

Ultimate VSL Script for Coaches & Course Creators

15 POINT CHECKLIST FOR
VSL "OR" SHORT
EVERGREEN WEBINAR

WINNING VIDEO SCRIPT
SEQUENCE FOR

**COACHES
COURSE CREATORS
SERVICE PROVIDERS**



O² marketing. | Gaurabh Bhartari

Hello, I'm Gaurabh Bhartari, a marketing strategist, Facebook ads expert, and a Funnel designer.

I have created this Video checklist and Sequence for VSL (Video Sales Letter) after working with coaches & course creators around the globe.

I have used the exact same sequence in my VSLs as well.

So yes, it's proven & tested.

I have also added a template at the end.

You can tweak things/sequence a bit here and there.

1. Hook:

Start with a nice hook to grab your audience's attention right away! The first few seconds are crucial, so let's make them count.

- **Use Both Audio and Visual Hooks:**

Start with something that catches both the eyes and ears of your viewers. Don't show your logo or business name at the start – you don't want them to think it's just another sales pitch.

- **Call out your target audience:**

Speak directly to the people you're trying to reach. For instance, say something like, "Here's how I helped [Your Target Audience] achieve [Desired Result] without doing [Common Misconception or Pain]"

- **Tip:**

Say something controversial that might challenge their usual thinking or beliefs.

Or make a bold promise right away.

Follow it up with a statement that backs up your claim, like a subheadline.

Example - In the next [number] minutes, I'm going to show you how I helped [Client Name] achieve [Result] without [Common Obstacle/ Pain Point]

2. Identify the gap:

Show them what's missing in their business or life that's stopping them from reaching their goals, and then talk about why they have been unable to achieve them.

Highlight the common obstacles and frustrations they face and then talk about them.

- **How You Can Help:** Reassure them that you have the solution to bypass these common pain points. Show them a clear path to their desires without the usual hassles.
- **Focus on Desire:** Shift the focus towards what they truly want. Paint a vivid picture of the success they're aiming for.

- **Controversy:** Now, here's where it gets interesting!

Say something that might ruffle a few feathers or challenge a widely-held belief.

Bust a myth that your audience thinks is true but isn't. This will not only grab their attention but also build your credibility as an expert.

3. Define the cost of not bridging the gap:

- **The Fear of Missing Out (FOMO):**

Help them visualize the cost of not bridging this gap. What will they miss out on if they don't achieve their desires? Make it clear that staying where they are isn't an option if they truly want to succeed.

4. Introduction: Time to introduce yourself.

Be authentic. Share your wins, your failures, and your backstory. Don't be boring here— make your audience feel cool and special for being here.

It provides a structured framework for sharing personal experiences, challenges, and epiphany moments, which will help you resonate with the audience.

Share Your Journey: Take your audience on a journey with you. Here's a simple framework to follow:

- **Backstory:**

Who are you? Tell them about yourself.

What were you doing before this?

Epiphany Moment: Describe a pivotal moment that changed everything for you and the new opportunity you discovered.

How did you start? Share your beginnings.

When did you start? Give them a timeline.

What challenges did you face? Talk about the hurdles.

How did you overcome them? Share your strategies and experiences.

Why Are You Different? Explain what sets you apart from others in your field. What makes your approach unique?

Your 'Why': Share your deeper purpose. What drives you? What is your future-based cause? Why are you so passionate about helping others?

- **Opening Proof:** Wrap up your introduction with some quick testimonials. This builds credibility and shows that you've helped others achieve success.

5. Qualify Your Audience:

- **Who This Is For:** You need to have a clear niche and an ideal customer avatar.
- **Who This Isn't For:** Say this - On the flip side, if you're [describe who it's not for – e.g., "not interested in putting in the work" or "looking for a get-rich-quick scheme"], this might not be the best fit for you.

Why It Matters: Remind them again why it is important (Your Offer)

6. Solution identification:

Share a step-by-step plan that will help the audience to achieve their desire.

- **How It Works:**

Step 1: [Briefly describe the first step of your solution]

Step 2: [Briefly describe the second step of your solution]

Step 3: [Briefly describe the third step of your solution]

Why It Works: Explain the benefits and how each step leads to the desired outcome.

Show them how it can transform their life or any specific part of their life.

What Makes It Different: Show them why this isn't just another cookie-cutter solution.

Tell them how it is unique, effective, and tailored to their specific needs.

7. Find out the common enemy: What's holding them back?

Identify the Common Enemy: Who or what is the real culprit here?

Blame the Common Enemy: Tell them it's not their fault that they haven't succeeded.

Blame the outdated methods they have been taught, blame the lack of proper guidance or the misleading information available out there in your industry.

8. Rapid Growth:

Show them how fast you or any client of yours progressed once he realized the truth.

- **Share your client case studies-** how quickly they progressed once they had their breakthrough moment.

9. Introduce Your product/ offer.

- **Results & benefits**

Focus on benefits and features - Break down how each one will make their life better in measurable and tangible ways. (saving time, increasing revenue, or reducing stress)

Tell them what you had to go through to create the product.
How much effort does the product save?

- **Give them a new opportunity.**

When you are given a new opportunity, you give them a new dream to move."

The grass is always green on the other side. "Instead of convincing people that their grass can be greener and fixing it, offer them to follow you on the other side.

Stop trying to make existing things better and start focusing on fresh, exciting, and new ideas.

10. The 3 Big Secrets:

- **The one thing** - what your business is mainly about, and share a common myth that people have in your industry related to your product. Offer or the solution you provide.
- **Internal limiting beliefs:** What stops people internally? Research some points and address them.
- **External limiting beliefs** - outside force stopping people from buying your offer? Research some points and address them.

Logic

Everything before was just an emotional play.

Now, give them logic. People connect emotionally, but then they start looking for logic to make the purchase decision.

Show them how it's better than any other path -

11. Bonuses: if any

12. Urgency: Include some urgency here to give them a FOMO feeling of acting fast.

13. Explain your offer again and how it will help your audience. Again

- **Focus more on pain points** - moving away from pain points.

14. Social proofs

15. CTA

TEMPLATE

I have added a template just fill in the details as per your business and you will have a high-converting VSL ready.

Feel free to tweak it as per your style and target audience. But please keep the messaging and the sequence same to get most out of it.

Here's how I helped more than **(number of people and who they are e.g. - 50 health coaches)** to get **(desire e.g. - boost their social following)** without **(their biggest pain e.g. - dancing on viral trends)**

Yes, In the next **(duration of your video)** I am gonna show you the exact blueprint I followed / my client followed to get **(the result that you can help the target audience achieve)**

(Tell them what it is important and why they should miss this opportunity also talk about what they will lose if they don't take action)

In this ever-changing world **(benefit of your offer, e.g - you need to build a personal brand)** to get **(Immediate desire - sales and Ultimate Desire - building a successful business)** like **(Client name)** - who used to think that working on a personal brand is a waste of time he should rather focus on building his business, but after working with us he noticed **(Growth in his business/life)**
Here's what he has to say about his journey -

Client testimonial

Now, if you want to get **(Desire)** like **(client name)**, then pay very close attention.

Hi my name is **(Your name)** and for the last **(an experience you have in the related field)** years I have been doing **(Whatever you do or going to teach your audience)**

Which helped me do **(Share how it has improved your personal/professional life)**

But, life was not always the same before this.

I was **(what you were doing to get your desire, which is also your audience's desire)**

After multiple failures, trials, and errors, I realized **(epiphany moment when you realized your mistake, you can share if you got any outside help here just to make it more relatable and so that the audience know it's okay to get help)** and stumbled upon **(an opportunity that changed your life)** I started doing **(whatever you did as per your product)**, And now I am helping people learn to do the same.

And here is why you should listen to me **(more client testimonials)**

Okay, now let's start

First thing first, who is this for -
But this is not for you if -

See, all this time. You were not able to build your **(desire e.g., personal brand)** because **(Talk about the most common myth that your target audience has- here, e.g - You need to dance to trending music to get viral on social media)**
Which is far from reality.

Yes, you don't need **(their pain point / common myth)** to get **(desire)**

Instead, You need **(Your offer's function for e.g - consistently posting content with my secret xxx formula that helped my clients get xxx results)**

Now let me show you how you can get the exact same thing -
I would like to introduce you to the Name of your offer, which helps **(Target audience)** with **(the solution your product offers)**
It will help you get -

What is your business mainly about? Share a common myth that people have in your industry related to your product. Offer or the solution you provide.

If you think **(Internal limiting beliefs: What stops people internally? Research some points and address them)**

“Or”

If you think **(External limiting beliefs - outside force stopping people from buying your offer? Research some points and address them)**

And you will also get -
Bonuses (If any)

So again, if you want **(desire)**, then this is your chance to achieve **(immediate goal)** and lead to **(Ultimate goal)**

So you can do /get **(desire)**
Without any of **(drama /pain points)**

CTA

I am currently opening this program for 30 users..
So click the link below and submit your application to join the most successful community of personal brand builders.

About

Gaurabh Bhartari

Marketing Strategist | Facebook Ads | Funnel Designing | Instagram Marketing Expert



Hello, I'm Gaurabh Bhartari, a marketing strategist specializing in helping coaches, course creators, and service-based businesses build their brands, attract customers, and increase sales.

I focus on using Facebook Ads, Instagram Marketing, and Funnel Design to drive business growth.

Marketing is my passion. I found it interesting, attractive, and creative as it is the domain where I can apply my knowledge and experience to build brands.

According to me, I have the most exciting and dynamic job profile. Brand building!