



Video Sales Letter Script Worksheet

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Introduction

Use this script to draft out your VSL. Remember, this is just a framework. Feel free to add and change it however you would like.

1. Introduction

Hook: Grab their attention, engage them, hook them till the end.

"How would you like to be able to lose 1-2kg every week, without having to spend hours at the gym or stress about counting calories"

Problem: Identify a problem, paint a picture of their current situation. Adjutate this problem, make it seem real.

"Most people spend months or even years jumping from diet to diet with no success..."

Introduce the content: Tell them what they are going to learn.

"Over the next few minutes I'm going to show you exactly how you can finally start to lose weight and keep it off.. I'm also going to share 3 really powerful secrets..."

Introduce yourself: Tell them who you are, why you're qualified to help, where this information has come from, and how it has helped others.

"Hey, my name is John Smith, and I've been helping people lose weight for more than 2 decades. My methods have allowed my clients to lose more weight than they ever thought possible! Here's one of my clients who..."



2. Content

Share 3 tips/secrets to provide value and help establish credibility. The goal is to tell people what to do, but not how to do it. If you provide too much value prospects will feel like they know what to do on their own and won't take up your offer. 'Wow, not How'.

Tip: A great way to share your 'secrets' is by starting off with 'what most people believe' and then explaining why this is incorrect, then explaining the 'right way', and finally sharing a case study or clients results to prove the effectiveness of this 'new way'..

"Most people believe that the key to losing weight is restricting calories. But the problem is, as soon as you restrict calories, your metabolism starts to slow down. The key to long term weight loss is finding a way to increase your metabolism. Here's one of my clients who was able to use this method and dropped 5kg whilst actually eating more!"

Secret 1:

Secret 2:

Secret 3:



3. Offer

Once you have finished presenting your content it's time for the offer. This is where we provide an offer to prospects to take the next step and find out more.

Transition into the offer:

"If you've stuck with me this long then I can tell you're serious about..."

"How would you like it if I could personally help you with this.."

"If you feel a little overwhelmed right now then I have good news..."

"If this sounds like the type of help you're looking for..."

State the offer:

"As a special bonus, I would like to offer you a one on one strategy session with me personally, where we can map out an action plan..."

Explain who this is for/not for:

"This is perfect for you if... This is not for you if..."

Explain benefits of offer:

"On this call we will..."

Add risk aversion:

"At the end of the call, you can decide if you would like us to work together. If not, that's totally fine, there is no obligation. Either way you will receive an insanely valuable strategy session, and will walk away with clarity and actionable next steps.."

Add scarcity

"Time is a factor as we only have 10 sessions available each month"

Final CTA:

"Click the button below to schedule your call right now!"