



# **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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