

UNIVERSAL CONFIRMATION VIDEO FRAMEWORK V002

Post-Registration Video Template to Maximize Attendance

Purpose: Maximize show rate on live workshop **Target Length:** 5 minutes or less **Use:** Show this video immediately after registration on confirmation page

QUICK REFERENCE OUTLINE

1. **CONFIRMED (20-30 sec)** - Acknowledge registration, tease assignment
2. **SOLUTION - RESELL (60-90 sec)** - Same hook as opt-in VSL
3. **DIFFERENCE (30 sec)** - What makes this workshop different
4. **INSTRUMENT + BENEFITS (60-90 sec)** - 5 benefits they'll get
5. **PRE-WORK (30-45 sec)** - Submit form/assignment NOW
6. **STICK + SCARCITY (45-60 sec)** - Tool access + limited spots
7. **FINAL CTA (20-30 sec)** - Next steps to attend

Total: 4.5-5.5 minutes

SECTION 1: CONFIRMED (20-30 sec)

Purpose: Acknowledge registration and set expectations

What to include:

Acknowledge Registration:

- "Congratulations! You're officially registered for [workshop name]"
- "You should have received a confirmation email with all the details"

Set Expectations:

- "When you attend live, you'll [what they'll do with you]"
- "And you'll get [the tool/resource] at the end"

Tease Assignment:

- "I'm also going to give you a quick assignment"
- "You'll complete a form to [submit something specific]"

- "I'll explain why this matters in a minute"

Transition:

- "In the next [X] minutes, I want to show you exactly what you're getting and what to do right now to prepare"

Format Example: "Congratulations! You're registered. Check your email for details. When you attend live, you'll [do this thing] with me and get [the tool]. I'm also giving you a quick assignment - you'll submit [something] in a form. I'll explain why in a minute. First, let me show you what you're getting..."

SECTION 2: SOLUTION - RESELL (60-90 sec)

Purpose: Re-pitch your system (same as opt-in VSL)

What to include:

Use the EXACT same content from your Opt-In VSL Solution sections:

The Hook:

- Same transformation promise
- Same tool/system reveal

Your Big Insight:

- Same unique principle or rule
- Same "most people do X, but Y is what matters"

The Key Point:

- Same "get this right, everything else easier" message

Visual:

- Same screenshots
- Same framework visuals

Format Example: Repeat your opt-in VSL hook and insight verbatim. Don't change the messaging - reinforce it.

SECTION 3: DIFFERENCE (30 sec)

Purpose: Set expectations - this is NOT a pitch, it's hands-on

What to include:

The 3 Differences:

Difference 1: NOT a pitch

- "This is NOT a fluffy pitch where you listen and take notes"
- Explain what it IS: hands-on, practical, working session

Difference 2: What they'll create

- "You'll create [specific outcome] that stands out"
- Even in [their challenging condition]

Difference 3: What they'll leave with

- "When you show up live, you'll leave with the exact strategy and tools you need to use for 100% of your [marketing/business/system]"
- List where they'll use it
- Not theory - complete system

Format Example: "Three things make this different: (1) NOT a pitch - this is hands-on, (2) You'll create [outcome] even in [challenging condition], (3) When you show up, you'll leave with tools for 100% of your [applications] - not theory to figure out later."

SECTION 4: INSTRUMENT + BENEFITS (60-90 sec)

Purpose: Show them the 5 specific benefits they'll get

What to include:

"Here's exactly what you're getting in this workshop:"

Benefit 1: [Main transformation]

- How to [create/achieve/get] your [specific outcome]
- Even in [challenging condition]

Benefit 2: [Key insight they need]

- How to identify/discover [the one thing that matters]
- Without [pain they want to avoid]

Benefit 3: [The framework elements]

- The [X] elements you must include in every [outcome]

Benefit 4: [Application across everything]

- How to use this [framework] in 100% of your [business/marketing]
- List specific applications

Benefit 5: [The bigger picture - tease only]

- The [complete system name] you can use to [bigger transformation]
- Just name it, don't explain it

Format Example: "Here's what you're getting: (1) How to [benefit 1], (2) How to [benefit 2], (3) The [number] elements for [benefit 3], (4) How to use this for 100% of [applications], (5) The [bigger system] that [bigger promise] - I'll show you how it all fits together."

SECTION 5: PRE-WORK (30-45 sec)

Purpose: Get them to complete your form/assignment NOW

What to include:

The Assignment:

- "Okay, here's what I need you to do RIGHT NOW"
- "Submit your [current state/situation/message] in the [form type] right below this video"

Why This Matters:

- "This gets you thinking about [topic] before we start"
- "And I'll use the submissions to show [aggregate trends/common mistakes/examples] during the workshop"

Make It Easy:

- "Just write [simple instruction - one sentence, quick description, etc.]"
- "Don't overthink it - we're fixing it together in the workshop"

The Urgency:

- "Do this before you close this page"
- "Takes [X] minutes - scroll down and submit it now"

Format Example: "Here's what to do RIGHT NOW - submit your [thing] in the form below. This gets you thinking beforehand, and I'll show common mistakes during the workshop. Just write [simple instruction]. Don't overthink it. Do this now before closing this page. Takes 2 minutes."

SECTION 6: STICK + SCARCITY (45-60 sec)

Purpose: Double urgency - tool access + limited spots

What to include:

Urgency #1: Tool/Resource Access (STICK)

- "You'll get [lifetime/permanent] access to [tool name] when you show up live"
- "It's important you know the [strategy/system] in [using it properly]"
- "That's why I'm walking you through it live"
- "Then you get the tool"

Urgency #2: Limited Workshop (SCARCITY)

- "This is a LIMITED workshop"
- "I can only serve [X] people live to maintain quality"
- "Show up early to secure your live spot"
- "Replays won't get the same experience"

The Stakes:

- "If you don't show up live - you don't get the [tool/resource]"
- "If you DO show up - [lifetime access, completed outcome, foundation for everything]"

Format Example: "You'll get lifetime access to [tool] when you show up live. It's important you know how to use it properly, so I'm walking you through it live, then you get it. This is a LIMITED workshop - I can only serve [X] people live. Show up early. Replays won't get the same experience. Don't show up = no tool. DO show up = lifetime access, completed [outcome], foundation for everything."

Note: This is where STICK belongs - in the Confirmation Video, NOT the Opt-In VSL. Opt-In VSL uses SHOW (value preview without urgency).

SECTION 7: FINAL CTA (20-30 sec)

Purpose: Clear next steps to attend

What to include:

Action Steps:

1. "Check your email from [platform - Zoom, etc.] for the workshop link and details"
2. "Add the workshop to your calendar - set a reminder"
3. "Complete the [form type] below - submit your [assignment]"
4. "Show up live, ready to work"

Scarcity Reminder:

- "Remember - this is a limited workshop"
- "Show up early to secure your live spot"

The Promise:

- "I'll see you at the workshop"

Format Example: "Here's what to do: (1) Check your email from [platform] for the link, (2) Add to calendar and set reminder, (3) Complete the form below, (4) Show up live ready to work. Remember - limited workshop, show up early. I'll see you there."

TOTAL STRUCTURE

Section 1: CONFIRMED - Registration acknowledged, assignment teased **Section 2: SOLUTION - RESELL** - Same hook as opt-in VSL **Section 3: DIFFERENCE** - NOT a pitch, hands-on, complete tools **Section 4: INSTRUMENT + BENEFITS** - 5 specific benefits **Section 5: PRE-WORK** - Submit form NOW **Section 6: STICK + SCARCITY** - Tool access + limited spots **Section 7: FINAL CTA** - Next steps

Runtime: 4.5-5.5 minutes

USAGE NOTES

Where this video lives:

- Confirmation page immediately after registration

- Auto-plays or prominently featured above the fold

What happens next:

- They receive email reminders leading up to workshop
 - They attend your live workshop
 - They get the tool/resource
 - You pitch your paid offer at the end of the workshop
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CHANGELOG

V002 - February 8, 2026

Clarifications based on Aaron's framework implementation

Terminology Clarification:

- **STICK vs. SHOW distinction clarified:**
 - STICK = Confirmation Video urgency ("must attend live to get tool")
 - SHOW = Opt-In VSL preview ("here's what you'll get")
 - Added note in Section 6 explaining this is where STICK belongs

Content Refinements:

- Section 3 (DIFFERENCE): Clarified the 3 differences focus on EXPERIENCE not outcomes (hands-on, not pitch, leave with tools)
- Section 6 (STICK + SCARCITY): Added explicit note that STICK belongs here, not in opt-in VSL
- Emphasized that Section 2 should use EXACT same content as opt-in VSL (consistency reinforces messaging)

No Structure Changes:

- 7-section framework remains the same as V001
- Timing remains 4.5-5.5 minutes
- All sections in same order

Why These Changes: Based on clarity needed when building Aaron's actual confirmation video and distinguishing it from the opt-in VSL. The STICK vs. SHOW distinction is critical for proper funnel psychology - opt-in creates desire, confirmation creates urgency.

V001 - February 8, 2026

Initial framework release

- 7-section structure
- Basic confirmation video template