



VSL Checklist

The following *VSL Checklist* contains a series of exercises to complete to help complete the most important content items for your VSL , the answers to which which will be used in combination with the *VSL Template* and *VSL Blueprint* to construct your VSL using the 5-Step VSL process.

Jon Benson:



Jon Benson is a three-time bestselling fitness and nutrition author, motivational speaker, and internet marketing consultant. His works include “Fit Over 40”, “7 Minute Muscle”, “The Every Other Day Diet”, “The Radical Fat Loss Blueprint”. His daily e-zine is read by over 200,000 people from 109 countries. Jon pioneered the online video craze with a system for selling with video sales letters. Jon’s video creative and/or copywriting has successfully been used by Agora Publishing, Dean Graziosi, Ryan Deiss, Mike Geary, and hundreds of others.

Ryan Levesque:



Ryan is a first generation college graduate who studied neuroscience at Brown University.

By combining his unique understand of human psychology and direct response marketing skills, he’s launched multiple businesses outside the “how to make money” space, which have earned well over a million dollars online.

Prior to becoming a full-time internet marketer, Ryan worked on Wall Street for the investment bank Goldman Sachs and spent nearly five years working in China, leading a major sales office expansion project for a Fortune 500 company.

Jack Born:



Jack Born’s combination of programming “ninja skills” and marketing experience earned him the moniker: “The Alchemist”

His software product “Boxshot King” has been featured twice on AppSumo and he sold over 500 copies in under a week. In just 6 weeks he launched a fitness mobile app including a complete membership website. 30 days later he launched his next software product and it jumped to the #1 spot on ClickBank in its category.

He pioneered the Tactical Triangle concept for sales funnels as well as his Runway Reduction method for launching successful new products. He speaks at marketing events all over the U.S. including ClickBank Exchange, SAM Retreat, Super Affiliate Secrets GKIC event, and the Master’s Elite Summit in Maui.



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Exercise #1: Your USP

A powerful USP contains 3 specific elements and adheres to a proven structure. The following exercises are designed to unlock YOUR product or service's USP and phrase it in a uniquely powerful way.

Here is the example USP for the Every Other Day Diet, developed using these exercises:

EODD is the only lifestyle eating plan that allows you to eat all your favorite foods and still lose weight.

Here's how to come up with YOUR USP:

○ **Step 1: USP Framework:** Your 3 Problem-Solvers

What are the 3 most important problems your product / service solves?

1. *e.g. helps people lose weight*

2. *e.g. does not restrict dieters from their favorite foods*

3. *e.g. provides dieters with a sustainable "lifestyle" eating system*

○ **Step 2: USP Element #1:** Your Prime Benefit

- *Which of these 3 problems is solved best by your product when compared to your competition? (simply copy / paste your answer from above)*

e.g. does not restrict dieters from their favorite foods

○ **Step 3: USP Element #2:** Your Enabler Phrase

- *What does your product / service uniquely enable your customer to do? What does it allow them to accomplish? What does it allow them to do better? (take your Prime Benefit and transform it into a positively-worded verb statement.)*

e.g. allows you to eat all your favorite foods

○ **Step 4: USP Element #3:** Your Power "Superlative" Phrase

- *Is your product The First...? The Only...? The Most Affordable...? The Best-Selling...? The Most Popular...? The Most Widely-Recommended...? The Fastest...? (choose a power phrase from this list or use your own, which accurately describes your product to introduce your USP.)*

e.g. the only

- **5: Create Your USP**

- *Using elements 1-4 above, combine your 3 Problem-Solvers, Prime Benefit /Enabler Phrase, and Power Phrase into one sentence less than 20 words long, starting with the Name of your Product or Service:*

e.g. EODD (Product Name) is *the only* (Power Phrase) lifestyle eating plan (Problem-Solver #1) that allows you to eat all your favorite foods (Prime Benefit / Enabler Phrase / Problem-Solver #2) and still lose weight (Problem-Solver #3).

e.g. Rocket Memory (Product Name) is *the only* (Power Phrase) memory improvement program (Problem Solver #1) *guaranteed* to permanently improve your memory for numbers, names, facts, and figures by investing 1 hour a day for 10 days (Prime Benefit / Enabler Phrase / Problem-Solver #2) or your money back (Problem-Solver #3).

Exercise #2: Your 3 Tips

Come up with 3 powerful tips you can share with viewers of your VSL. These should come from your USP. These 3 Tips will be used to both deliver free “preview” content of your paid product (designed to entice prospects to buy) as well as to both open/close “open loops” you introduce in your VSL to maintain viewer attention (*see VSL Blueprint*).

For each of the 3 Tips below, answer the following questions:

1. What’s the benefit?
2. Why should you do it?
3. What is the specific tip?
4. How do you do it?
5. What’s the result of doing it?
6. What’s the “mini dream story” after having done it?

- **Tip #1:** Your “How-To” Tip (*This should be your USP’s Primary Benefit*)

e.g. the tip I’m about to share with you will show you how to lose more weight while you sleep and give you more energy...

- **Tip #1:** Your “Avoid” Tip

e.g. I need to warn you about the *top three foods* you absolutely must avoid if you want to drop weight faster...these are foods you are probably eating and THINK they are healthy weight loss foods, and if you avoid them, you’ll enjoy FASTER weight loss...

- **Tip #2:** Your “Enjoy” Tip

e.g. Now, here’s another tip: It’s how I learned to actually ENJOY my diet and actually make it FUN...

Exercise #3: Your Nightmare Story

Your nightmare story is designed to simultaneously build rapport and explain how and why your product / service came into existence. The strongest nightmare stories walk through a *personal* account of how the product creator overcame struggle to become an expert. Alternatively, if a personal account doesn't fit into your product or service – you can use a “situational” nightmare story. Watch *VSL Case Study* for an explanation on how this is done.

- **Step #1: The Transition**
 - This is a simple transition phrase into your story
e.g. [I wasn't the \(high level expert / achievement / credential\) you see here today...](#)

- **Step #2: The Intro**

This is a detailed account of the setting in which your nightmare story takes place. To optimize the details in order to create a powerful narrative, answer:

When? e.g. [It was 5 years ago...](#)

Weather? e.g. [On a dark and stormy night...](#)

Wearing what? e.g. [And I was wearing my old college sweatshirt...](#)

With whom? e.g. [My girlfriend at the time and I...](#)

Where? e.g. [Were sitting out on the fire escape...](#)

Your emotional state? e.g. [And I was in a deep depression...](#)

- **Step #3: The Bad Part**
 1. Build rapport at this point by first saying something positive within a negative phrase.
e.g. [I thought things could never get worse... and knew I had to make a change, deep down inside... Just like you know you desire a change, because like me, you truly deserve better...](#)

 2. Build in a “one more thing” Element:
e.g. [Yes, I knew something had to change, but one more thing had to happen in order to push me over the edge...](#)

- **Step #4: The Really Bad Part**
 1. Intro into your Focal Point. This is the epicenter of your big event...
e.g. [Then I pulled into the shopping mall with my cousin Lisa...](#)

 2. The transition phrase...
e.g. [And then the worst thing happened:](#)

 3. Describe the event in detail... (this is the story of what took place)

4. How did you feel afterwards? Alone, confused, scared, pissed off, determined, etc.

○ **Step #5:** Your Declaration of Independence

- “I made a...” (promise, oath, commitment, etc.)

e.g. I made a promise to myself at that very moment to do whatever it took to solve X... or die trying!

○ **Step #6:** The Moral – Your Journey to Freedom

- 1. What did you do after making your dedication?

e.g. I read over 400 books on the subject of _____. I went back to school and actually got my Master’s Degree...

- 2. The RESULT of this dedication...

e.g. Through it all, I uncovered a pattern... (or system, blueprint, secret, roadmap, etc.)

- 3. Final Transition...

e.g. And today, in just a few minutes, I’m going to share it with you...
