



The 3 Key Components

You Must Get Right To Sell Online

The Video Sales Letter (VSL)
Your Product

VSL Outline

Opening Questions

Primary Promise (P.P)

Intro

Unique Mechanism

Product

The Product

The **Product** part of the VSL is really just three elements repeated.

1. Feature
2. Benefit
3. Proof

You should already have a
feature/benefit list from the
Know Your Product worksheet

The Product

1. Feature
2. Benefit
- 3. Proof**

Types Of Proofs

Logic Proof (“transitive proof”, similes, comparisons)

Visual Proof (images, before and after, examples)

Demonstration Proof (demo video, live demo, etc.)

Studies/Tests (published paper, books, articles)

Social Proof (testimonials, customers stories)

STOP HERE

Using your Feature/Benefit ranked list
from your Product Worksheet...

Write out 2 proofs for each.

Set that copy aside.

Next Up...

Bonuses



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