

10 Steps to Building the **ULTIMATE** VSL

1. **Establish the Problem First.** Use language that is common to your viewers.
2. **The Solution.** Present a 5-7 step solution that they need regardless if they do business with you.
3. **Talk about the alternative solutions.** These solutions work, but are less effective than your solution. Use the phrase, "It's kinda like..." .
4. **Smooth Transition Into Your Solution.** "Well at this point you might be thinking, this sounds great but how do I do this?" Then present your solution in a Call-To-Action! Give people 2 other options. 1st do it themselves or 2nd is an easier solution with you.
5. **Use A Combination Of Techniques.** These can range from a talking head, picture slides, video and text slides as you speak. Text should change every 2-3 seconds with the cadence of your speech.
6. **Select The Right Introduction.** You can use a shorter video that leads to a longer in depth VSL.
7. **Study The Analytics** (Law of Separation). Your metrics should be that 80% of your audience watches the first minute, with at least 20% staying until the end.
8. **Listen To Feedback.** By listening to the feedback of your analytics you will know how to refine your VSL for the greatest effectiveness. Make sure to also get feedback from viewers as well.
9. **Use A Funnel Over A Website.** There are less distractions and a funnel is specifically designed to guide the user through a focused, step-by-step process that maximizes conversions.
10. **Get Your Guidance From A Qualified Source.** Successful creators of VSLs have already tested and refined their approaches. They know what works and what doesn't, which can save time and resources. You will also avoid common pitfalls and implement techniques that are more likely to yield positive results (Time Compression).