



# **The 3 Key Componentnets**

**You Must Get Right To Sell Online**

**The Video Sales Letter (VSL)**  
**Price**

# VSL Outline

Opening Questions

Primary Promise (P.P.)

Intro

Unique Mechanism (U.M.)

Product

Bonuses

**Price**

# Pricing Copy

- Tell what competitors are charging
- Empathize with pain of those higher prices
- Give a reason why you're charging less
- Compare your price to something known/unknown
- Restate the PP
- Give the price
- Mini Value stacking (UM, features/benefits and bonuses)

# My Copy Example

## Worship Piano: Beginner To Pro 2.0

*Now...as I was preparing to release Worship Piano: Beginner to Pro 2.0...*

*I started looking online to see what others were charging for piano training.*

*And I was shocked! **[EMPATHIZE WITH HIGH PRICES]***

*Based on what other websites are offering, we could easily charge \$100, \$150, \$250...or more for our system! **[COMPARISON]***

*But our mission at the Worship Music Academy is to “equip the saints for ministry...” (Eph 4:12) **[REASON FOR DISCOUNT]***

# My Copy Example

## Worship Piano: Beginner To Pro 2.0

*That's why we're only charging a fraction of those prices...*

*In fact...*

*TODAY...you can get Lifetime Access to Worship Piano: Beginner to Pro 2.0...*

*For the same price that some websites charge per month... [**COMPETITORS**]*

*And about 1/3 of the cost of one lesson with a Nashville Pro. [**COMPARISON**]*

*You can enroll RIGHT NOW...*

*For just \$39! [**PRICE**]*

# My Copy Example

## Worship Piano: Beginner To Pro 2.0

*For that price, you get the entire Worship Piano: Beginner to Pro system... [VALUE STACKING LIST]*

*All Skill Sets, content, practices, theory sessions, support materials, bonuses... [VALUE STACKING LIST]*

*ALL for less than one meal at a decent restaurant! [COMPARISON]*

*But this is EVEN better... Because you'll have UNLIMITED LIFETIME ACCESS... [FEATURE]*

*So you can keep coming back as often as you like and for as long as you like! [BENEFIT]*

# STOP HERE

Work on your price and terms copy

Set that aside



**Next Up...**

**Risk Reversal**





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