STRAIGHTLINE COPYWRITING

WRITING A PINNED POST VSL TO INCREASE CERTAINTY IN YOU

This worksheet and lesson will help you reduce uncertainty associated with hiring you.

You'll script it, film it and pin it to LinkedIn or Instagram.

VSLS COUNTER OBJECTIONS

The Hormozis are known to regularly update their VSLs on landing and confirmation pages to address new objections and anxieties as their sales team hears them. This is something freelancers and agency owners can and should do... but not just on their website. Today, you'll craft a VSL to pin to your Instagram Pinned Posts or to your LinkedIn Featured Posts. So that all new leads can have their biggest uncertainties reduced... giving you a greater shot at 10/10 certainty!

WHAT YOU'LL DO

1. Use ChatGPT to generate a list of reasons the target personas at your particular ICP hesitate to hire new freelance copywriters.

2. Use ChatGPT or a different AI platform to generate a 2-minute VSL script for you. Make edits / revisions as needed, ideally by getting AI to do that work for you.

3. Use <u>BigVu</u> or a different solution as a teleprompter. Load your script into the teleprompter.

4. Position your phone in a flattering way - but do this in 1 minute or less.

5. Hit record, and read your VSL to your camera.

6. Do this at least three times. (You'll get 10 mins to practice today!)

7. Add a block to your calendar to **a)** do this for real if the ones you produced today were no bueno or **b)** clean the best VSL up and post it then pin it!

NOTES