



The 3 Key Components

You Must Get Right To Sell Online

The Video Sales Letter (VSL) Final Thoughts And Tips

FINAL THOUGHTS AND TIPS

- “Drag and Drop Copywriting”
- Don’t skimp on the research
- Write and rewrite and rewrite again
- Be conversational. Write like you talk. (Use contractions)
- Practice each section out loud
- Write to the individual...not a group
- Limit adjectives. Don’t over hype
- Think like a lawyer...Not someone selling!
- Check reading age level (<https://hemingwayapp.com>)
- Be emotive in your delivery
- Record multiple prices in your recording for raising/dropping the price in the future
- Be unique everywhere you can
- Nothing is final

Tools And Tech

What I used for Audio Recording

- **Apogee Duet 2 Audio Interface**
<https://apogeedigital.com>
- **Cubase 10 DAW**
<https://www.steinberg.net>
- **Samson C02 Pencil Condenser Microphone**
<http://www.samsontech.com/samson>
- Microphone pop filter (from Amazon)
- Mic stand for stability and to prevent movement noise
- Mic cable

Tools And Tech

What I used for Video Editing

- **Adobe After Effects CC** (background images, footage, and text overlay)
- **Adobe Premiere CC** for combining audio and video.

Tools And Tech

What I used for Music and Image/Footage

- **Sound Stripe** (soundtrack music)
<https://www.soundstripe.com>
- **Envato Elements** (video/still backgrounds)
<https://elements.envato.com>
- **unsplash.com** (Still images) **FREE!!**

How I Create A VSL

1. Write the VSL script
2. Record the audio
3. Edit and add effects (Normalize, EQ, Compression, etc.)
4. Create the text overlays in AE CC.
5. Choose a “default” background
6. Find imagery to connect to text and lay it under
7. Export text and imagery with narration
8. Import that video into Premiere CC
9. Choose music that conveys an emotion right for each section.
10. Edit to and match it to the narration in Cubase
11. Export the final narration with soundtrack.
12. Use syncing to match new audio with imported audio.
13. Export final video

Alternative Ideas

- PP/Keynote (for slides) with live narration
- Recorded narration synced with PP/Keynote
- Awesome less expensive lapel mic I found
 - **BOYA BY-M1** Mic - plugs into a smartphone/camera/computer (3.5mm cable) \$15-20 on Amazon
- Audacity for audio recording and effect
- Openshot video software ([openshot.org](https://www.openshot.org))
- Pay someone to do it! (Write the script, record the narration and hire out the editing/video creation)

Let's Look At The VSL

Worship Piano: Beginner To Pro 2.0



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