



MODULE 10

SEGMENT 6



Module #10

Product Creation

Constructing Your Video Sales Letters (VSLs)



In This Class

- 3 Types Of VSLs
- The 4 VSLs In Your Simple Funnel
- Production Rules & Tips
- Marketing Presentation Rules & Tips

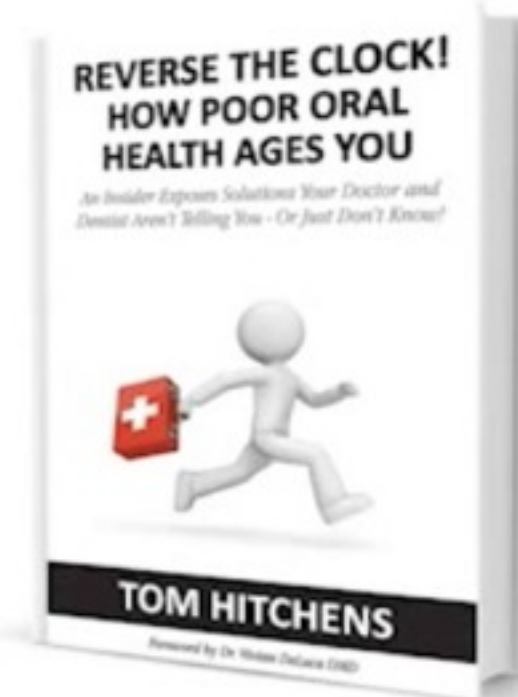
VSL Types

- Main Offer VSL
- Upsell 1 VSL
- Upsell 2 VSL
- Downsell VSL



Main Offer VSL

When you pick up the Health and Treasure program today,
you'll also get a copy of my book Reverse the Clock:

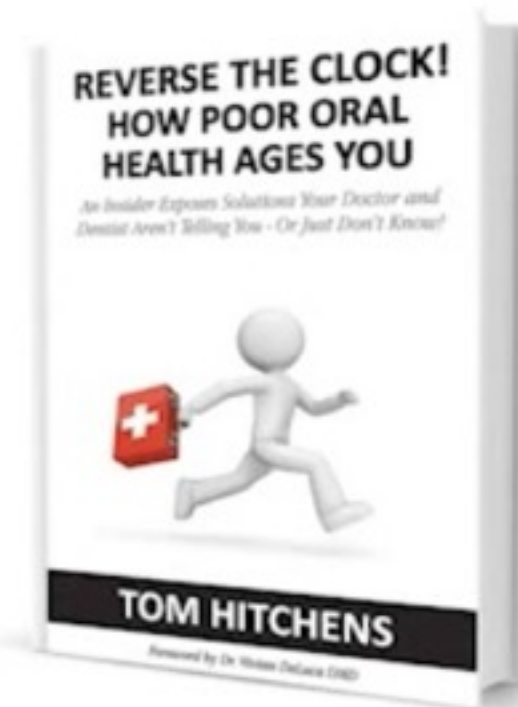


Main Offer VSL

25 to 45 Minutes

- Kinetic
- Black Words
- White Background
- Over A Pre-Recorded Audio Track
- Fancy Start Is OK During Hook & Pitch
- Show Images Of Products

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1st Upsell VSL

Congratulations!
You just made a terrific decision

1st Upsell VSL

12 to 15 Minutes

- Kinetic ONLY
- Black Words
- White Background Video Over A Pre-Recorded Audio Track
- No Fancy Work Or Images
- Offered As A Compliment To The

Congratulations!
You just made a terrific decision

All Upsell VSLs

All Upsell VSLs

- Be More To Point – Get There Faster
- No Story – Just Promise, Then Set-Up
- “What I Learned..” & Why
- “Uncle Bob” Approach
- “This Is Only For My Serious Students..”
- Show Images Of Products During Pitch

2nd Upsell VSL

Wait!

Your membership page is being set up




2nd Upsell VSL


- 8 to 10 Minutes
- Same Product Rules As Upsell 1
- Same Structure As Upsell 1
- Offered As An “Elite” Compliment To The Main Offer.. An “Inner Circle”

Wait!



Your membership page is being set up



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- 4-6 Minutes tops
 - Same Production Rules As Other Upsells
 - Same Structure As Upsells, Except..
 - Take Away The Bonuses
 - Cut The Cost – A One-Time “Special Deal”
 - Get To The Point Quickly! Just Sell Them Something!
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Helpful
Tips

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- 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





The “IF - BUT” Price Set-Up



- “IF.. Please Don’t Buy this..”
- “BUT.. Then Please Watch This Video..”



Price Set-Up –

“Look, This Should Be \$3,000 Because... But Because I Really Want To Help You! Act Now..”



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