



The 3 Key Components

You Must Get Right To Sell Online

The Video Sales Letter (VSL) Introduction Section

VSL Outline

Opening Questions

Primary Promise (P.P)

Introduction

Introduction

- Your name
- Your background/credentials
- Why you are selling this?
- Why you are in business?
- Why you're able to empathize with their problem
- What makes you qualified to solve their problem

WARNING: Don't be pretentious or boastful.

This whole thing could be one line!

My Copy Example

My name is Jared Messer.

*I'm a former a professional musician, worship leader, and the creator of
worshipmusicacademy.com*

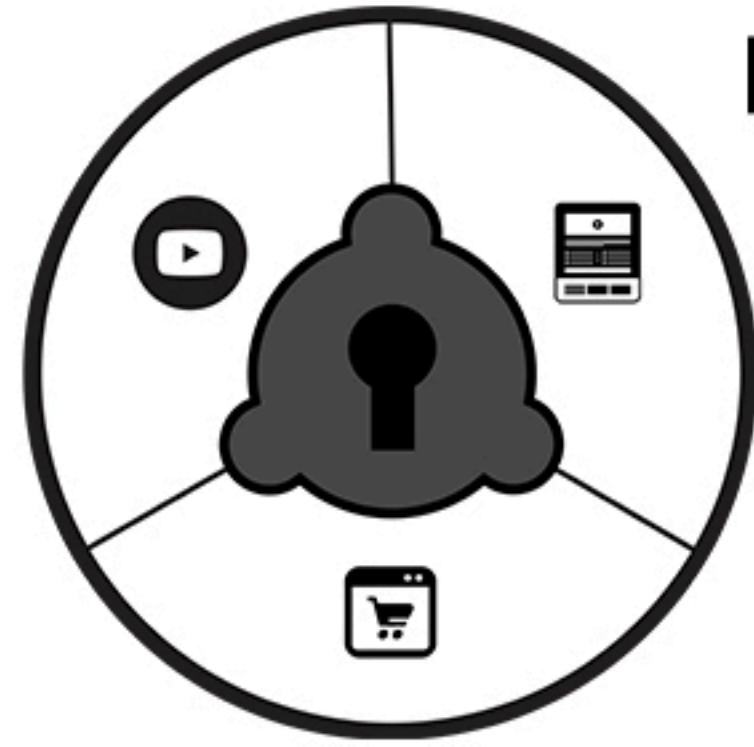
STOP HERE

Write out your **Introduction** copy.

Set that copy aside.

Next Up...

The Unique Mechanism



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