

Copywriting / VSL Copy

Generate a complete long-form Video Sales Letter structure including the hook, problem amplification, origin story, solution reveal, proof, offer, and CTA.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Video Sales Letters, Sales Videos, Long-Form Video Content

Updated: May 2026

Why This Prompt Exists

Most VSLs fail because they lack structure — they wander, repeat, or lose viewers.

You get:

- a hook that's too slow (click away in 5 seconds)
- problem amplification that's too gentle (no emotional stakes)
- origin story that doesn't build credibility
- solution reveal that comes too early or too late
- offer section that feels rushed or buried

But a VSL is not a blog post read aloud.

It is a persuasion machine with a specific sequence.

- Hook (0-30 sec): stop the scroll
- Problem (30 sec-3 min): make it hurt
- Origin (3-5 min): build credibility
- Solution (5-8 min): reveal the answer
- Proof (8-10 min): show evidence
- Offer (10-12 min): present the deal
- CTA (12-15 min): tell them what to do

Without structure, viewers leave before the offer.

This framework forces AI to build VSLs that hold attention and sell.

The Prompt

Assume the role of a VSL scriptwriter who structures long-form videos for retention and conversion.

Your task is to generate a complete long-form VSL structure.

Generate for EACH section (15-minute VSL):

SECTION 1 – HOOK (0-30 seconds)

- Attention-grabbing opening
- Visual direction note

SECTION 2 – PROBLEM AMPLIFICATION (30 sec - 3 min)

- Agitate the pain
- Make it personal and specific

SECTION 3 – ORIGIN STORY (3-5 min)

- How you discovered the solution
- Build credibility through struggle

SECTION 4 – SOLUTION REVEAL (5-8 min)

- What the solution is
- How it works (not yet the offer)

SECTION 5 – PROOF (8-10 min)

- Testimonials, case studies, data
- Social proof

SECTION 6 – OFFER PRESENTATION (10-12 min)

- What they get (core + bonuses)
- Price and value stack

SECTION 7 – URGENCY + CTA (12-15 min)

- Scarcity, deadline, guarantee
- Clear call to action

For EACH section:

- Spoken script (conversational, short sentences)
- Visual direction [IN BRACKETS]

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

Their Biggest Pain Point:

[WHAT KEEPS THEM UP AT NIGHT?]

Offer Price:

[INSERT \$]

Proof Available:

[TESTIMONIALS / DATA / CASE STUDIES]

Urgency Available:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

RULES:

- Hook must be within first 30 seconds
- Problem must be agitated (make it hurt, but don't scare)
- Origin story must include a struggle (credibility)
- Solution reveal must not mention price yet
- Offer section must include value stack
- CTA must be specific and urgent

How To Use It

- Time yourself reading the script — adjust length accordingly.
- Visual direction changes every 15-30 seconds to maintain retention.
- Test the hook with 5 people in your target audience — if they're not curious, rewrite.
- The problem section should be the longest — build tension before release.
- Reveal the solution only after they desperately want it.

Example Input

Product or Service: Online course: "Facebook Ads That Actually Work" (\$497)

Target Audience: Small business owners spending \$2k+/month on ads with low ROAS

Their Biggest Pain Point: "I'm losing money every day but I don't know why"

Offer Price: \$497 (normally \$997)

Proof Available: Student case study: went from \$0 to \$10k/month, 450+ 5-star reviews

Urgency Available: Price increases in 7 days

Why It Works

Most VSLs fail because they lack structure.

This framework improves outcomes by forcing:

- 7-section sequence (proven architecture)
- timing guidelines (retention)
- visual direction (engagement)
- problem-first approach (desire before solution)
- urgency-based CTA (action)

Great VSLs don't wander — they follow a path that leads to a decision.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI copywriting tools, VSL frameworks, and practical strategies for writers and marketers.

Carefully engineered prompts for people doing real work.

Share this:

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)