

# Video Sales Letter Formula

How to Write Video Sales Letters That Convert Like Crazy in 13 Easy Steps



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# VSL Formula

## How to Write a Video Sales Letter That Converts

In this guide you're about to discover the industry insider secrets and the exact formula for writing an amazing Video Sales Letter (VSL) that converts.

This is NOT a guide that will waste your time with fluff or that regurgitates all the things you already know.

Instead, it will give even high-level seasoned copywriters substantial pieces to the puzzle that will make them better at their craft.

You won't find a lot of fluff in this guide. What you're about to learn will actually help you write better sales copy that you can use in your VSLs and, really, any copy you need to write. You'll discover the insider information that you really need to know to become successful at copy writing.

Just a few of the things you're about to uncover are:

- A. How to have a much greater understanding of the market you're writing your VSL for. Without this, you wouldn't even know if you SHOULD be writing your video sales letter or not.

You'll discover how to write your VSL if the market is trending up and how to write it if the market is trending down.

- B. How to understand your perfect customer so well, that people may accuse you of being a psychologist.

One of the secrets to writing really great copy is knowing who your perfect Bob is. Don't worry, you'll meet Bob a little later on.

But, without this understanding, your copy is doomed to fail before you even begin.

With it, you can generate true success.

- C. You're going love this. You'll be taken through the full instructions, layer by layer, piece by piece on the exact method to write a video sales letter - or a traditional static sales letter for that matter.

Yes, that's right. It will all be laid out for you right there, so that you can use it as a template for all of your future projects.

I'm going to presume you're more than ready, so let's dive right in.

## **How To Write A Video Sales Letter That Converts Like Magic**

The things you're about to be shown are the real deal that have in one way or another been used by nearly every great copywriter throughout history that has ever produced winning sales copy.

It will become self-evident that without using the information below, it would be nearly impossible to write a highly successful letter in any niche. Unless you were just giving away free money, ok, yes, that one might work.

But, short of that, what you're about to learn is required to really make it happen sales wise no matter the niche.

## **Why Video Sales Letters Sell So Well**

Ask any copywriter who has been writing sales letters and successfully transitioned over to video sales letters and they'll give you rather similar numbers.

Oh, sure, there will be the odd one that says some super high or low number. But, for the most part you'll hear something like this: their VSL's convert around 300% better than their long form copy that they have traditionally written for years.

So, why is that?

Why does taking basically the same copy and putting it into a video make it convert so much better?

Here are just a few of the reasons.

- A. People get to absorb your information in their preferred format.

You can put the text on the screen so that people who learn by reading can absorb your message that way.

Those that learn by hearing or that don't like to read a long sales letter will get the message in their preferred format.

- B. It counters a lot of the attention deficits that plague our society, or from the rise of social media giving them their information and entertainment in tiny little pieces.

People want their information fast. They don't have time for 20 to even 50-page sales letters when you can give it to them in a 3-5-minute VSL.

- C. It's not a long boring read, it's shorter and far more entertaining. This keeps people's interest much longer and keeps them on the page longer as well.

The longer they are on your page, the better chance you have to sell them... guaranteed!

### 3 Things You Need To Know To Write Winning Sales Copy

This section applies to writing all copy, not just for writing a Video Sales Letter. Before you can write any piece of copy, you need to understand who you are writing for, and what they really need.

Without knowing this, it doesn't matter if your sales letter is a traditional long form sales letter, a VSL, an email, or just a headline, your results will be poor.

So let's jump in and learn how to really write winning sales copy . . .

#### 1. You Must Understand The Product At A Deeper Level

You might at first blush think, 'well, wait a minute.' 'This is just a widget, like any other widget.'

But, if that's true, then how do you plan on making it stand out in your customers eye as being the one they need over all the other widgets?

Because, if there is no difference between your product and any other, why would they buy yours?

**To Understand Your Product At A Deeper Level You Must Know . . .**

##### A). What Problem(s) Does It Solve?

Your perfect customer (we will determine who that is later) has a desired outcome when shopping for your product.

This desired outcome is usually tied to a problem that they need to resolve.

Women don't buy a \$500 pair of heels that hurt their feet to walk in because they want to experience more pain in their lives. They buy them because they want all the other women to compliment them, and feel confident and good about themselves.

Men don't buy hammers because they want to go around smacking stuff (well, ok, not most men anyway). They buy a hammer because they need to drive nails when building or fixing things.

With the woman the desired outcome isn't to overpay for a pair of shoes that will go out of style before she can afford her next pair.

The desire is not really even arousing the jealousy in most cases.

Her desired outcome is to feel good about herself and to lift her confidence. Because when she does that she projects that feeling out into the world and the world treats her differently.

It's the same thing when a man buys a new suit that he knows is at the next level or even several levels up from his current station in life.

This is literally his new modern-day suit of armor. It allows him to project into the world a better image of himself.

He projects this image and good things happen to him. The world treats him differently, just as it did the woman from above.

This is what they really want. They think that this product, your product, can give it to them. But, in fact the majority of it is in the attitude they project (we'll delve more into this later below).

They want to feel good about themselves, because when they do, the world treats them differently.

Case in point: The woman sees the man she likes, and he stops her and asks her out on a date. He's a man, he never even looked down at her feet. Even if he did he has no idea what shoes she's wearing and if you asked him which ones they were he would just say 'black?'

But, today there was something different about her that attracted him. It was what she was projecting.

So, when you're selling them a suit, hammer or a pair of shoes, you're not really selling them the shoes at all. You're selling them a thing that helps them get one or many steps closer to their desired outcome.

The desired outcome for the hammer is building a house or a shed or a children's treehouse. But why? If it's not because he's a carpenter for his work, then it's from the satisfaction of building the thing.

But what is that really?

It's the satisfaction and feeling when his son looks at him in awe as he builds his treehouse with his father. Or the wife that looks at him with pride as he fixes the front door.

It's that he knows that he has a hammer in his tool box, so that even if he never uses it, he could if he wanted to and that's all that matters.

The desired outcome for the suit and shoes is to feel that they are better than they were yesterday. To show the world they are at a certain level, to create confidence and to feel superior to their fellows.

So, when you look at your product and you think about what problem does it solve, think deeper about where people are really at on a base level. What is the core human emotion that they are attempting to fulfill?

Because it's not very often that a 70-year-old man buys a new Ferrari so that he can go fast. Especially not when he lives in and seldom leaves downtown New York City.

This means that when writing your VSL you need to think about each of the levels that your product solves a problem for.

As in the case of the man with the hammer there are 3 distinct levels.

First, he has a broken door that is letting the cold in and does not make his home secure. This means he has something he needs to fix.

Second, he craves the look in the eyes of his family, friends and even coworkers as he completes a task and feels good about himself.

And third, he wants to know that even though he doesn't need the hammer right now, he has it, and always 'could' use it if he wanted to.

If you don't think men buy tools just to have in case that one job comes up sometime in the future, just go look at all the tools in brand new condition in their garages and tool boxes.

The take away from that is: *there are three levels to his desired outcome.*

When you know your product and the problems it really solves you can write about it solving problems on all of their levels.

Do this and your customer feels compelled to buy your product even if they don't know why.

## **B). What Are Its Weaknesses And Strengths?**

Take a really good hard look at your product and ask yourself what does it do best and what does it do worst?

You'll find that this will be applicable to most any product or service that you could ever possibly offer.

### **The Strengths**

What is its USP (Unique Selling Proposition)?

What differentiates it from other similar products or services in the marketplace in a positive light?

What does your product do better than the competition? Is it smaller, bigger, cheaper, higher quality, more robust?

Whatever the strengths, be sure to let them know about them. They are not mind readers, they are usually not scientists or quality assurance specialists either. Whatever you want them to know, you have to tell them, or they won't get it.

### **The Weaknesses**

If your product has weaknesses when paired against your rival in the marketplace, make sure you don't compare your product against theirs in that category.

Stay away from those comparisons. Unless this can bring you a strategic advantage.

Turning it to your advantage could play out something like this . . .

You're selling phone and internet service bundles. Both you and your competitor sell your unlimited everything package for \$49 a month.

Both of your customer service centers leave a lot to be desired, so you want to play on that and turn their weakness against them to make you look better than they are.

Here's the copy sample:

*While everyone knows that all customer service centers in the phone business leave a lot to be desired, everyone also knows that our*

*competitions customer service is so bad it's legendary, it's even had hundreds of memes made about it.*

*So, in a recent poll of our customers versus theirs, 89% of customers surveyed said that our customer service needs improvement, but that it sucks less than theirs by a 2 to 1 margin!*

This is not how this would actually be worded, I think you know that. However, you get the point.

Find a way to hide your weaknesses and show them as strengths instead.

### **Quality, Price And Effectiveness**

These are things you need to know about your product VS the competition. These are strengths and weaknesses, that is true. However, depending on your market, these are three you really need to remain cognizant of and hone in on.

In the lower end markets, especially with disposable or inexpensive items if you can't compete on price, you can't compete.

So, here make sure that you can come in to the marketplace with a lower cost and still make a great profit. You do that in the lower end markets and you may just have a winner.

## **2. What You Must Understand About Your Market**

To write a great Video Sales Letter or even a traditional long copy sales letter you must understand your market and what's going on inside of it.

The reasons are many. However, to do this as simple as it gets, in your copy you can say something like . . . *"the plastic pet pooper scooper market is exploding, and we have the best model that self-cleans and uses a special polymer in the plastic that can't retain odors. Yes, you heard that right, the first and only no stink pooper scooper."*

Or if you sell the metal version and you need to blow out your inventory because everyone is switching to plastic, you can say . . . *"get the last of the super high quality metal pooper scoopers while supplies last before they're all gone and then you're stuck buying the new cheap plastic ones that break when you're in the middle of a big scoop,*

*and who needs that mess falling on the tops of your feet. So, get yours now while supplies last!"*

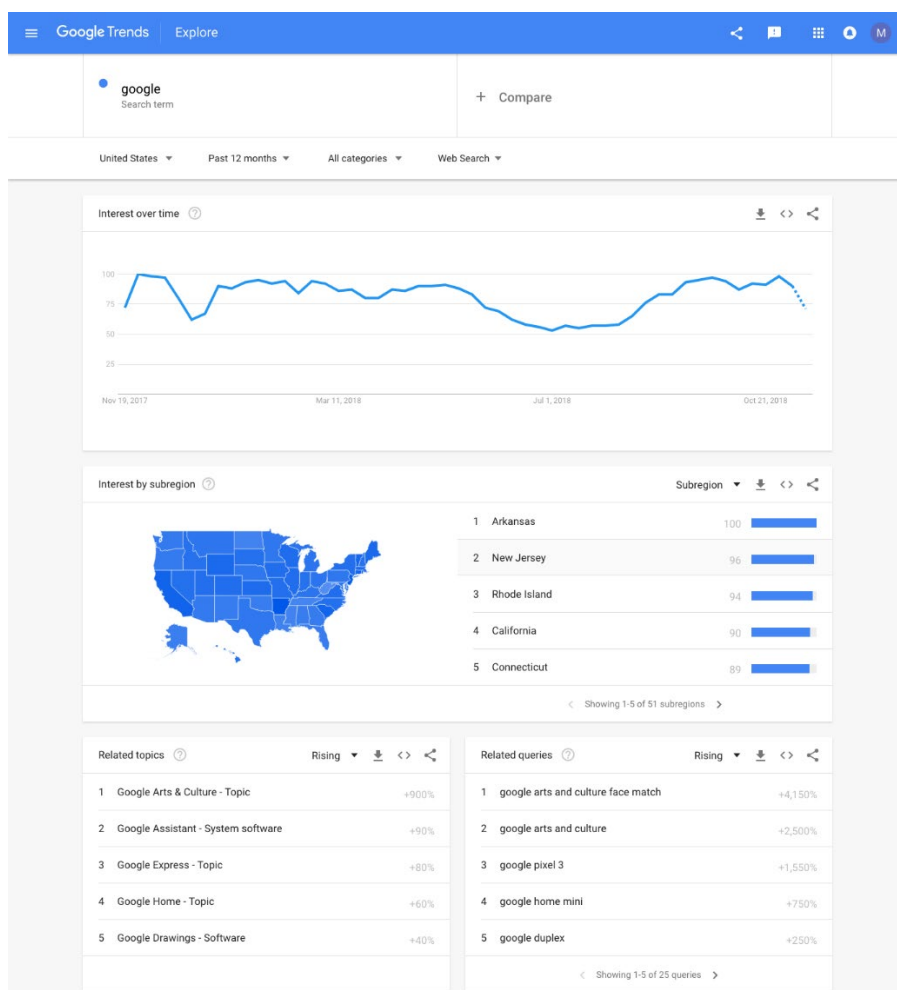
You can only write like that if you really know your market, its trends and how you can capitalize on them.

To know your market, you must first know what information you really need to be up on. Studying the wrong area in anything in life will almost never yield the correct information. So, first you must know where to look.

## A). Who Are The Top Players?

In virtually every industry there are just a handful of top companies or marketers. Identify who they are and what they are planning for the next year or longer.

To determine this, go to Google Trends and look at what's trending and what's new in your market. Then look at what those companies have done in the recent past.



This will tell you what they must do to capitalize on this trend. It tells you whether you can get in front of it or ride their wave.

This applies to your sales copy in many ways. You now know if your copy idea to head in a certain direction is a wise or foolish choice.

You can even write it into your copy as such: If you're going to be first to market you can say . . . *"All the big boys will be doing this very soon as it is the new wave that's sweeping the nation, but you can get yours here first, months before anyone else and be the one to set the trend."*

If you're riding the wave you can say . . . *"They all came out with their versions, but they were flawed. Our engineers corrected everything that was wrong with each of their designs and now you can own the perfect widget for just \$19.99 instead of \$49.99 like all their flawed models sell for."*

Also, be very aware of what new companies are coming into the market and what innovations they are bringing. Watch them for new potential waves of opportunity.

## **B). What Is Your Competition Concentrating On?**

Determine what the top 10 selling products in your niche are and go analyze their sales copy.

Don't ever plagiarize or copy their copy at all. Never do that. But, you may find angles they are taking that are successful.

Do your best to determine who the top 3 sellers are and really look at what they are doing.

You can determine who they are by seeing if any of them have a forum for answering questions. If yes, how big is that forum? Larger companies have larger forums.

Then look at what questions are being asked over and over again. Answer them in your sales copy and you'll look like a mind reader, because you answered all their questions before they even asked.

Go to industry forums and see what products are being discussed over and over. The top 2 to 3 products are generally the ones on people's minds.

Use traffic estimator sites. I'm not going to list them here because they change so rapidly that some could come and go before I even finish writing this.

Just Google “free traffic estimator” and you’ll come up with a list. You’ll have to go through a few to find one that’s actually free, but, they’re out there.

Or pay the one-time fee and use it for years, it’s up to you.

Go to MOZ and estimate their page size, site size and company size.

One tool you can use that most likely won’t be going away any time soon is [similarweb.com](https://www.similarweb.com). They are big enough that I feel confident they will be here for a while.

They will give you a surprising amount of data on your competitors with either their free or paid versions.

Determine who the big competitors are and then analyze what they are doing and saying in their copy.

Do they all downplay a particular weakness? Look at that and see if you can turn that into one of your strengths.

Are they all covering mostly the same points in their copy?

If yes, don’t just follow suit. Look at your perfect customer (which we will define later) and see if that’s really in alignment with moving them towards their desired outcome.

If it is, then make sure to cover that point. If not, then don’t.

### **C). What USP Are They Pushing And Does Your Product Match Up Or Beat It?**

Your USP is your Unique Selling Proposition.

Does your product match up well or even better than theirs with their own USP?

If so, blow your horn, let the world know that it does. They darn sure won’t figure it out on their own.

Do you have one or more USP’s that they don’t? Be sure to point that out and maybe do a competitor product comparison chart as part of your copy.

### **D). What Is The Longevity Of Your Product Or Market?**

Firstly, is your VSL for a limited time product launch, or for a product that may be for sale for years?

If it’s a launch, you’ll need to have real scarcity and stack on bonuses to get them to take immediate action.

If it's a long-term product with sales that may last years, then here is a tactic that works really well.

There's a great chance that these people may not be coming from your list if it's a long-term sale.

When they show exit intent from your page, don't just throw up a pop up. Instead bring up a whole page add that offers them the first bonus for free for their email address.

Position it that you're going to show them how well the product works, so they will know it's right for them and be ready to get it.

This does that and puts them on your list.

When you email them, you tell them . . . *"now that you've seen how well this works come have a look at the extra bonus we just added to make it so irresistible that everyone is getting it,"* or something similar.

If they have used the bonus (make sure the bonus gives results) then they are sold. The 98% who haven't used the bonus will feel a slight embarrassment and not wanting to admit they haven't used it. So, they will click the link to see the added bonus.

### **For Your Marketplace.**

If your market is trending up, I. E. your market is exploding, say so in your copy.

If your market is slowing rapidly give more value and bonuses than you normally would even if you already give tons.

Always make sure your bonuses are relevant to your product and that they will actually help them get better results.

It makes no sense to give a free cat training manual to people who are buying your big breed dog kennel.

Know the longevity of your offer and the marketplace so you know how to structure your offer for the best results.

### **E). What Is the Value You Provide Your Marketplace?**

It is critically essential that you understand this one point.

As a marketer, or if you're the copywriter hired to write the VSL, it's immeasurably important for you to understand where your money actually comes from.

As a marketer you've undoubtedly heard that the money is in the list (your email list).

Well, yes, but that's only on the surface.

Then as you dig a little deeper, you'll hear that the money is in your relationship with the list. And that is partly true.

The truth is . . .

As marketers we are paid in direct proportion to the value we provide to the people in our marketplace (or the people on our list).

Really think about that and let it sink in.

Because actually, it's all true. The money is in the list, it's in your relationship with the people on your list and you build that relationship by providing them with value.

If you're doing cold, direct response with no list to warm them up, then providing them value can become even more critical.

One way to provide them value in advance that won't take them off of your sales letter is to get them to see themselves achieving their desired outcome or a small portion of it in their mind.

An easy way to do this is to write something like this . . . *"Bonus #1 is so amazing and is going to get you such great results that I'm not going to make you wait to feel the success, I'm going to give it to you right here, right now."*

Tell them what Bonus #1 does to help them move closer to their desired outcome or to make your product even more effective.

Then say something like . . . *"You see how powerful that is! You're right, it doesn't take a rocket scientist to be able to see in their minds exactly how that will work and that you can see yourself having the success you've always dreamed of when you..."*

This provides the value in their minds right then and there, they don't have to leave your page to go test it, they can see it happening for them.

That's all it takes to give someone **results in advance** which is one of the most powerful marketing concepts you'll ever come across.

## **Ask Yourself This Essential Question:**

*What value am I, my company, my product or service providing my marketplace?*

The measurement of the value you provide is: how much closer do you take your prospect to achieving their desired outcome?

Do you allow them to fully achieve it, or do you move them one or many steps closer?

Tell them about it. Shout it from the rooftops that you, your company, your widget or service will take them to where they desire to be.

If you don't tell them, no one else will.

One of the final rules of thumb on this topic is this: providing value to your marketplace is one of the surest methods to be a top company in your marketplace for many years to come.

## **3. You Must Truly Understand Your Customers**

This is the pivotal section of this entire guide that you must truly understand, or your success in writing a VSL - or any copy for that matter - will be severely limited.

In fact, without this understanding, it's not really possible to write any kind of effective copy at all.

Yes, it's that important.

Think of it this way, how are you supposed to show someone that you have what they need when you don't know who they are, you haven't got a clue what their aspirations are, what their hopes and dreams are, what their goals are... Nothing.

The answer is, you can't. Or, if you did it was a once in a lifetime dumb luck chance and you just got lucky.

But, we can't rely on those kinds of odds or luck, we need predictable results each and every time.

### **A). Finding Bob**

Do you remember when we spoke earlier about your perfect customer Bob or Susan. Well, now we are going to find out exactly who Bob or Susan is.

I'm going to show you the most predictable method for finding out who Bob, your perfect, ideal customer is so that you can have a conversation with him (or her).

### **Why Find Bob**

The reason you find an ideal customer is that you need a person who represents the exact middle of your audience. You simply can't speak to everyone, so you speak to the middle and you'll get the largest group, which is always the middle and you'll also get as many from the other two sides as you can.

This strategy allows you to speak and connect with the largest demographic in your marketplace.

### **Let's Find Bob**

What I'm about to do is walk you through the questions you ask yourself about your perfect, ideal client.

You can perform these with your eyes closed and say them out loud or you can make a list on a document and answer them there. Whichever way works best for you is A-Okay.

### **Ask Yourself These Questions:**

We've determined what problem my widget solves, and we've done the demographics to see how many are being sold. So now, who is this Bob person and where do I find him?

Who typically has the problem that your widget or service solves? If your products are either adult diapers or baby formula they may seem related at first, but the markets are totally different.

Who has this problem?

One way to find them is to go to all the forums, ask sites, Facebook, other social groups and blogs where these people hang out.

You can generally tell a lot about them from this information.

Then start asking yourself these questions.

Is my perfect customer a male or female? Or does your product target both?

How old are they?

What is their level of education?

What do they typically do for a living? This may not mean the exact vocation, it generally means what level of jobs do they typically take. Do they wash dishes or are they CEO's? More than likely they will be somewhere in between, but where?

How much do they make per year? This is going to be a range such as \$50,000 to \$125,000 or \$24,000 to \$49,000 etc.

What do they wear to work?

Who are their friends. This is important. Show me your top 5 friends and I'll not only show you who you are, but I'll show you your future.

Most people are the aggregate of their top 5 to 25 friends.

What do they do with their friends on their time off? Do they go to the pub for drinks? Do they barbecue on the weekends together?

Where do they vacation and for how long?

What do they aspire to be?

What is their typical job and life satisfaction like? Are they reasonably happy or ready to quit their job?

Are they typically married?

Do they have children, if so how many?

Where do they live? Are they centered in a region? Or can you determine if they live in the city, suburbs or country?

Do They have a predominant nationality? This has NOTHING to do with racism. But, some things have different meanings to different nationalities, things that are offensive to them that may not be offensive to your nationality.

It's all part of knowing your audience.

### **So, who are Bob and Susan?**

Knowing your perfect customer means you know how to talk to them on their level.

If you know that Bob is a die-hard country boy you're going to have a lot better luck selling him this year's best truck rather than this year's Lamborghini.

The national average for reading levels is only about the 6<sup>th</sup> grade. So, you can use certain language with a CEO that would be commonplace for him or her. But, say that to most people earning a minimum wage and they will look at you like deer in the headlights.

You get the idea. You must know who you're talking to. Then, talk to them not at them.

When you talk **at** someone it usually means you're lecturing them.

However, when you're speaking **to** someone you're having a conversation.

This of course does not mean that they are responding. It means that you're writing to them in a conversational tone.

Above we spoke about discovering what problem your widget solves in the marketplace.

Then once we know what problem it solves we can then use that to find Bob.

Ok, so, now that we've found Bob . . .

You have to ask yourself, what is Bob's desired outcome?

What does Bob want your product or service to do for him? Not superficially, but deep down inside, what does Bob **really** want?

The thing is, no one buys a drill because they want a drill, they buy the drill because they need to make holes.

So, what is it that Bob really wants to accomplish?

What's nagging at Bob telling him that he's not a man if he can't do this or own this thing? What does he really, really want.

As we spoke earlier about lady's shoes, the hammer, the man's suit and the Ferrari, they don't buy it because they want to possess those items. They have a much deeper reason for craving them.

So, what is it. What is Bob or Susan's ultimate desired outcome?

Determine what their desired outcome is and determine who they are and NOW you know who you're writing to and why.

## B). Overcoming Bob's Skepticism

People are skeptics by nature and it's even worse online.

They are very watchful for scams and actually expect you to not be telling the truth or attempting to get one over on them.

This comes from them having been scammed in the past, a family member or friend having been taken to the cleaners and/or all the horror stories they have heard online and in the news.

Your job while writing your Video Sales Letter is to alleviate their skepticism as best you can. You may never get rid of it 100%, but you can establish trust with them alleviating it with you and your product as much as possible.

There are a few ways you can do this and here are two of them.

### Method 1

If you're marketing your product to your email list, create a series of emails that give them the holy grail of skepticism crushers, **results in advance**.

Results in advance means that you're going to allow them to experience positive results that actually help them move one step closer to their desired outcome before they ever even see your sales page.

In fact, if you can, you're going to do this three times because in my split tests this has shown to create the maximum amount of skepticism crushing trust, while minimizing the amount of overselling that could arise when you give away TOO much for free.

Here's what you do:

In the email series leading up to the sale of your product you tell them you're going to make your product available to them very soon or that you're going to launch it, whichever works best for you.

You then give them three emails preferably each linking to a video where you tell them how to do something that will lead them one step closer to their desired outcome, but not completely solve their problem or they won't need to buy your product.

Examples of how to do this would be:

If you're in the beauty business and your product is a full-blown makeup and beauty kit with every kind of makeup they will ever need all in one. You could start by showing them how to do their eyes in a certain popular style using your makeup.

In the next video you show them how to do lips using your products and in the third you show them nighttime makeup using your products.

By the time you send them to the sales page they trust you and already know your products work.

The bulk of their skepticism has faded, and they are much more receptive to hitting that buy button.

As a second example: Your product is a cookbook encyclopedia. It's the most comprehensive cookbook collection ever assembled.

You simply make three videos showing them a killer, never been seen before recipe that they can immediately replicate and taste for themselves.

They make one, two or even all three of them, they turned out great, they built their confidence in their abilities and now trust that your other recipes will be this great as well.

You have for the most part reduced their skepticism and replaced it with a feeling of trust and confidence in your product and their new abilities.

With a little creativity, you can apply this to nearly any product or service that you can think of.

## **Method 2**

If you cannot do the email series you can still do this to some extent in most cases, here's how that would work.

In your sales letter you can show yourself or others using your product and getting the result(s) that your prospect longs for.

Or, you can show case studies of people just like them who have used the product and obtained the desired result. These are not testimonials, these are more than that, they are case studies and are to be positioned as such.

You have someone use your product who's never used it before, document them using it and getting the results, and label that as Case Study #1. Do that with three of them and you'll have enough to alleviate around 50% of the skepticism that most people have.

Having them obtain the results themselves in the earlier examples is far more powerful because THEY themselves got the results.

However, both of these two methods above do help a great deal.

### **C). Overcoming Bobs Self-Doubt.**

Self-doubt is far different than skepticism. Self-doubt is not doubt in your product but doubt in themselves.

Deep in their minds they have a voice telling them they can't do it. You need to let them know they can, and that your product will allow them to do it.

Otherwise, they will sabotage themselves and not get results with your product. This leads to refunds and poor sales with these customers in the future.

The great thing is, to overcome Bobs self-doubt you simply do the same exact things we spoke of above in overcoming Bobs skepticism.

Isn't it wonderful that something is so powerful that it takes care of both of Bobs biggest buying hurdles at once and also demonstrates your product or service in a positive light.

Yes, you do the three videos leading up to the sale or the 3 case studies in the VSL just as we spoke about as being the cure for Bobs skepticism above.

The reason I treated self-doubt differently is that it really is, it's completely different and you need to think of it as such so that you're sure that you're addressing it specifically as well.

What you really want to do when possible is to give Bob results in advance.

**Results in advance** are literally the most powerful selling tool in existence in my opinion.

Think of it like this: you have a problem, you are willing to spend some money to fix it.

You see product A and it sounds good and all, but man, they could be ripping me off, I mean, how do I know if it even works. Then I have to go through the hassle of refunding it, what a pain.

Now you see product B. They show you 3 case studies of people just like you with your same problem getting the results you want.

So, you say, hmmm, they may still be full of it, but it looks like a lot more of a sure thing than product A. Ok, let's get it.

Or, you run into product C. They offer you a free thingy to get on their list, you use the free thingy and it works. It moves you one step closer to your desired outcome.

They then sent you three videos that each moved you one step closer to your desired outcome. They didn't fully solve the problem, but they promise that their product they will let you in on will do that for you.

You go to the sales letter, skim over it to make sure everything looks right, and you hit the buy button already 100% presold, because you've already received great results in your own life.

You get the product, it doesn't suck, it actually works, it solves your problem and you now have a company that you'll trust for life.

This customer will buy from you again and again and again. The lifetime value of this customer is many times higher than the others.

They are much more likely to share you on social media and tell their friends about you, because they are confident you won't rip off their friends and make them look bad.

Yes, the lead up videos and the case studies really are that powerful.

#### **D). Motivate Bob To Take The Next Step.**

At this point motivating Bob to take the next step is pretty easy.

You simply tell Bob that because he's seen all these results that others are having or preferably that he's having, that he knows your product is going to solve his problem. Then you show him that the extra special bonus for him taking action right now will make the original or main product even better or more effective.

However, that bonus is only available for this period of time or for the first 100 action takers or whatever scarcity you would like to build into it.

The main thing is, at this point it won't take much to send Bob over the edge and push that buy button.

The BIG difference is, you're not pushing Bob to buy something, you're motivating him to take action. There is a big difference.

#### **A Huge Takeaway**

There is a big difference between marketing and selling. Yes, you're doing sales copy so you're selling them.

However, if you have them on your list and have done your job really well, you have marketed to them.

They no longer need to be sold.

As we discussed above, they get to the sales page and just skim over it to make sure everything's correct before they buy. You didn't have to sell them, they were presold, because they were marketed to properly.

The real job of marketing is to make selling unnecessary!

# How To Write A Video Sales Letter Step By Step

So far you've learned all the things the sales letter copywriting gurus hoped you never found out. Because these are the industry secrets.

Now I'm going to go over the step by step actions you take to write the actual Video Sales Letter itself.

You had to uncover all the valuable information we've discussed above first or you would never be able to perform the steps I'm going to lay out for you below.

So, let's jump right into it.

## **Step 1: Get Bobs Attention.**

This is your headline and maybe eyebrow copy if you'd like to use some of that (eyebrow copy is that little bit in a smaller font to the left and above the headline that sets up the headline. Or for a VSL you can make a bold statement before your headline).

In your headline you **MUST** make your big promise. You need to lead with your biggest benefit first.

The reason being is that, if that doesn't grab their attention and make them read or watch the next piece which is your hook, then all the rest of the sales copy is worthless because they'll never see it.

Lead with the big promise, the one thing your product promises to deliver that matters more to Bob than all the rest.

You have to let Bob know that he's in the right place or he will hit the back button and your ad spend or marketing efforts were wasted.

The best way to let him know he's in the right place is by addressing his biggest problem front and center, right up front.

## **Step 2: The Hook.**

This is your sub-headline that either brings up a whole new benefit or expands upon the one espoused in the headline.

This is what cements it in their minds that, yes, I'm on the right page and it's worth my time to read this first paragraph or keep watching this video.

### **Step 3: Present Or Identify The Problem**

Here you need to really identify with your audience by letting them know you understand their pain because you know their problem all too well.

Or that you've helped countless others overcome this problem. If you use this tactic then the best thing you can do throughout the VSL is get them on your side by helping them to throw rocks at the enemy.

This means that you join with them on a united front and help them overcome their problem(s) 'the enemy.' Now they see you as a friend who is one of them, on their side, and the problem is the dragon you will slay together. It's just that you're the guy who brought the armor and the swords, while all you require of them is their courage to take action with you.

### **Step 4: Provide The Solution.**

You've shown them that you understand the problem, now show them that your product or service provides the ultimate solution.

Tell and show them in detail how your product will slay the dragon.

Be sure to differentiate your product from any of the competing products out there. But, do it in a way that makes it look like you're the only solution and those other products don't really count as competition.

Just don't belittle your competition by name or product name or you might find yourself wishing you hadn't. Your customers probably won't like it and will let you know with their wallet.

### **Step 5: Show Your Credentials.**

Why are they listening to you? Why is it they should put their faith in you to solve their problem?

Put your credentials on display. If you don't have any then this is where a few good testimonials about you personally or your company can work wonders.

If you've had your product or service on TV or in major news sites list them here using the: As Seen On TV – Fox, NBC, ABC and CBS or whatever you have that's **true**. (never make things up here, you'll get called out on it instantly and lose all credibility)

You can list those icons about yourself, your product or your company.

## **Step 6: Show The Benefits.**

Here you want to make sure you hold nothing back, you want to tell them exactly how your product will benefit them and allow them to achieve their desired outcome.

Be sure to explain how fast they can get the results they're after. Don't make claims that are unsubstantiated, you don't need too.

But, that is one of the biggest questions they will have, so answer it before they ask it.

## **Step 7: Give Social Proof**

This is where you put your product testimonials or the case studies that we spoke of earlier.

Make sure that each of them has a person's picture with them. A testimonial that doesn't have a picture is not seen as being credible.

In fact, too many without pictures can actually harm your sales instead of helping them.

## **Step 8: Make Your Offer.**

This is the step where so many people blow it. They get nervous or start doubting themselves.

Stop it already. Make your offer. Tell them what it's going to do for them and what you want them to do to get it.

I'm about to oversimplify the heck out of everything, but this is the basics of all sales. This is something you can always remember.

All sales come down to this:

***Here's what I've got. Here's what it will do for you. And here's what I want you to do next.***

That's it!

So, make your offer, show them how much it will cost and tell them how to get it.

## **Step 9: Establish Real Scarcity**

Here you can tell them that it's only while supplies last, the sale is only on for 7 days or it's only until the next lunar eclipse.

Whatever you use as scarcity, make really sure that it's real and that you follow through with it or they will never trust your scarcity again and lose some faith in you as well.

Hint, DON'T say it's only while supplies last if it's a digitally delivered product like an eBook. How the heck would you ever run out? Don't laugh, I've seen companies do it. It's ridiculous.

### **Step 10: Give A Guarantee.**

The better the guarantee the less refunds you're likely to have.

Yes, I know it sounds counter intuitive. However, if you only guarantee your product for two weeks people are in a hurry to see if it works and return it before that short deadline.

If your guarantee is for 90 days then they relax, they use it, they forget about it. Or, even if they do want to return it the 90 days puts them to sleep over it and they never get around to it.

Test it with your product. I think you'll find this to be the case most of the time.

### **Step 11: Call To Action.**

Yes, you gave a call to action when you made your offer.

Here is where you want to make it again but as a stand alone or with a recap of the benefits.

Remember, if you don't tell people to take action, many of them won't.

### **Step 12: Give A Warning**

Here you warn them about what will happen if they don't take action and use your product or service to fix their problem.

You can be as abrupt as: *"if you continue to go through life without applying our proven solution then your life is going to continue to be painful and you won't be any further tomorrow than you were yesterday, so take action today."*

Let them know that by not taking action, the pain their problem causes won't go away.

### **Step 13: Call To Action.**

Here is your final call to action. This is where the rubber meets the road. You either get them to press a buy button now or forget about it. They lose out on fixing their problem. Remind them of what their problem is, how it makes them feel, and how they'll feel once their problem is fixed.

**These Are Your Video Sales Letter Steps.**

Use them and you'll have great success. They are the basis for every great sales letter out there to date.

## **Bonus!!!**

Now, here is a special bonus section where I'm going to give you tips that can really make or break conversions for you.

I'm sure they will serve you well as they have me.

### **1. Don't produce videos over 5 minutes long for cold traffic.**

People will look at the length of the video and decide not to watch it.

If these people are on your list or most of your traffic is coming from affiliates mailing to their lists then yes, you can go longer.

But, for cold traffic off an ad etc., I'd advise to keep it short so that most of them will actually watch it.

### **2. Place your video at the top of the page and center it.**

Videos below the fold (low enough so you have to scroll to find them) don't work.

Videos to the left or right are not as effective as the ones directly centered, especially on mobile devices like phones.

### **3. Don't show video controllers.**

If you show them the controllers they will use them, enough said on that one.

### **4. Timed appearance buy buttons work best.**

Don't put your buy button below your video before they even get to the benefits. Otherwise they will judge you by the price.

If you don't show the price they will click the buy button to see how much it is. If they think it's too much they are gone, they won't go back to watch your VSL.

Once you let them off your page, it's the kiss of death for your conversions.

Test it. But, after they see the benefits is a great time to have the buy button pop up under the video.

### **5. Auto play the video.**

Make sure the video auto plays. You don't want to have to rely on them taking that extra step to push play. Sometimes they will, sometimes they won't.

If they don't you have zero chance to get a sale.

## **6. Include the text version of the VSL.**

It is a good idea to include a text version of your Video Sales Letter just in case a visitor isn't able to watch a video at the moment or just prefers to read over watching a video.

You can place this text below the video, or on an exit page to catch them before they leave. Just like everything else with writing copy, test this to see which performs better.

There you have it. The ultimate guide to writing a VSL that converts.

I Hope This Guide Has Served You Well.

Have a fantastic day!



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