



Jon Benson's **7-FIGURE VSL CHECKLIST**

*Use This Simple Guide Before
You Sell Or Market Anything!*



JON BENSON

Ready To Get Started?

Jon is well-recognized as one of the top sales copy strategists in the world. He is also the creator of the video sales letter, which ushered in a new form of selling on the Internet.

To-date, Jon's Now VSL video sale letters have generated over \$12 billion dollars in sales for hundreds of entrepreneurs and businesses, and \$1.2 billion in sales specifically for his customers and clients, making him one of the most successful copywriters in history.

Jon is also the CEO and creator of CopyPro.ai, a software platform and ecosystem that combines top-performing marketing copy from A-list professionals with artificial intelligence, providing near-instant copy for small business owners, marketers, and copywriters.



1 | Your ONE Avatar

Make sure that you are speaking to your avatar.

Remember, your avatar is one person. It's not a group. It's not a section of demographic.

It's one person.

Narrow your avatar to one person and place a picture of that person on your computer monitor.

Make sure all of your copy reads as if it was written to that one person.



2 | Change Your Mode

Make sure that you are in a mode of **compelling** rather than coercion.

When you're writing to convince somebody of something you will fail when you're writing to coerce or force them to choose.

Instead, focus on how to compel them to succeed!





3 | Be Sure Your Questions Form Conclusions

In your copy, always ask questions you know the answer to.

It's very much like how a prosecutor prepares to ask the witness a question.

When you are asking questions, the answers should be leading down a pathway of "yes" answers or in some cases a "no" as long as the "no" is forming a conclusion.

The conclusion should already be in your mind so when you ask questions you are leading your prospect down the road to that conclusion.



4 | Speak in Rapport

When you write, speak in a rapport-building language.

Examples:

Use the phrase "*between you and I*".

"We both know, remember if you're anything like me and I bet that you are, you and I are probably a lot alike."

Those are all rapport based statements, report based language.

Notice that I'm not saying "everyone reading this page and I are a lot alike". You always want to write one-on-one because that will build rapport.



5 | Needs vs. Wants

The difference between needs and wants is **critical to selling**.

People, justify buying something based on what they need to do. However, their buying motive is really an **emotional connection** to something and they actually buy based on an impulse of something they **want to do**.

For example, why does somebody want to save for retirement? Do you want to be safe and secure? Or in your golden years, do you want to have all the money you want to spend on the things that you and your partner have dreamed of doing such as travelling.

Write down the top 5 wants of your prospect and make sure these are nailed within the first minute of a VSL, sales page, or a longer email sequence.



6 | Ask

How do you discover the wants of your prospect? Use a survey or send out a quiz or poll.

Ask: What are the top 3 things you want to do? Or ask out of these 10 items, what are your top 3?

Take the results of the survey and write that exact thing back to them. They will feel like you've known them all of their lives.





7 | Focus

Focus on your prospect's promises, fears, benefits, etc., and drive them to one thing: a singular call to action.

If you have multiple calls to action, like check out this, follow me on Facebook and go to Twitter and go over here, etc. you are losing sales.

So in other words, it's the one link per sent item rule. Now obviously a corporate homepage is an exception to this rule because they're choosing their own adventure.

When you're sending someone to a sales page, or a VSL the one link rule applies. It's very important there be one call to action.



8 | Selling is Ethical

If you believe that you have something worthwhile to give to a prospect or client, if you believe this is going to help their lives and they will be in pain without it, then it is **your ethical responsibility to sell it as aggressively, but ethically, as possible.**

Don't buy into the soft sell mentality that says you're going to lose buyers, because you simply haven't broken through the noise in their mind to grab their attention.

Become comfortable with selling, because it's the most ethical thing you can do to help somebody.

The reason why this rarely works for Free Items is that people rarely take action on anything that's free. You want prospects to feel as though you invested in something and they've invested back.



WATCH THE FREE WORKSHOP

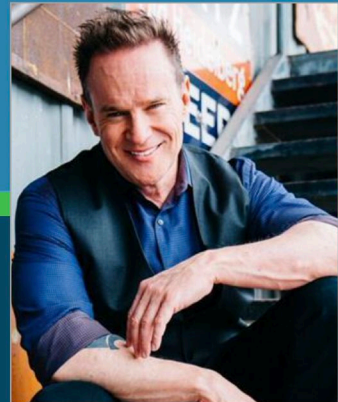
See How Online Businesses And Marketers Are Using
Now VSL To Sell More And Sell Faster!

A FAST Way To Close More Sales And Build A Massive Leads List

"Ethically Hypnotize" Prospects & Leads Using
The NOW Method™ And CRUSH Objections...
CLOSE Even The Most Skeptical Prospects...
SKYROCKET Sales And Conversions...And
RAPIDLY Create A Hungry *Buyers List!*

Jon Benson

Billion-Dollar Copywriter
Godfather of the VSL
Creator of The NOW Method



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