

Video Sales Letter Formula Checklist

3 Second Timer In

PATTERN INTERRUPT (Shock and Awe)

- ☐ Shocking Statement (Flies in the face of conventional wisdom)
- ☐ Bold Counter Statement (New Theory to Prove)
- ☐ Allow Me to Explain...

HOOK

- ☐ You've probably heard this happened...
(Big Current Event)
- ☐ You may realize it caused BUDA's to do
this... (How did smart people react)
- ☐ Ultimately REPLACING This forever...
(The Old Way)
- ☐ What you likely DON'T know is...
- ☐ They created this NEW OPPORTUNITY
For You (The New Way)
- ☐ However, it's VERY time sensitive
(Blue Ocean, Ground Floor etc)

PROOF

- ☐ Statistics
- ☐ Reports
- ☐ Even...



SETUP

- ☐ **Soft Intro**
Hi, I'm Perry and
- ☐ **Agreement**
If you'll give me 5 minutes
(Make a Time Trade)
- ☐ **Promise**
Finally, Desired End Result
- ☐ **Timeline**
In SPECIFIC Timeline
- ☐ **Without**
Three BIG Objections
- ☐ **Guaranteed**
or Risk Reversal
- ☐ **IMPORTANT: Watch till the end**
- ☐ **Get This PREMIUM**
Get this \$25 CEO Hat Free
- ☐ **Uncover an INTRIGUING secret**
How I made \$35,000 for 3 hours work

NIGHTMARE STORY

- ☐ **First, Let me tell you a brief story...**
- ☐ **Establish Normal Life**
- ☐ **Set the Scene**
Season, Date, Color, Texture, Smells
- ☐ **Disaster Strikes**
Turned world Upside Down
- ☐ **Accept the call**
I had to act...
- ☐ **Enter the Villain (Describe the Character)**
Things got worse
- ☐ **Found Love Interest (Describe the Character)**
She would be gone forever
Things got worse
- ☐ **Found a sidekick (Describe the Character)**
An Odd Friendship
- ☐ **Got Better**
Small Victory
- ☐ **Got Impossible**
Butch and Sundance bad
- ☐ **Found Solution**
Right in front of me (Mentioned Earlier)
- ☐ **I WON!**
- ☐ **Villain Lost, Got the Girl, Kept Friend**
- ☐ **It was like I was reborn**
Now, Life is AMAZING

INSPIRE (Support Dreams)

- ☐ So, for the first time
- ☐ Big thought shift
- ☐ Future was crystal clear
- ☐ Describe Outcome
- ☐ You can too
- ☐ You HAVE to act now before...
- ☐ I KNOW this is hard to believe because
(Set Aside Fears)



3 BIG LIES

- ☐ You've been lied to or at least misled
(Confirm Their Suspicions)
- ☐ Lie #1: Name it, Describe it, dispel it,
reveal hidden truth
- ☐ Lie #2: Name it, Describe it, dispel it,
reveal hidden truth
- ☐ Lie #3: Name it, Describe it, dispel it,
reveal hidden truth

LIGHT BULB

- ☐ Are you starting to get it?
(Justify Previous Failure)
- ☐ It's not your fault
- ☐ Past beliefs have robbed you
- ☐ Kept you from what you desire & deserve
- ☐ Now You Know the Truth and Today is a
New Day

CLEARITY

- ☐ As a _____ (Target Audience)
- ☐ what you want is _____ (Quiet Whisper) F.U. Number Transformation)
- ☐ without _____

VSL Formula Checklist

THE PLAN

- ☐ You need a system rather than a plan (Explain the Difference with Blackjack)
- ☐ Speed and ease may shock you
- ☐ Simple Step by Step system
- ☐ Desired end result
- ☐ Here's all you have to do
- ☐ Step 1
- ☐ Step 2
- ☐ Step 3
- ☐ It's really that simple
- ☐ It's really that fast

FUTURECAST

- ☐ Mini-dream story 1
- ☐ Mini-dream story 2
- ☐ Mini-dream story 3



ALONE VS TOGETHER

- ☐ **NOTE:** There are hacks, tricks and pitfalls to avoid
- ☐ We all need a support system
- ☐ We all have detractors (Cast Stones at Enemies)
- ☐ However, when your done #worthit

BENEFITS

- ☐ Benefit 1
- ☐ Benefit 2
- ☐ Benefit 3

OFFER TRANSITION (Build Positive Momentum)

- ☐ Recap
- ☐ 6 yes questions
- ☐ You have 2 choices
- ☐ Hard Way or Easy Way
- ☐ I've Done All the Work for You
- ☐ And it's Called... (Name the System)

FORMAL INTRODUCTION & SOLUTION REVEAL

- | | |
|---|--|
| <input type="checkbox"/> Hi, I'm _____ | <input type="checkbox"/> Fastest and Easiest Way to... |
| <input type="checkbox"/> Creator of _____ | <input type="checkbox"/> Works even if |
| <input type="checkbox"/> Product & USP | <input type="checkbox"/> Who it's For |
| <input type="checkbox"/> Pain to develop | <input type="checkbox"/> Who it's NOT! |

SOCIAL PROOF OF TIMING

- ☐ Publications
- ☐ Famous quotes
- ☐ Statistics
- ☐ Testimonials

DESCRIBE SOLUTION

- ☐ Contents
- ☐ Faux Price
- ☐ Instant reduction tease

BONUSES

- ☐ Bonus 1
- ☐ Bonus 2
- ☐ Bonus 3

VALUE STACK [Pop Up Button]

- ☐ Final VALUE
- ☐ Price Walk Down
- ☐ Final Price
- ☐ CTA #1 Greed

TRIPLE GUARANTEE

- ☐ Money Back No Questions
- ☐ Follow Steps DOUBLE or I'll help
- ☐ Follow Steps Can't Help TRIPLE
- ☐ CTA #2 Logic

OBJECTIONS

- ☐ Name Objection
- ☐ Re-Frame
- ☐ Shatter
- ☐ Re-Engage

SCARCITY

- ☐ Quantity
- ☐ Price
- ☐ Lost Time
- ☐ CTA #3 Fear
- ☐ Show Order Form Image
- ☐ 1 Minute Timer Out
- ☐ Redirect to Order Form

FOLLOW UP

- ☐ Confirming News Stories

