

Fill In The Blank VSL Script Template

PART 1 - Attention-Grabbing Hook (0:00 - 0:30 secs)

"Would you like [ADD YOUR MARKETING MESSAGE / BMI HEADLINE HERE]

"During this short video presentation, you'll walk away with a crystal-clear ROAD-MAP for solving [BIG PROBLEM] once and for all... without [DOING THE THINGS NICHE HATES]

STOP what you are doing and watch this video from start to finish because what I'm about to share with you... could change everything for you.

I know how you feel... you're sick & tired of feeling stuck with [BIG PROBLEMS] and have tried everything with little to no results...so pay close attention right now."

PART 2 – Authority Intro + Identify The Problem (0:30 - 1:30 mins)

"Hey, my name is [ADD YOUR NAME] Founder & CEO of [ADD YOUR COMPANY NAME.] \$3.4M+ in client results + consulted with a 9-Figure Entrepreneur featured on Forbes! Here's why you should listen to me [ADD YOUR RESULTS & CREDENTIALS]

Let's be honest — you're struggling & frustrated. You've spent countless hours trying to achieve [DESIRED END-RESULT], but no matter what you do, you feel like you're spinning your wheels and going round in circles, right?

It can be so overwhelming when you [EXPERIENCE PAIN POINT] and all those quick-fix solutions just leave you more confused, more discouraged, and further from your goal... can you relate?"

(Speak directly to the pain and frustrations of your audience)

PART 3 - Introduce The Solution = 1ST Call To Action: The Free Advisory Call (1:30 - 2:30 mins)

"I get it. However, what if I could give you a customized, step-by-step plan to finally overcome [BIG PROBLEM] and achieve [DESIRED END-RESULT] for FREE?"

"I'm offering you something that could completely change the trajectory of your [NICHE JOURNEY]:

A FREE, no-obligation [RESULTS DRIVEN NAME] Advisory Session, where I'll personally help you craft a clear plan to [DESIRED OUTCOME] ...and you'll walk away with time-tested steps you can start using immediately so you can get RESULTS."

(Make the offer feel like a special opportunity and tap into the viewer's desire for results)

PART 4 - Build Instant Trust and Credibility By Sharing Your Client Testimonials + Results Strategically (2:30 – 6:00 mins)

"Hundreds of people have felt exactly what you're feeling. I've worked with people who were once in your shoes: feeling overwhelmed, stuck, failing, doubting their next step, and unsure of what path to take."

I've now helped my clients achieve [OVERALL CLIENTS RESULT]

"Take [NAME OF CLIENT / CASE STUDY]: when he/she first booked their free call, they were struggling with [PROBLEM #1], just like you. After our strategy call, they gained the clarity they needed and got [SPECIFIC DESIRED RESULT!]"

(Use 3 social proof, testimonials, or case studies to show real transformations with each one explaining a different big problem that your niche target core client avatar suffers with)

If you have a mixture of client results, use the following formula

- **CLIENT RESULT / TESTIMONIAL #1 – BEGINNER RESULT**
- **CLIENT RESULT / TESTIMONIAL #2 – INTERMEDIATE / ADVANCED RESULT**
- **CLIENT RESULT / TESTIMONIAL #3 – ADVANCED RESULT**

PART 5 – Quick Emotional Empathy Story (6:00 - 9:00 mins)

"I know going on this journey by yourself is not easy. The constant feeling of not being enough, of being stuck, doubting yourself & not seeing results despite all the time + effort you are putting in."

I've seen it, I've experienced it, & I've felt how you are feeling right now. Maybe your family is even doubting you. I've been there & I can completely relate to you."

In fact, when I first started in [SPECIFIC NICHE] I struggled with [BIG PROBLEMS] now I'm living [DREAM LIFE / EMOTIONAL RESULT]

Since then, I've coached people just like you go from feeling hopeless to finally breaking thru & achieving what they once thought was impossible."

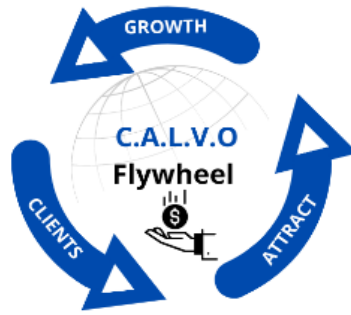
"I've been where you are — I know how disheartening it can feel to keep chasing after a dream, only to hit roadblocks. But I promise, you can break free, just like many of my students & you don't have to do this alone."

(Create a deep emotional connection and show empathy, making them feel understood and supported)

PART 6 – Provide An E.B.M Value CASE STUDY To Demonstrate Your Expertise Using 'WOW Not HOW' Framework (9:00 – 13:00 mins)

This Content Must Be Based Around The Big Problems + END RESULT & Must Be Some Of Your Best Stuff That's Different Compared To What Everyone Else In Your Niche Is Sharing – Think, what's something that can help your leads via your U.M/M (Unique Mechanism / Method) or your proprietary FRAMEWORKS

U.M /M



PROPRIETARY FRAMEWORKS

PART 7 – 2nd Call To Action – Book Advisory Call (13 – 13:30 mins)

"If you want some help... Here's what I want you to do next:

I'm giving away a free, no-strings-attached Advisory Call with me. On this call, we'll dive deep into what's been holding you back by figuring out your biggest bottleneck and create a PERSONLAIZED RESULTS DRIVEN PLAN to move you from where you are now to where you want to be."

"This isn't some generic 'cookie-cutter' call — I'm going to give you real insights, real strategies, based off my [ADD YOUR EXPERIENCE, RESULTS + TIME YOU'VE BEEN WORKING IN THE NICHE] and you'll walk away feeling empowered to take immediate action."

(Make it clear that it's free, valuable, and tailored specifically to their needs)

PART 8 - Address the Objections, Answer FAQ's & Build Trust (13:30 - 14:00 mins)

"Now, I know what you might be thinking: 'What's the catch? Why would someone offer a free Strategy Call?'

Here's the truth: There is no catch. I'm doing this because I know how much [BIG PROBLEM] is affecting your life / business, and I genuinely want to help you.

My goal is to show you the way forward, provide as much value to you for FREE... and at the end of our call together, if you feel like you want some extra 1:1 help implementing what I'm gonna share with you on the call, we can have a chat about that.

If you feel like that isn't the right fit for you, that's completely okay too 😊.

There's absolutely zero pressure & ZERO RISK for you.

In fact, it's better than zero risk. You'll walk away a [PROVEN RESULT DRIVEN PLAN] for FREE and you'll gain massive CLARITY & CONFIDENCE so you can live a life of [EMOTIONAL BENEFIT]

The only thing you stand to lose is the chance to finally understand HOW to get the results you desire, deserve and dream about."

(Answer all major FAQ's to calm their fears, reassure them, and remove any skepticism)

PART 9 – The 3rd Call to Action: Urgency & Scarcity (14:00 - 14:30 mins)

"I only have a limited number of slots available each week, and they fill up fast. This is your chance to get a personalized action plan that could transform your life / business, but it won't last long.

*I want to make sure I can give you my full attention, so I can only take on a few people at a time. If you're serious about finally overcoming **[BIG PROBLEM]** and taking control of **[DESIRED END-RESULT]**, then you need to act fast before all the spots are gone."*

(Create a sense of urgency and scarcity to prompt quick action)

PART 10 – Risk Reversal & Reassurance (14:30 – 15:00 mins)

"And remember, there's absolutely no risk.

This call is 100% free, with no obligations.

*I want to help you, plain and simple because I know how **DIFFICULT** it is doing this alone without the right step-by-step game plan*

I've seen firsthand how a single conversation can completely change someone's life, and that's exactly what I want to do for you."

(Reaffirm that the call is risk-free, which reduces any hesitations about taking action)

PART 11 – Final Call to Action (15:00 - 17:00 mins)

*"So, if you are ready to stop feeling stuck and start seeing **BIG** results & you want the ultimate **FAST TACK**...*

*Click the button below to schedule your **[FREE RESULTS DRIVEN NAME]** Advisory Call now."*

"This could be the moment you look back on as the turning point in your journey.

*Don't wait. Click the button below right now to secure your spot and let's make **[STRONG EMOTIONAL DESIRED OUTCOME + BENEFITS]** your reality."*

(Create a final, compelling action point to make the viewer feel that this is the right choice for them)

PART 12 – Share More Client Testimonials, Social Proof, Results & Embed The Call To Action As Text On The Screen (17:00 – 20:00+ mins)

Remember: this is a VSL script / guidelines for you to follow, edit and personalise it for your offer & niche!

Why This VSL Script Works

- ✓ **It's Direct, Straight To The Point & Leverages Emotionally-Powered Language:** The VSL script speaks to the viewer's pain, problem desires, and emotional state. It taps into the frustration of their current situation and offers hope and a solution.
- ✓ **Provide Free Value + Uses Ethical Influence & Persuasion Using The Power of STORY:** By offering free value upfront (*within the video case study + the free consult*), the VSL builds trust, reduces skepticism, and eliminates risk. By sharing a compelling **STORY** that's relatable...

...you'll allow the right people to resonate with you which increases action by getting them to book an appointment with you. The goal is to **genuinely help people**, not manipulate them.
- ✓ **Strong Social Proof:** Your client testimonials and case studies sells for you & prove that real people have benefited from your expertise, making the offer more credible which unconsciously increases conversions.
- ✓ **Real Scarcity and Urgency:** Creating urgency with a limited number of spots pushes people to take action without feeling like they have time to overthink.

The copy taps into the strong emotions that drive decision-making > pain, frustration, hope, empowerment + a better future... while maintaining an ethical and supportive tone.

You can build your slides for your VSL in Keynote on Apple Mac or PowerPoint on a Windows laptop

Or if you want AI to build them for you... you can use '**SLIDES GPT**' at the link in your PDF manual below and it will build your entire pitch deck in minutes.

<https://slidesgpt.com/>

Great Work 😊

Hope you got value from this **FREE BONUS!**

Take action on the DONE FOR YOU VSL Funnel Script and I guarantee you'll improve your booked calls & high-ticket sales for your coaching, consulting, course, service or high-ticket info business.

Talk soon,

Appreciate ya!

Sam Malsom

Founder & CEO: [Online Wealth Society. Com](https://www.onlinewealthsociety.com)

\$3.4M+ In Client Results!

Former UEFA Europa League Pro Footballer!

Consulted With a 9-Figure FORBES Entrepreneur Worth £102M!

Author: Digital 7-Figure Blueprint!

Creator of the 1:1 'GET CLIENTS' Coaching Program (DONE FOR YOU)

On A Mission To Help My Clients Hit **\$100M In Sales!**

