



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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