UNIVERSAL OPT-IN VSL FRAMEWORK V002

Registration Video Template for Workshop Promotion

Purpose: Drive workshop registrations **Target Length:** 3-4.5 minutes **Use:** Create this video for ads and registration/landing pages

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QUICK REFERENCE OUTLINE

1. **PERSONAL INTRO (5-10 sec) - OPTIONAL** - Who you are, establish credibility
2. **SOLUTION TEASE (20-30 sec)** - Hook with promise, don't explain yet
3. **PATTERN INTERRUPT (5-10 sec)** - "But before you watch another second..."
4. **CHALLENGES (45-60 sec)** - 3 pains they've experienced
5. **DIAGNOSIS/BRIDGE (15-20 sec)** - "Here's what you're missing..."
6. **BIG INSIGHT (15-20 sec)** - Your unique principle/rule
7. **SOLUTION DEEP DIVE (30-45 sec)** - Full promise + how it works
8. **INSTRUMENT (30-45 sec)** - What they'll learn
9. **RESULTS (30-45 sec)** - Proof it works
10. **SHOW (15-30 sec)** - Preview the value they'll get
11. **CTA (15-30 sec)** - Register for workshop

Total: 3-4.5 minutes

Note: Results can be placed after Instrument (Option A) or before CTA (Option B)

SECTION 1: PERSONAL INTRO (5-10 sec) - OPTIONAL

Purpose: Establish credibility and personality

What to include:

Who You Are:

- Your name
- Your company/brand
- Brief credibility marker (optional)

Format Example: "Hey, this is [Your Name] here at [Your Company]. I have something really exciting to share with you today..."

When to use:

- If you're not well-known to the audience

- If personal brand matters

- If you want warmth before the pitch

When to skip:

- If you're well-known

- If you want to jump straight to hook

- If you're running short on time

SECTION 2: SOLUTION TEASE (20-30 sec)

Purpose: Hook them with transformation promise - DON'T explain the full solution yet

What to include:

The Hook:

- State your big promise in one sentence

- What transformation will they get?

- How quickly? (timeframe)

- What's the tool/system you're giving them?

- Mention it's FREE

Format Example: "[Free tool/system name] that you can use to [get specific result] in [timeframe] without [pain they want to avoid]"

Critical:

- Keep it brief - just the promise

- Don't explain HOW yet

- Create curiosity

- This is the TEASE, not the full solution

SECTION 3: PATTERN INTERRUPT (5-10 sec)

Purpose: Stop them from scrolling away - create urgency to keep watching

What to include:

The Interrupt:

- "But before you watch another second..."
- "I need you to understand something super important..."
- "Before I show you this tool..."

Why This Works:

- Creates "wait, what?" moment
- Prevents drop-off
- Signals something important is coming
- Classic direct response technique

Format Example: "But before you watch another second of this video, I need you to understand something super important..."

SECTION 4: CHALLENGES (45-60 sec)

Purpose: Agitate the pain - show them WHY they're stuck

What to include:

The Setup:

- "If you've been struggling to [achieve goal]..."
- "And you've said to yourself any of the following..."

The 3 Pains: List specific struggles your audience faces using their exact language:

Pain Column 1:

- 2-3 specific things they say to themselves
- About the core problem

Pain Column 2:

- 2-3 related frustrations

- About failed attempts

Pain Column 3:

- 2-3 consequences
- Time/money wasted, feeling stuck

The Question:

- "If these sound familiar..."
- "Then I have some really good news"

Format Example: "If you've been struggling with [goal] and you've said to yourself: [pain 1], [pain 2], [pain 3]... If these sound familiar, then I have some really good news."

SECTION 5: DIAGNOSIS/BRIDGE (15-20 sec)

Purpose: Name the problem - transition from pain to solution

What to include:

The Diagnosis:

- "There's ONE thing you're missing..."
- "And that is [what they need]"

The Definition:

- Briefly explain what this thing is
- Why it's the root cause of their struggles

Format Example: "There's one thing that you're missing, and that is [the thing]. [Brief explanation of what it is]. This is why [they're stuck]."

SECTION 6: BIG INSIGHT (15-20 sec)

Purpose: State your counter-intuitive truth or unique principle

What to include:

Your Unique Insight: This is YOUR signature principle that reframes how people see the problem.

Common types of big insights:

Type 1: The Reversal

- "It's not about [what everyone thinks], it's about [your truth]"

- Example: "Fat loss isn't about calories - it's about hormones"

Type 2: The Rule/Ratio

- "[Your name] Rule: [Percentage/number] principle"

- Example: "The 96/4 Rule: Your offer is 96% of success"

Type 3: The Real Reason

- "The REAL reason why [they're stuck] is [root cause]"

- Example: "You don't need more traffic - you need a better message"

Type 4: What the Top 1% Know

- "The ONE secret the top [X]% use"

- Example: "Elite athletes don't train harder - they recover smarter"

How to identify YOUR big insight:

1. What's the #1 mistake your audience makes?

2. What's the counter-intuitive truth in your field?

3. What principle/rule governs your results?

4. What do beginners focus on vs. what experts focus on?

Format Example: "You need to understand that [your insight] is [percentage/amount] of your success. Most people spend all their time on [wrong things] and wonder why they're still struggling. That's because they're missing [the one thing]."

SECTION 7: SOLUTION DEEP DIVE (30-45 sec)

Purpose: NOW explain the full solution and how it works

What to include:

The Good News:

- "Well, the good news is..."

- "We can fix [the problem] in [timeframe]"

With What:

- "With my [tool/system name]"

- "We're going to do just that using [framework name]"

How It Works:

- Brief explanation of your process

- What makes it unique

- What it does for them

Format Example: "Well, the good news is that we can fix [problem] in just [timeframe] with my new [tool/system]. We're going to do just that using this proven [X]-step model for [outcome]."

SECTION 8: INSTRUMENT (30-45 sec)

Purpose: Show what they'll learn and where they'll use it

What to include:

The Framework:

- "[X]-step model for [creating/achieving outcome]"

- "That [converts/works] even in [challenging condition]"

The Application:

- "And also craft [outcome] for 100% of your [marketing/business/system]:"

- List 5-7 specific applications

- Where they'll use this

- Everything it touches

The Offer:

- "And right now you can get this [tool] and [workshop] at zero cost"

Format Example: "Using this proven [X]-step model for [outcome] that works even in [challenging condition]. And also craft [results] for 100% of your [applications]: [list them all]. And right now you can get this at zero cost."

SECTION 9: RESULTS (30-45 sec)

Purpose: Prove your system works with real results

What to include:

The Question:

- "You might be asking yourself, well that's cool and all, but does this actually work?"
- "Great question."

The Test:

- "I just tested this with [X] clients/students/customers"
- "And they absolutely freaked out (in a good way)"

The Proof:

- Read key testimonial highlights
- Use their exact words
- Show numbers, transformations, emotions

The Conclusion:

- "Pretty cool, right?"

Format Example: "You might be asking, does this actually work? Great question. I just tested this with [number] clients and they absolutely freaked out in a good way. [Read testimonial highlights]. Pretty cool, right?"

Placement Options:

- **Option A:** After Instrument (as shown)
- **Option B:** Move to just before CTA for proof-right-before-action

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SECTION 10: SHOW (15-30 sec)

Purpose: Preview the value they'll get in the workshop

What to include:

The Preview:

- "So if you want to gain access to these powerful tools..."

- "You can use to [create outcome]"

- "And [application for 100% of their business/marketing]..."

Format Example: "So if you want to gain access to these powerful tools you can use to create [outcome] and [use for 100% of applications]..."

Note:

- This is NOT "must attend to get it" (that's for Confirmation Video)

- This is "here's what you'll get" preview

- Builds desire, not urgency

SECTION 11: CTA (15-30 sec)

Purpose: Drive the registration action NOW

What to include:

The Call to Action:

- "Just click below and access the [workshop] and [tool] for free"

- Keep it simple and direct

- "We'll see you there"

Visual Elements:

- Show your tool interface on screen

- Show device mockups (laptop/mobile)

- Show any relevant logos or credentials

- Make the CTA button obvious

Format Example: "Just click below and access the new workshop and [tool name] for free. We'll see you there. Thanks so much!"

TOTAL STRUCTURE

The Flow: Intro (optional) → Tease solution → Pattern interrupt → Show pain → Name the problem → Big insight → Explain solution → What they'll learn → Proof → Preview value → Register

Runtime: 3-4.5 minutes

USAGE NOTES

Where to deploy this VSL:

- Facebook/Instagram ads

- YouTube ads

- Registration/landing pages

- Email to your list

- Organic social media

Next step after they register: They see your CONFIRMATION VIDEO (separate framework)

CHANGELOG

V002 - February 8, 2026

Based on Aaron's actual opt-in VSL script analysis

Major Structure Changes:

1. **Added PERSONAL INTRO (optional)** - Establishes credibility and warmth

2. **Split SOLUTION into two parts:**
   - SOLUTION TEASE (Section 2) - Hook only, creates curiosity
   - SOLUTION DEEP DIVE (Section 7) - Full explanation after pain/insight

3. **Added PATTERN INTERRUPT (Section 3)** - "But before you watch another second..." prevents drop-off

4. **Moved CHALLENGES earlier (Section 4)** - Pain BEFORE solution for better flow (Agitate → Solve vs. Solve → Agitate)

5. **Added DIAGNOSIS/BRIDGE (Section 5)** - Names the problem, transitions pain to solution

6. **Added BIG INSIGHT as standalone (Section 6)** - Your unique principle gets its own moment

7. **Renamed STICK to SHOW (Section 10)** - Clarified this is value preview, not urgency (urgency is for Confirmation Video)

8. **Added Results placement options** - Can go after Instrument OR before CTA

New Total: 11 sections (was 6)

- 1 optional (Personal Intro)

- Better psychological flow: Hook → Interrupt → Pain → Diagnose → Insight → Solve → Teach → Prove → Preview → Register

Content Improvements:

- Added guidance for identifying your unique "Big Insight" (4 types with examples)

- Clarified difference between SHOW (opt-in) vs. STICK (confirmation video)

- Added "when to use/skip" guidance for optional Personal Intro

- Expanded Challenges section with 3-column pain structure

- Added "The Question" framing for Results section

Why These Changes: Based on real-world testing of Aaron's MDM workshop opt-in VSL which demonstrated superior engagement and flow compared to original 6-section structure. Pattern interrupt, diagnosis moment, and separated solution tease/deep dive create better momentum and prevent drop-off.

V001 - February 8, 2026

Initial framework release

- 6-section structure

- Basic opt-in VSL template