I'm going to show you how to use templates, VSL templates with VSL creator. Now this is a massive shortcut that we've created for you because it allows you to not need to write or get your own video sales letter, or sales letter to create a video sales letter from. You can just start with any of the templates. So there are some included templates which are pre made and then you would just edit whatever parts of it you want. So for example, for that, what you're going to do is you're going to click on, after you download the templates, all right, so VSL Templates Gold in this case. All I'm going to do is I'm going to extract those files and when I do and I open those up, I unzipped them, I'm going to find both a word version and a plain text version of each one.

The reason for that is if you don't have Microsoft Word, then you can just use the text version because any text editor will read the text ones. But if you use Word and you like a nicer formatted page, that is going to be a nicer version. I'll show you what I mean. These are the templates here. So for traffic generation, let's say my product was about traffic generation, so I wanted to use that template. If I double click on just the text file, it opens and it's pretty ugly. It's literally just a bunch of text. Okay? That's fine, but it's not as easy to edit and read in that format. All right, so if instead I open the Word version of it, this is the other option that you have, you can see it's much nicer. It's formatted a lot nicer. So it's whatever your preference is, it doesn't really matter.

Okay, so you can go ahead and you can read through it, make whatever changes you want, or edits, and then when you have it set, what you're going to do is you're just going to highlight all of your thing and do control C for copy. You're going to copy your entire video sales letter script and you can obviously save this and you can save it as your own version and things like that if you make changes to it. So you have multiple versions of the pages. But then you're going to go into VSL creator and you're going to pick a theme and then you're going to click on script and you can just do control V to paste it in there.

Now you can see the formatting is a little wonky. There's a lot of spaces and all, that doesn't matter. Software is going to do the work for us and create the slides. All right, so you can see that it created all of our slides perfectly. Perfectly formatted slides with all the texts. That is how you're going to be able to use the sales that are templates to be able to create your own VSL in literally minutes about any of the main topics that you'd want to be able to create VSLs for.

Now the fill in the blanks template is slightly different. Because for the fill in the blanks template, and that you're going to get under the other download and when you download it, you're going to get a zip file. Again, what you're going to do is just extract these files and again, you're going to get a Word and a text version of the document. Just for ease of showing it to you I'm going to actually open it here in Word. When I open it in Word, where you're going to see is this is slightly different.

The other templates are all designed where they're complete. So you need to go in and find things that you would change and make those changes. They're also very specific to one topic. But let's say your product or your service is something that isn't related to any of those and you want an easy way to create a sales letter without needing to sort of figure out how to make changes to another existing sales letter. Well, this is exactly why we included the fill in the

blanks one for you. This will apply to any and every product you can have. All you're going to do is go from start to finish and everywhere you see brackets is something you need to replace with specifics about your offer or your product or your information. The rest of the letter is written for you.

It's a really nice four to five minute VSL, which is about the sweet spot of where you want them to be. You don't want video sales letters to be too long because people won't listen for that long and you want it to be long enough that it's persuasive and then it convinces people to buy or download or take action.

Okay, so I am not going to walk you through the entire sales letter, but what I want to show you is how you'd go about adjusting this for whatever niche that you're in. Literally, you just go start to finish and you go from one bracket to the next all the way through it until you've completed your sales letter. Then I recommend when you save it, you save it as a different file title. So that way you have the blank template as many times as you need it.

So in this case, it's how you can achieve or overcome the desired result, obstacle or pain point immediately and start from scratch in just blank minutes a day. Now you can edit anything and everything. It doesn't have to just be what's in the brackets, but this is going to be where the power of this comes in. So if I had a weight loss product for example, and I wanted to make a VSL about that, what I could do is I could say how you can achieve or overcome. How you can achieve, just to keep it simple and consistent we'll use that. How you can achieve the, and then desired result, pain point. Beach body you want or beach ready body that you want immediately and starting from scratch in just 20 minutes a day.

So if I was somebody that was watching your video and I cared about getting ready for the beach and I wanted to lose weight, and then you have a video that starts off how you could achieve the beach body you want immediately, starting from scratch in just 20 minutes a day, I'm going to be interested, I'm going to listen to what you have to say next. Okay, you've gotten my intention.

Let me be right up front with you here. You've had enough of blank and it's blank. So you've had enough of, insert the problem or pain point. Example, and one of the examples is being overweight. You've had enough of looking flabby and unfit. And it's blank, state the impact problem, and the embarrassment it causes in going out in public or whatever. And now you know you have to do something about it. Believe me, I get it. Before I finally had my blank, okay, this is my breakthrough. So my lean fit body, I felt like I was just wasting my time by trying to overcome the problem. Find a solution. Lose weight. For a long time it didn't matter how much time or how many ways I tried, it felt like I was never going to get anywhere with losing weight and getting ripped or whatever.

So you can see how you work through this and you just go one prompt to the next and the idea of it is when you're done, you have a very persuasive video sales letter. And by the way, you could use this as a sales letter on a webpage also, if you really wanted to do that. But it's designed to use with VSL creator because once you've made all the changes and you've filled in all of the blanks, you're just going to do the same thing.

You're just going to copy it all. You're going to do control C or you can save it as a text file then upload it, but control C to copy it. You're going to go in here and you're going do script, control

V to paste it and boom, you've created your entire video sales letter that way. And that fill in the blanks template is like money in the bank because that is good for any product in any niche. And all you have to do is think it through, make the adjustments to make it make sense, and then go ahead and create your letter and you're off and running. So that's how you're going to use the done for you VSL templates.