



The 3 Key Components

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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