

7 GUIDELINES When Creating a VSL

1. **Don't Make a Traditional Sales Letter.** This is not just another video, this is your selling vehicle.
2. **Vary Your Pace and Use The 3 Second Rule.** When you make good use of variety in volume, pace, and pitch, your talk can be much more enjoyable to listen to. It also conveys to your audience how you feel about what you are saying. Your attitude towards the material can influence how they feel about it as well.
3. **Use NLP Pattern Disruptors Frequently.** (ex. Magic Jacket) It's not what you think. "I'm going to tell you all about this but first...".
4. **Use Effective Tie-down Reminders Frequently.** Tie-downs are crucial in a VSL because they help guide the viewer's thoughts, reinforce key points, and subtly lead them toward agreeing with your message.
5. **Be a Good Storyteller!** Good storytelling can simplify complex concepts, making them easier to understand. By framing your message within a story, you can break down complicated ideas into digestible, relatable elements. You will also build immense trust with your audience.
6. **Use Close Captioning.** Having your words on the screen, creates a hypnotic effect and captivates your audience. Attention rates raises by 68% when there is a combination of reading and listening to the words on screen.
7. **Make Sure To Have The Optimal Time Duration.** (45-55 Min or 10-20 minutes if the Call To Action is free or your driving them to a registration form).