



MODULE 10

SEGMENT 5



Module #10

Product Creation

Scripting Your Video Sales Letter (VSL)



In This Class

- “Selling” What You Built
- Your VSLs’ 4-Part Sequence

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Hook -- Story -- Positioning -- Offer

- “Hook” Keeps Them Watching – Want Product
- “Story” Draws Them In On A Personal Level
- “Positioning” Sets Up The Close
- “Offer” Is Where You Make Your Living

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The “Hook”



The “Hook”

The 1st 5-10 Seconds Must Captivate & Inspire THEM
On A Personal Level

- Identify The Problem/Question
- The Next 5 Minutes:
- Make a Promise Of Benefits
- Promise To Solve A Problem or
Answer The 1 BIG Question





**The story
continues...**



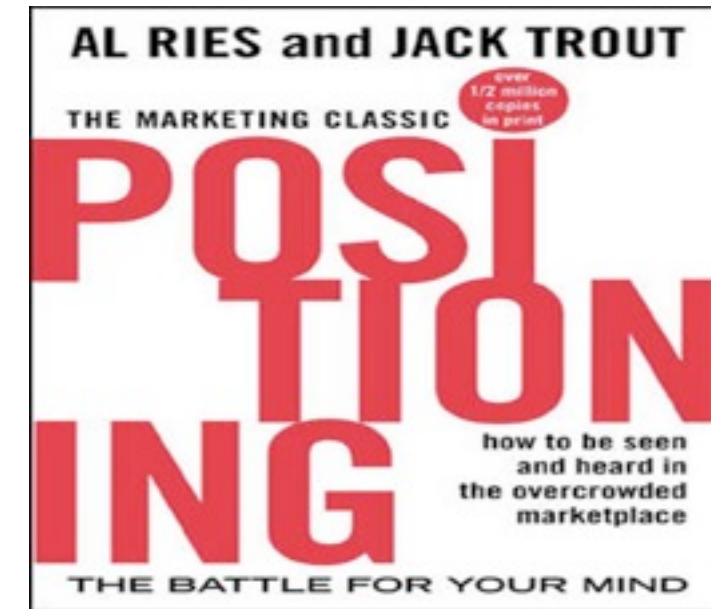
Must Be About You

- How You Were Struggling With...
- How You Looked For An Answer
- How Down You Were – Almost Gave Up
- You Searched.. Consulted.. Researched..
..& Then Made A Miraculous Discovery
- “What I Learned...”
- “I Tried It And Was Amazed How It Solved The Problem..”
- “And Now Look At Me...”



The story
continues...

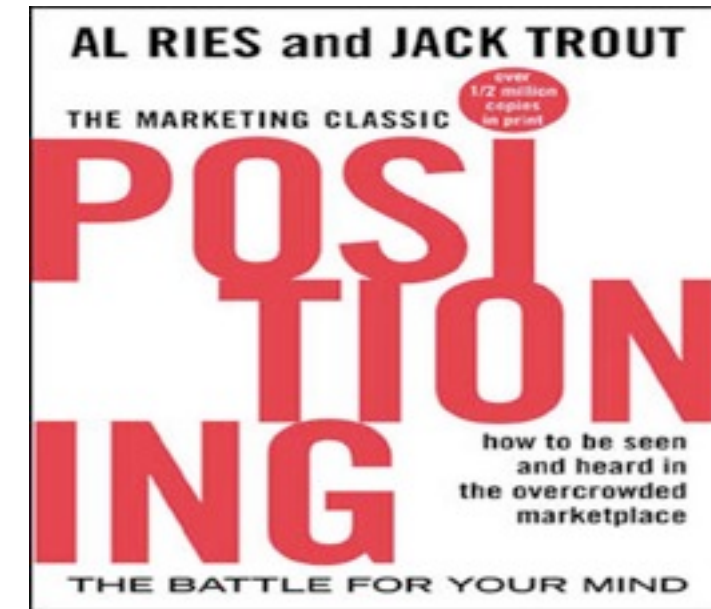
The “Positioning”



The “Positioning”

Shared It With Friends & Family

- Got Same Results
- Now Offering It To “You”
- “You Must Be Wondering What These Secrets Are...”
- Do A Take-Away.. “..Only If You Are Serious...”
- Promise Benefits
- Be Mysterious – Call Out Your “Secret”..
 - Use Terms Ex: “Voice Capture”, “Destiny Tuning”







Introduce The Product

- Sell The Sizzle (Benefits)
- Describe The Main Product Elements
- Assign Value To Those Elements (Value Stack)
- Add Urgency:
 - “But If You Act Today You Can Get This For Only..”
 - “This Price Will Not Stay This Low Forever, So..”
- Close



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