



**ART OF CREATING
THE PERFECT
VIDEO SALES LETTER**

TO THE POINT **15-POINT CHECKLIST**



RESEARCH: SCRIPT

Almost **90%** of the game is won in research phase...

Surf the internet, perform a thorough market research and find out what the **most pressing problems** of your market are.

What discussions are taking place in your market's community groups or maybe Reddit, Quora.

What is it that doesn't let the people of your market sleep peacefully at night?

Identify it. Address it.

READABILITY

Now you must've got your script ready by now...

This step is pretty simple, just take your fully prepared script and **check its readability level.**

This means how easy it is to understand your written script for the mass audience.

You can ask ChatGPT, Hemingway or other such free alternatives to do it for you.

And if its anywhere above **Grade 4**, just dial it down by rephrasing it with alternative sentences.

THE HOOK

Its 2025, and you're competing with **crazy short form** content on Instagram reels or professionally shot Youtube videos...

And simply, if you can't grab the viewer in to watch your video. **Then its over.**

Starting with a strong visual/verbal hook can grab the viewer's attention effortlessly. Using motions, such as slow zoom or panning shots can work wonders as for the visual part. Or if not this, doing something in **real life** can also do great to interrupt the pattern.



VALUE PROPOSITION

Instantly start delivering **some value** to your viewer as soon as you hop in and hit that recording button to start recording a high-converting video sales letter.

This will immensely improve your positioning, creating goodwill in the viewer's mind and frame you as an **authority figure** removing all kinds of skepticism from the viewer's mind...

Don't be so secretive.

ENTERTAINMENT FACTOR

Again, its 2025, and the average human attention span is now dropped down to just **8 seconds...**

So even if you're successfully able to grab the viewer's attention at first, you'll have to work really really hard to **retain** that attention and **convert** that into a sale.

Just keep the spice levels up of your video, keep your pitch high, take jump-cuts, change backgrounds, change lighting to keep the viewer **begging to watch more** of your content.

STORYTELLING

Don't simply go out there and start pitching your products or services straightaway...

Instead, **give them a story** that they can process in their brain to create a deeper impact on the viewer and make him/her emotionally connect with you.

This can be either a **background story** about how you came up with the idea of your products, what were you facing, how much effort did it take from you to specialise in this skill, so on and so forth.



SOCIAL PROOFS

Adding social proofs to your script is a great way to back up your claims in a more structured way than anything else.

The human brain seeks **validation** from other testimonials or success stories and adding these can increase your conversion rates by **over 34%**.

For example- "John used our system and went from 10% to 76% open rates in just two weeks" attached with a screenshot of transitions before and after just to verify the claims.

BODY LANGUAGE

Confidence is the key!

You now see a lot of business gurus, which have now become social media influencers, also vice versa, and create a **perception** that they're the best at what they're doing...

That's exactly what you've to do. Speak with confidence, and keep your body language up!

AUDIO CLARITY

Having a catchy and clear video is just the **tip of the iceberg!**

And well, according to me having bad audio quality is the biggest turn off.

The agenda of the video won't hit as hard it should be, thus **leaking** a lot of conversions...

Avoid any kind of background voices, jitters, reflections, noises that can make your video look cheap.

Investing in audio devices such as mics can turn out to be a real game-changer!



LIGHTING

I assume that you're not an expert in lighting and cinematography but still I'll suggest some measures you can take care of while recording your video.

For a more **joyful and happy tone** to your video, you can shoot during the daytime under mild sun.

Whereas, to provide a more **serious tone** to your video you can shoot under selected lightings such as a ring light or a lamp light.

Match your lighting conditions and video colours as per the tone and script of your video to display your emotions accurately.

FLOW

Do ensure the video flows smoothly by avoiding unnecessary dragging or rushing of the speech.

Also, trim the unnecessary pauses while editing and filler content to maintain a **high-energy** and engaging pace of the video.

CLEAR CTA

No matter whoever tells you anything other than this!

I'll always stick with having a strong 'Call-To-Action' in your video backed up by some strong figures and a huge risk-reversal guarantee.

If you keep all these things in line, keep insisting on your 'Call-To-Action' throughout your video no matter how many times you want.

Without a strong CTA your video sales letter would be **no better** than any entertaining video on Youtube your casual viewer watches pass by!

DURATION

Use this rule of thumb according to your products/ service to craft the perfectly timed video sales letter.

- 1. Short VSL (3-8 minutes):** For **Simple products** or services with a straightforward value proposition. .
Example- A Simple App for Productivity.
- 2. Medium VSL (5-15 minute):** Best for **slightly more complex** offers that require a bit more explanation.
Example- SaaS Platform for Email Marketing
- 3. Long VSL (10-30+ minutes):** For **high-ticket items**, complex offers, or situations where a detailed explanation is necessary to convince the viewer. Example- High-Ticket Real Estate Investment Training Program, etc.

OVERLAYS

Instead of being completely all by yourself on the camera speaking about something, use **B-rolls, stock footages** or **graphics** relevant to the particular scene or the dialogue you're about to deliver.

Cheat code: As a beginner in filming and talking to the camera, you'll most probably fumble in the middle. Use B-rolls or stock footage and voice over that particular section of the video while editing.

MUSIC

Music creates impact!

If you align the right kind of music at the right moment, then the impact of that particular sentence can be **10x higher...**

If you look at this like that, you'll notice that anybody who creates videos that **moves the masses**, are great at manipulating emotions using music.

Be it politicians, mainstream media or your favourite online coaching centre teachers.

Alright. This'll take care of your video part, but that's just actually the tip of the iceberg...

And read this **very-very carefully**, if you're serious about growing your business in a sustainable way, getting the life you've always dreamt of. Then...

You must have a proven and consistent selling system, using which you can **pump traffic** or viewers using paid ads straight to your video sales letter which you'll make using this checklist,

And convert them into **booked appointments**, all on 100% auto-pilot.

Then even converting them into sales for as low as ₹400-600 landed.

We call it '**The Apex Growth Circuit**'.

To know more about how this already proven AI powered customer acquisition system can be applied for your business.

Click on the big-fat red button down below, and book your

100% Free Growth Roadmap Strategy Session with me!

Where we'll be going through your business and giving you away a **custom blueprint...**

No matter whether you're just a beginner starting out wanting to go from **0 to 1 lakh a month** or even you're at a **5 lakhs per month** mark and wanting to scale to **15-20 lakhs** a month.

We'll review your business, spy on your competitors, review your ads and then lay out a customised blueprint specifically tailored for your business.

And after the plan is mapped out, it's up to you that you can take that and implement it yourself or can hire my agency to implement it for you. **Either way I'm all good.**

The final decision rests with you.

That's all.

Best Regards,
Yash Dalal
Founder

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