The 22-Step VSL Framework

An Attention-Grabbing Introduction

Say something that turns the head of your viewer so they want to pay attention to the rest of your video.

Identify The Problem

Identify the problem your viewer is having that you intend to solve. This lets your viewer know that you understand them and the issues they are dealing with.

Provide The Solution

Let your viewer know that you have the solution to that problem and you intend to share the details about that solution in your video.

Show Your Credentials

Share credentials—such as customer testimonials or accomplishments—to get your viewer to trust you.

Tell The Back Story

Give a quick version of you and your product's backstory. This is done by telling the actual story that led to you creating the product you're about to sell them. This helps them trust you even more and helps them know that you have felt their same pain.

Explain The "Perfect World"

Paint a picture of what life would be like without the problem they're experiencing right now. Make them envision how much better life would be like if they had the results your product delivers. This builds their desire for your product.

The Dream Come True Transition

Now they're on the edge of their seat imagining how much better life would be without this problem. This is where you let them know that the solution actually does exist and that it exists in the form of your product.
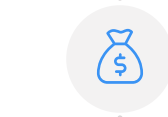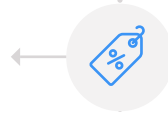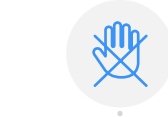
Introduce Your Product

Here you will introduce your product by name.

Explain Big Benefits

Talk about the big benefits your product delivers in detail.

Eliminate Their Biggest Objections

Eliminate your viewer's biggest objections that might keep them from buying.

Reveal Your Irresistible Offer

Show them your offer and make sure it's one they can't refuse.

Create Their "Future Self"

Paint the picture again of what life will be like as soon as they get access to your product.

Add In Awesome Bonuses

Add in additional bonuses so it's even harder for them to say no.

Stack The Value

Use bonuses, scarcity, and urgency to stack the value of this offer. Make the offer more irresistible by stacking on with value.

Reveal Your Special Offer

Make it hard for them to say no by revealing the special price they get today.
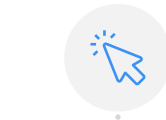
Make a Call To Action

Make your first call to action, which is where you tell them exactly how to place their order step by step.

Risk Removal

Remove all the risk so they aren't nervous about taking action (usually with some sort of guarantee).
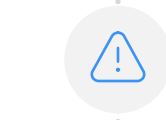
Make A Call To Action

Make your second call to action.

Give A Reminder

Remind them of the amazing deal they are getting today.

Issue A Warning

Warn them that this deal won't last forever. Trigger FOMO (Fear of missing out).

Make A Call To Action

Make your third call to action.

Eliminate Any Left Over Objections

Remove any leftover reasons they may have for not buying.