

# VSL Blueprint Email Sequence

----- Email 1 -----

**SUBJECT:** Your "12-Step VSL Framework" Cheatsheet

**BODY:**

Hey, [YOUR NAME] here and I'd like to personally  
Thank You for signing up to the "12-Step VSL Framework"  
Cheatsheet.

Here is your FREE download link to the report:

==>> 12-Step VSL Framework

I would love to hear your thoughts on the Cheatsheet,  
so if you want to shoot me a quick email, hit REPLY and  
go ahead. Love to hear from you ;-)

Have a great day!

[YOUR NAME]

----- **Email 2** -----

**SUBJECT:** Did get your "12-Step VSL Framework" Cheatsheet...?

**BODY:**

Hey there...

I hope you got your copy of the free cheatsheet, "12-Step VSL Framework" and that you started using it to create your first Video Sales Letter.

If not, here's the download link again.

[LINK]

This 12-Step blueprint works! Implement it today, and you'll see results right away, I promise!

As a way of thanking you, I wanted to share a resource that I think you'll love. You can use this one right now, and it's totally free.

Here is what I am talking about:

There is a website that showcase all kind of real life copywriting case studies, from sales letters covering different niches...

... to email swipes for different usage, but what's most interesting for us is the section dedicated to Video Sales Letters.

Here's the link: <http://swiped.co/types/vsl>

There are only 4 Video Sales Letters – but they are VSLs of major bestsellers, and you will also find

in there the transcripts of each one of the VSL scripts and a thorough analysis.

I can tell you, you will be able to pick up a ton of golden nuggets that will help you craft your very own Video Sales Letters.

OK, so that's my tip for today.

Talk again soon,

[YOUR NAME]

----- **Email 3** -----

SUBJECT: A simple hack I use to speed up my VSL script writing

BODY:

Hey there...

Here's something that keeps me focused while working on my Video Sales Letters: It's speed!

Yes, as counter-intuitive as it may seem, I work better when I am under the pressure of time, especially when crafting the script of my Video Sales Letters.

An important tool I use for that purpose is a countdown timer. You can use an online one at <http://www.online-stopwatch.com/countdown-timer/>

The goal here is to always try and do more in less time. For example, if you take 3 hours to write a 5 minute VSL, you should aim to do it in 3 hours or even 90 minutes.

Use a countdown timer whenever you write and always try to beat your personal best.

Try this simple hack and let me know how it worked out for you ☺

Talk soon,

[Your Name]

PS: If you want to know more about how to create high converting Video Sales Letters, then check out my breakthrough book called VSL Blueprint.

=> Click here for my VSL Blueprint

----- **Email 4** -----

**SUBJECT:** Where I Get FREE Stock Video Footage For My VSL...

**BODY:**

Hey there...

Sometimes, you may need to add some stock video footage to your Video Sales Letter.

Even though I prefer the plain simple text and slides VSL style, some niches require such illustrative videos...

But here's the problem...

Buying video clips for your projects from sites like Video Hive can be very cost prohibitive. Expect to pay an average of \$65 per clip depending on the length and quality of the video.

Before you break the bank, let's look at 3 sites where you can download video clips completely free, even if you intend to use them for commercial and client projects.

1) The Pond5 website has more than 9,700 Public Domain video clips that you are allowed to use freely in any project, both for personal and commercial purposes.

You'll want to use the built-in search function and the filters on the left hand side to filter for the free stuff, as they also sell premium Videos, After Effects templates, Music and more.

=> <https://www.pond5.com>

2) Beach Front BRoll: This is one of the best places to download unique HD stock video footage and animated backgrounds for any production purpose, for free.

All the video clips in the library are completely free to use so there's no wondering what the licensing is.

=> <http://www.beachfrontbroll.com/>

3) Pexels Videos gives you 100s of completely free Creative Commons Zero Licensed videos. You can search by keyword or click on the "Popular Searches" link if you need some inspiration or want to see what other people are searching for.

=> <https://videos.pexels.com/>

Here you go. You now have access to all the video footage you may need for your fancy Video Sales Letters.

I hope you enjoyed this long email and talk to you soon.

[Your Name]

----- **Email 5** -----

**SUBJECT:** Is this for me if I am on a tight budget?...

**BODY:**

This is the question I get asked very time I talk about Video Sales Letters.

And my answer is always the same: YES!

Here's what you need to start with a tiny budget...

One of the most effective VSL is still the simple text on white slides, and for that you need just a few tools.

- 1) For you slides, use Google Slides. It's free and it's really good!
- 2) To record the flow of your slides and the audio you will need a screen-casting software, and I found Screencastomatic the best choice and it has a free option. And the paid option starts at a whopping \$18 per year!

Here is the link: <https://screencast-o-matic.com>

- 3) To record your voice, it's important to use a good microphone. The quality of the sound is so important in your VSL – but here again you can start on a buddet with this microphone that sells for just \$36: Samson Go Mic Portable USB Condenser Microphone.

That's it! That's everything you need to create a high converting Video Sales Letter!

If you want to know more about how to create high converting Video Sales Letters, then check out my breakthrough book called VSL Blueprint.

=> [Click here for my VSL Blueprint](#)

All the Best!

[Your Name]