



DRAGON 100™



THE ULTIMATE VSL FRAMEWORK:

**YOUR
BLUEPRINT
TO MILLIONS**



THE ULTIMATE VSL FRAMEWORK: YOUR BLUEPRINT TO MILLIONS



In today's world, video is king. Your audience craves engaging, dynamic content. If you're not giving them that, someone else will. And they'll steal your sales while you're stuck wondering what went wrong.

It's time to change that. If you're ready to unlock the full power of video marketing and turn your offers into high-converting sales machines, this guide is for you. No fluff, no hand-holding. Just a step-by-step blueprint that shows you how to write a VSL that actually converts - no video production expertise required.

Now, if you're sitting there, doubting your copywriting skills, stop. That's exactly why we've created the **High Income Copywriting (HIC)** program - so you can master the art of writing copy that converts.

Whether you're pushing a high-ticket offer or introducing yourself to a new audience, the HIC program will sharpen your skills to the point where copywriting becomes second nature. And as part of the Dragon community, you already have access to it.



**DON'T WASTE TIME.
CLICK HERE TO UNLOCK HIC NOW »**

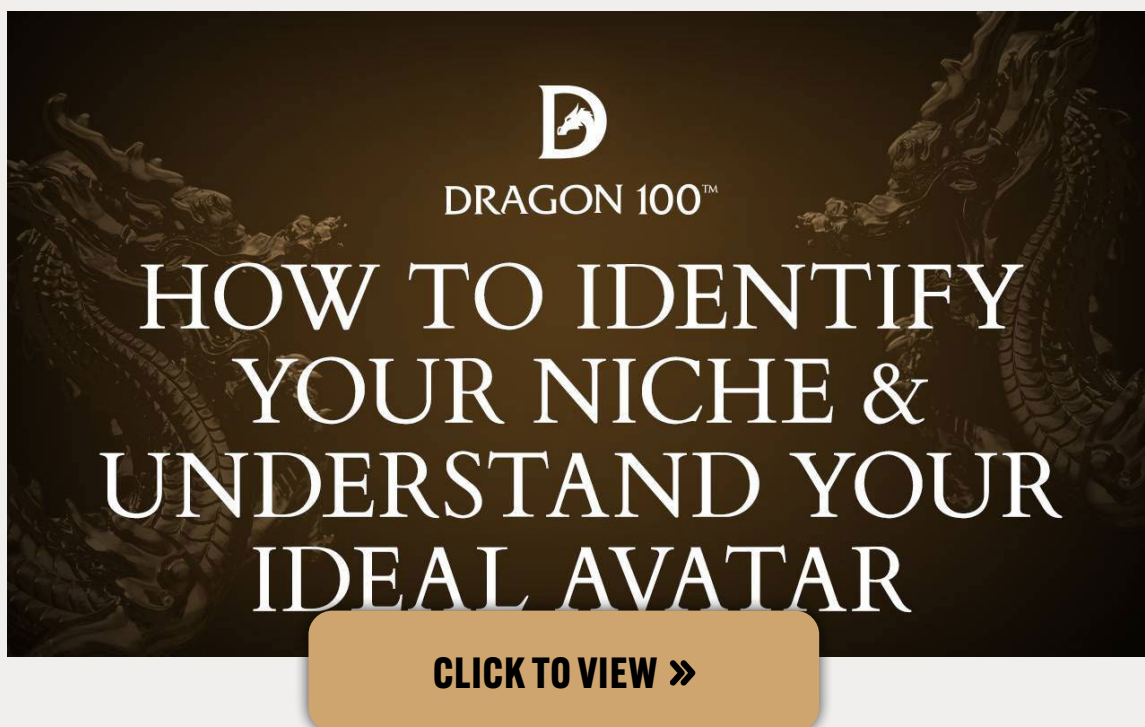
RESEARCH PHASE

KNOW YOUR DREAM CLIENT INSIDE AND OUT

Let me be clear: If you don't know your dream client – *really* know them – you have no business creating a VSL. You need to understand their deepest pains, desires, and goals before you even think about hitting record. Miss this step, and your VSL will flop. Period. Here's the harsh truth: Your audience doesn't care about you, your product, or your company. They care about themselves. If you don't know what keeps them up at night, you're just another voice in a crowded room.

Don't even think about creating your VSL until you've nailed this.

And if you don't know how to do client research, stop everything. **Check out our comprehensive course on client research**, and get crystal clear on who your dream client is. This isn't optional—it's mandatory if you want your VSL to succeed.



DECISION PHASE

DECIDE WHAT YOU'RE SELLING

You've got your dream client locked down. Now it's time to get serious about what you're selling. Don't just pick any product or service. Choose the one that creates the biggest transformation for your client.

Ask yourself:

- What's the most valuable solution I can offer my dream client?
 - What will create the biggest transformation in their life?
-

FOCUS ON ONE BIG PROMISE

Your product might solve a dozen problems for your client, but here's a hard truth: simplicity wins. You can't overwhelm your audience with too many promises. Focus on one clear, compelling result. What's the one result that would change everything for them?

If you can't distill your product down to one big promise, you're not ready to create a VSL. Get clear first.

CRAFT A KILLER CALL TO ACTION

When it comes to your Call to Action (CTA), don't get cute. Don't offer multiple options. A confused mind never buys. Stick to **one single CTA**, and make it crystal clear. Whether it's booking a call or buying the product, give your viewer one logical next step, and make sure they can't miss it.

For high-ticket offers, your CTA will likely be to book a consultation call. For lower-priced items, you might want to push for an immediate buy. Either way, **be direct**. Don't ask. Tell them.

VSL STEP BY STEP

Now that we've got the foundation in place, let's break down exactly how to structure your VSL.

STEP 1: HOOK YOUR AUDIENCE—FAST

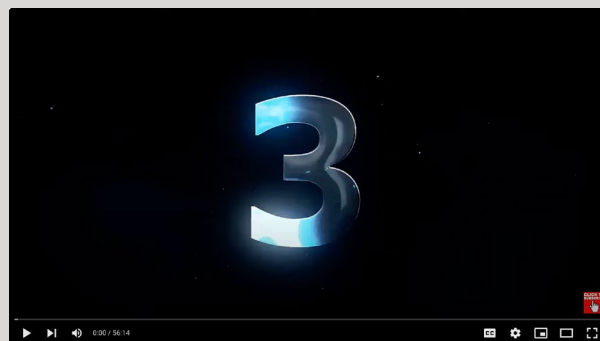
You've got 20 seconds, maybe less, to grab attention. If you lose them in the opening, it's game over. Your hook has one job: **Stop them in their tracks.** Whether it's a bold statement, a shocking fact, or a cliffhanger story, you need to **command attention immediately.**

Here's what you can do:

- **Cliffhanger Story:** Get them hooked, but don't give away the solution. Leave them hungry for more.
- **Painful Question:** Make them squirm. Hit them with the hard truth about their problem.
- **Authority:** If you've got a strong reputation, lean into it. Show them why they should listen to you.
- **Big Promise:** Tell them exactly what they'll gain from watching your VSL.

If you bore them, you lose them. And lost attention means lost sales. Don't let that happen.

Need help figuring out how to start with a story? Check out this VSL. It has an insane amount of stories.



Note: We do not endorse any of the products mentioned in this document nor are we affiliated. These simply serve as examples for you to learn from.

VSL STEP BY STEP

STEP 2: ESTABLISH AUTHORITY—WHY YOU'RE THE EXPERT

Now that you've got their attention, it's time to position yourself as the expert. This is where you flex. Let them know you've been where they are, and you've come out on top. Success isn't an accident—it's a system. Show them you know what it takes to solve their problem.

Don't be shy. **Talk about your success.** Use accomplishments and milestones to back up your claims. If you've done it, flaunt it.

This one shows authority
without talking.



STEP 3: TELL A STORY THAT HITS HOME

Facts tell. Stories sell. Once you've established authority, tell a story that resonates with your dream client's pain points. Make it personal, but don't drag it out. You want them to see themselves in your shoes, experiencing the same struggles—and, ultimately, the same transformation.

Your story should follow a clear arc:

It wasn't always like this... I struggled... I found the ONE THING... What it's like now...

Your story isn't just fluff. It's a strategic tool to break down their objections and **show them the light at the end of the tunnel.**

VSL STEP BY STEP

STEP 4: SHARE VALUE, BUT DON'T GIVE IT ALL AWAY

If you're selling a high-ticket offer, here's the secret: **Give value, but don't solve their problem for them.** Leave them wanting more. Offer just enough that they see your expertise, but not so much that they think they've got it all figured out without you.

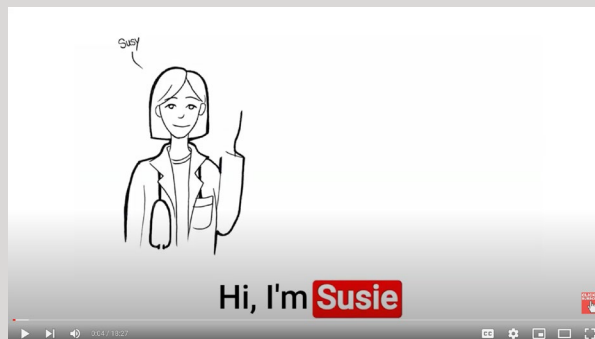
And remember: **Use the Rule of Three.** Give them three powerful, actionable tips that they can implement immediately. This keeps them engaged and hungry for the full solution.

STEP 5: BUILD UNSHAKABLE TRUST

No trust, no sale. It's that simple. This is where you show social proof and use testimonials to back up your claims. If you've helped others succeed, now is the time to prove it.

And don't just throw up a bunch of random testimonials. **Use transformation stories** that show a clear before-and-after. Let your viewers see the change they could experience if they take action.

Here is an example of good testimonials. You can see neither the testimonials nor the VSL needs high production value.



VSL STEP BY STEP

STEP 6: TRANSITION TO THE SOLUTION

This is the tipping point. You've laid out the pain. You've established yourself as the expert. Now, it's time to show them the solution they've been waiting for.

Build anticipation. Make them feel like this is the moment that will change everything. Push the urgency. Tell them this offer is exactly what they need, and without it, they're choosing to stay stuck.

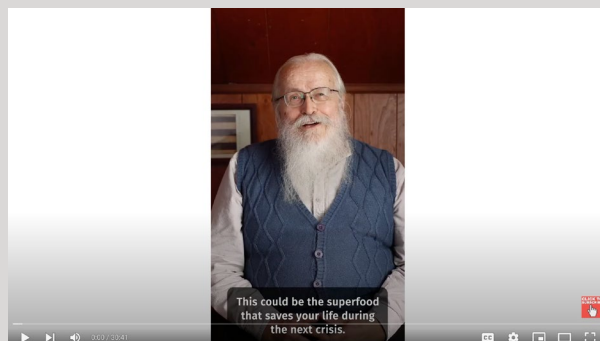
STEP 7: PITCH WITH CONFIDENCE

Don't tiptoe around your offer. Deliver your pitch with confidence. Walk them through every feature, every benefit, and most importantly—how it ties back to the pain points you've just laid out.

When you reveal the price, anchor it by highlighting the value they'll receive. And don't forget to create urgency:

- Limited spots.
- Limited time.
- Exclusive bonuses.

Here is a VSL that does a great job of pitching and anchoring the price untraditionally.



VSL STEP BY STEP

STEP 8: SWEETEN THE DEAL WITH BONUSES

Bonuses are your secret weapon. If you want to push your VSL over the edge, **stack the value**. Offer bonuses that complement your core offer and create a sense of urgency. These should be time-sensitive or limited to the first X buyers.

STEP 9: TAKE AWAY THEIR FEAR WITH A STRONG GUARANTEE

People are scared of risk. **Eliminate that fear with a bulletproof guarantee**. Promise them results, or they get their money back. Be specific. The more tangible your guarantee, the more confident they'll feel pulling the trigger.

STEP 10: END WITH A FINAL PUSH

By this point, only the most serious buyers are still watching. Don't waste this opportunity. Hit them with a final pitch that reinforces your offer and pushes them to take action **NOW**. Remind them of the transformation they want—and the consequences of inaction.

FINAL WORDS: YOUR TIME TO ACT IS NOW

Here's the bottom line: You've seen the framework. You know what it takes. Now it's up to you. **Act now**, or continue to watch your competitors soar while you stay stuck.

The choice is clear. Take action, and let your VSL become the driving force behind your sales.