



The 3 Key Components

You Must Get Right To Sell Online

The Video Sales Letter (VSL)
Call To Action (CTA)

VSL Outline

Opening Questions

Primary Promise (P.P.)

Intro

Unique Mechanism (U.M.)

Product

Bonuses

Price

Risk Reversal

Call To Action (CTA)

CTA Copy

- Re-ask the Opening Questions (“So if you want...”)
- Emotional vs logical
- Remind them this is the only method to get those results
- Provide a clear CTA by telling them exactly what to do
- Use urgency/scarcity
- Exclusivity

My Copy Example

From **Worship Piano: Beginner To Pro 2.0**

So...

*If you've ever wanted to know the awesome feeling of sitting down and playing the songs you love... **[Opening Questions]***

*Or the joy of worshiping on your own at the piano... **[Opening Questions]***

*Or having the confidence and skill to play in a worship band or even lead worship from the piano... **[Opening Questions]***

Now you finally can!

My Copy Example

From **Worship Piano: Beginner To Pro 2.0**

*And Worship Piano: Beginner to Pro 2.0 is the way to get you there... **[unique]***

*So don't wait! **[urgency]***

*Click the button below and get started RIGHT NOW! **[Clear CTA]***

*God bless you and I'll see you on the inside. **[Exclusivity]***

STOP HERE

Write out your CTA copy

Set that aside

Next Up...

Final Thoughts



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