



# **The 3 Key Components**

**You Must Get Right To Sell Online**

# **The Video Sales Letter (VSL) Primary Promise**

# VSL Outline

Opening Questions  
**Primary Promise (P.P)**

# Primary Promise

The one main solution or benefit  
the prospect will gain from your  
product/service

# My Copy Example

## P.P. - Learn To Play Worship Piano Like A Pro

*...I've created a system that allows anyone to learn to play worship piano like a pro.*

*It doesn't matter how much experience, skill, or musical ability you currently have...*

*And it doesn't take years to master....*

# My Copy Example

## P.P. - Learn To Play Worship Piano Like A Pro

*You can be creating professional sounding music on the piano in a matter of days.*

*Now you may be thinking, “yeah, right!”.*

*But it’s true.*

*It’s already working for students of all different skills and backgrounds.*

*Let me explain how it works.*

# **STOP HERE**

Write out 4 versions of your  
**Primary Promise** using  
different language.

Set that copy aside.

# Next Up...

# Intro Section



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