



The 3 Key Componentnets

You Must Get Right To Sell Online

The Video Sales Letter (VSL)

Opening Questions

Questions Are Generally Better
Than Statements For Opening A
Conversation.

Questions **Invite** Your
Prospect To Feel!

Opening Questions

- Preferably 3 Questions from different angles
- Emotional Wording (How would they want to feel?)
- Solution Focused (What would they want to do/accomplish?)
- Set In Their Future (Where/Who would they love to be?)
- Don't over hype
- Conversational tone

Question Starter Ideas

- Imagine how it would feel if... (not a question)
- How would it feel to...
- What would it feel like if...
- Imagine the feeling of... (not a question)
- How would you feel if you could...
- What would your day look like if...
- Imagine... (not a question)

Questions Examples

Product: “Greener Grass Lawn Care Supplement”

How would it feel if you never had to worry about weeds in your yard ever again?

Imagine driving through your neighborhood and knowing with certainty you have the prettiest lawn.

Wouldn't it feel great to sit out on a summer night overlooking a lush, full, green backyard?

STOP HERE

Take some time to brainstorm several
Emotional Questions.

Set that copy aside.

Next Up...

The Primary Promise



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Introduction