



The 3 Key Components

You Must Get Right To Sell Online

The Video Sales Letter (VSL) Bonuses

VSL Outline

Opening Questions

Primary Promise (P.P.)

Intro

Unique Mechanism (U.M.)

Product

Bonuses

Writing Bonus Copy

1. Treat each Bonus like a mini product
2. Give a primary promise the bonus delivers
3. Give each bonus a unique name
4. The copy should be Feature -> Benefit -> Proof
5. Avoid hyped language (fewer adjectives)

My Bonuses and Copy

From The “LTP Worship Guitar System”

“BONUS #1 is video called “The Most Valuable Tool”.

In this bonus video, you’ll learn about the capo, why it’s so useful, and the **right way to use it to unlock your ability to play in any key!**”

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #2 is a tool I created called “The Capo Cypher Sheet”

Once you learn how to use the capo, it’s not always easy to quickly know which fret to put it on to get to the key you want...

At best it can be a guessing game to find the right fret.

But with the “Capo Cypher Sheet” you can avoid all that.

It’ll show you exactly where to put the capo to get to the key you want...without guessing.

It’s almost like having a transpose button for your guitar.

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #3, 4, and 5 are videos about working with chord charts, lead sheets, and number charts.

They give tips and insights on how to read them and lay the foundation for you to create them yourself.

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #6 is a video called “Rhythm Guitar Dynamics”

In this bonus video you’ll learn tactics for playing in different section of various types of worship songs.

What would you play on the verse of a slow song?

What might you play on the bridge of an uptempo song?

What about the channel? What about the intro or the outro?

This video will help you know how to plan for these moments and play them the right way.

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #7 is a video called “The Role of the Rhythm”

You might be playing by yourself, with a band, or in a smaller group with just a few pieces.

This video will give you a strategy to prepare for each and how a pro would handle them.

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #8 is a called “Playing with Taste”

Knowing what to play and the skill to do it are vitally important.

But having the right heart and mindset behind the skill...are even more important.

In this video, you'll learn how best to use your newfound abilities in the worship setting. ...without getting in the way or being a distraction.

My Bonuses and Copy

From The “LTP Worship Guitar System”

BONUS #9 - The Top 25 Worship Chord Charts pack.

I wanted you to be playing songs as quickly as possible.

So I created a set of chord charts from the original recordings for you download and keep.

These are the Top 25 worship songs of 2018...all in the key of G.

So as soon as you finish MODULE 3: CHORDS IN THE KEY G, you can pull out the Top 25 Worship Chord Charts out and play them all!

STOP HERE

Using your **Bonuses** list from your
Product Worksheet...

Write out your Bonuses using feature,
benefit, proofs for each.

Set that copy aside.

Next Up...

The Price



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