

# In-Video Conversion™ VSL 12 Steps

1. Attention Grabber
2. Who You Are
3. 3 Problems
4. Solution/What You Will Learn
5. Lead CTA
6. Confirm Email
7. Solution To Problems
8. Story/Context
9. Solution CTA (Offer)
10. Bonus 1 - Objections
11. Bonus 2 - Risk Reversal
12. CTA