



# **The 3 Key Components**

**You Must Get Right To Sell Online**

**The Video Sales Letter (VSL)**  
**Unique Mechanism**

# VSL Outline

Opening Questions

Primary Promise (P.P)

Intro

**Unique Mechanism (U.M.)**

# Unique Mechanism

The unique element in your product/service that makes it work or delivers the primary promise.

# My Copy Example

U.M. = “Worship Piano Skill Sets”

*You see...as a professional musician...*

*I began to see patterns in the way pros played.*

*The patterns weren't overly complicated but sounded fantastic!*

*Well...based on those patterns I created something called “Worship Piano Skill Sets”.*

*And this is really what makes it possible learn to play so quickly.*

*Ever heard the saying that “a journey of a thousand miles begins with one step?”*

# My Copy Example

U.M. = “Worship Piano Skill Sets”

*Well...learning to play the piano can seem like that kind of a journey...*

*Very far off and seemingly impossible to reach!*

*But from the moment you start using “Worship Piano Skill Sets”...*

*You understand why they dramatically shorten the time and effort it takes you to get you there!*

*But even more than just getting you there quicker...*

*You'll get professional sounding results at the same time.*

# STOP HERE

Write out some copy for your  
**Unique Mechanism**

Set that copy aside.

**Next Up...**

**The Product**





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