The 22-Step VSL Framework

An Attention-Grabbing Introduction

Identify the Problem

Provide the solution

Show Your Credentials

Tell The Back Story

Share In Their Pain

Explain The "Perfect World"

The Dream Come True Transition

Explain Big Benefits

Eliminate Their Biggest Objections

Reveal Your Irresistible Offer

Create Their "Future Self"

Add In Awesome Bonuses

Stack The Value

Reveal Your Special Offer

Make A Call To Action

Risk Removal

Make A Call To Action

Give A Reminder

Issue A Warning

Make A Call To Action

Eliminate Any Leftover Objections