



MODULE 10: PRODUCT CREATION

SEGMENT 6

In this session, you learned how to produce your VSL so it looks great and generates maximum conversions.

NOTES

3 Types Of VSLs

- ☐ Main
- ☐ Upsell
- ☐ Downsell

Production Rules & Tips

- ☐ Record Audio 1st Yourself (Audacity)
- ☐ Build On From That (Can Outsource That)
- ☐ Transitions Are Key
- ☐ Got To Have A Unique Angle In The Hook
- ☐ Flow Is Best With Short Sentences

Marketing Presentation Rules & Tips

- ☐ Black Words
- ☐ White Background
- ☐ May Use A Pre-Recorded Audio Track
- ☐ Show Images Of Products