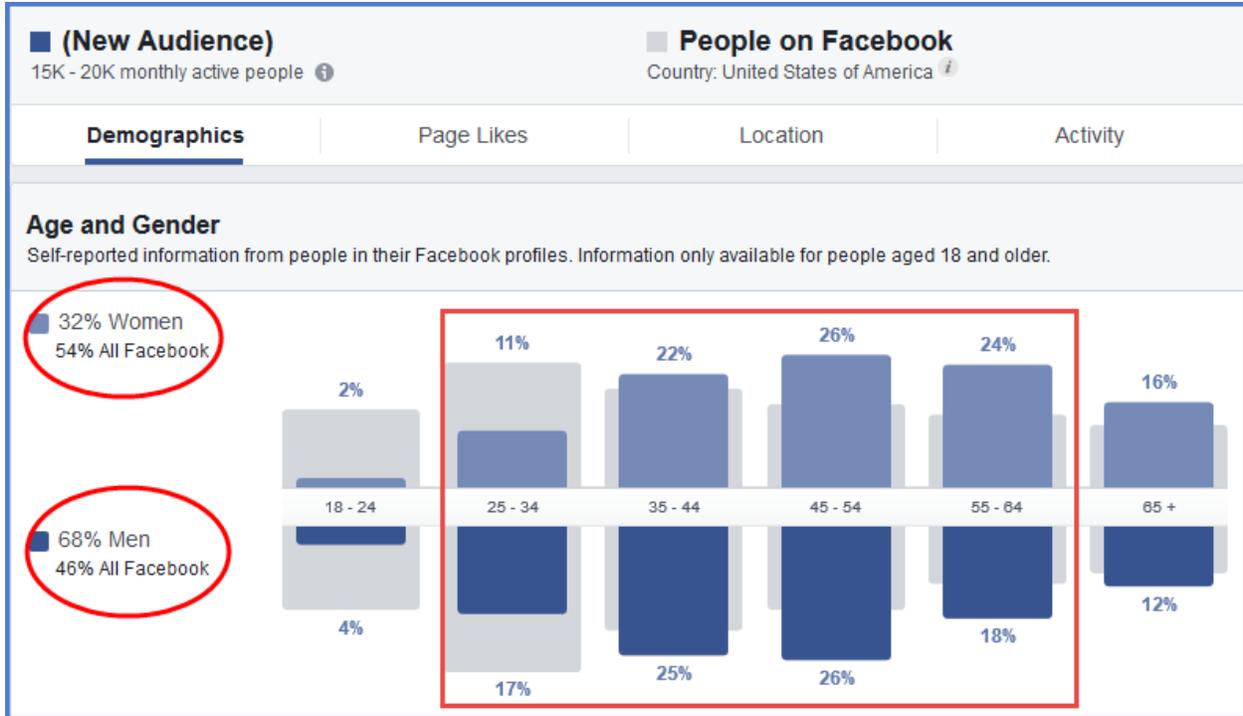


For "Interests", enter a broad search term ;

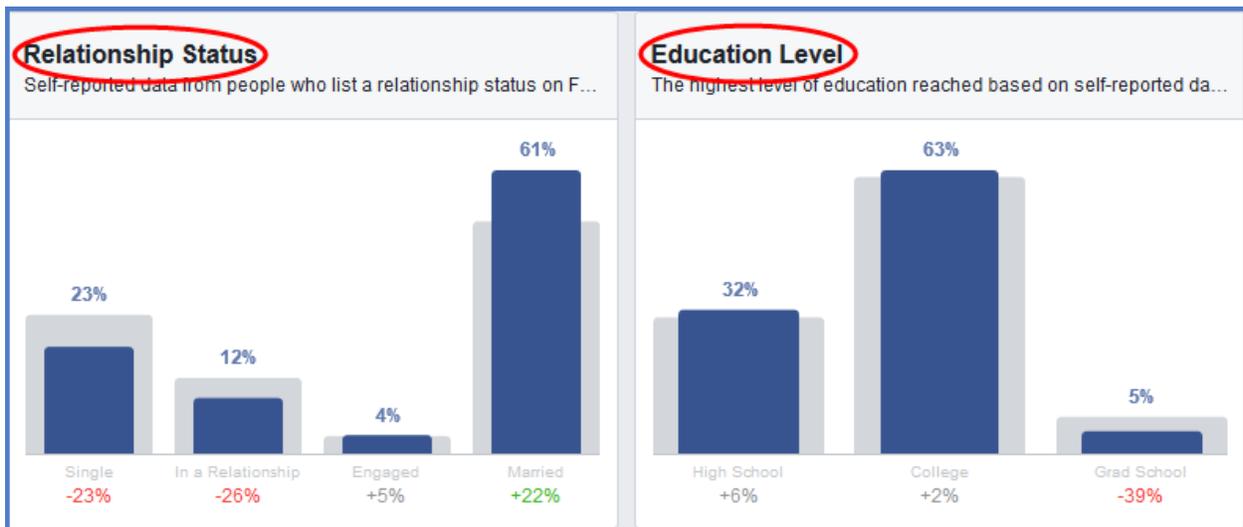
From here, you can select the first option as most relevant to the "seed" search term.

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 <i>i</i>	Audience	Facebook <i>i</i>	Affinity <i>i</i>
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.

Day 2 – Following The 12 Step VSL Script

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...

Starting today and for the next 11 days you will go through and implement 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.

So let's start with the first step today...

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...*

>>> Today's Assignment - Create your own Step #1 script following the template here below:

"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]...

Day 3 – Identify Your Target Audience Problem

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...*

>>> Today's Assignment - Create your own Step #2 script following the template here below:

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...

Day 4 – Provide The Solution

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...*

>>> Today's Assignment - Create your own Step #3 script following the template here below:

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].

Day 5 – Present Your Credentials

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...*

>>> Today's Assignment - Create your own Step #4 script following the template here below:

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.

Day 6 – Show The Benefits

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...*

>>> Today's Assignment - Create your own Step #5 script following the template here below:

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...

Day 7 – Show Social Proof

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...*

>>> **Today's Assignment - Create your own Step #6 script following the template here below:**

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.

Day 8 – Make Your Offer

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...*

>>> Today's Assignment - Create your own Step #7 script following the template here below:

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)

Day 9 – Inject Scarcity

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...*

>>> Today's Assignment - Create your own Step #8 script following the template here below:

[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!**

Day 10 – Provide Your No Brainer Guarantee

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...*

>>> Today's Assignment - Create your own Step #9 script following the template here below:

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.

Day 11 – Come With Your Call To Action

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...*

>>> **Today's Assignment - Create your own Step #10 script following the template here below:**

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]

Day 12 – Give A Warning

WHAT: [Give a warning](#)

WHY: This is for those 'teetering on the edge' of the 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...*

>>> Today's Assignment - Create your own Step #11 script following the template here below:

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.

Day 13 – Close With A Reminder

WHAT: [Close with a 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...*

>>> Today's Assignment - Create your own Step #12 script following the template here below:

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.

Day 14 – Putting Everything Together

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.

Here you go! You are done with your first Video Sales Letter!

It's time to celebrate!

But it's not over... You have to practice, split test, re-write your script, re-record your VSL for maximum optimization and higher conversions. It's an on-going process ;)