



# **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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