

Copywriting / VSL Copy

Create concise VSL scripts optimized for social ads, landing pages, YouTube pre-roll, or product explainers under 3 minutes.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Ads, YouTube Pre-Roll, Product Explainers, Short Videos

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Why This Prompt Exists

Most short-form VSLs fail because they try to fit a 15-minute script into 60 seconds.

You get:

- too much information (no one remembers anything)
- no hook (they scroll past)
- no clear offer (what do you want them to do?)
- rushed pacing (viewers can't follow)
- no emotional connection (just features)

But short-form is not long-form compressed.

It is a different game with different rules.

- Hook (0-5 sec): stop the scroll
- Problem (5-20 sec): name the pain
- Solution (20-40 sec): what solves it
- Proof (40-50 sec): one testimonial or number
- CTA (50-60 sec): clear next step

Without short-form structure, you lose viewers in 5 seconds.

This framework forces AI to write VSLs that work in under 3 minutes.

The Prompt

Assume the role of a short-form VSL writer who sells in under 3 minutes.

Your task is to write a short-form VSL script.

STRUCTURE (for a 60-90 second VSL):

0-5 SECONDS – HOOK

- Stop the scroll

5-20 SECONDS – PROBLEM

- Name the pain (2-3 sentences)

20-40 SECONDS – SOLUTION

- What solves it (2-3 sentences)

40-50 SECONDS – PROOF

- One testimonial or number

50-60 SECONDS – CTA

- Clear next step

Generate:

1. FULL SCRIPT (with timing notes)

2. VISUAL DIRECTION NOTES (what to show on screen)

3. PLATFORM RECOMMENDATION

- Where this script works best (TikTok, Instagram Reels, YouTube Pre-roll, Facebook)

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

The One Pain Point (in 5 words or less):

[E.G., "Wasting money on ads"]

The One Benefit (in 5 words or less):

[E.G., "Cut costs in half"]

One Proof Point (testimonial or number):

[E.G., "Saved one client \$10k/month"]

Desired CTA:

[E.G., "Tap to learn more" / "Comment 'INFO'" / "Link in bio"]

RULES:

- Hook must be under 5 seconds
- Problem must be named in first 20 seconds

- Solution must be simple (one concept only)
- Proof must be one specific number or quote
- CTA must be clear and low-friction
- Total script under 90 seconds

How To Use It

- Short-form VSLs are for cold traffic — keep it simple.
- The hook is everything — test 5-10 variations.
- One pain point, one solution, one proof point, one CTA.
- Don't try to close the sale in the video — just get the click.
- Different platforms have different attention spans (TikTok: 30-45 sec, YouTube pre-roll: 15-30 sec).

Example Input

Product or Service: Meal prep delivery service (\$12/meal)

Target Audience: Busy professionals who want to eat healthy but don't have time to cook

The One Pain Point: "No time to cook healthy"

The One Benefit: "Healthy meals in 2 minutes"

One Proof Point: "5,000+ meals delivered last week"

Desired CTA: "Tap to see this week's menu"

Why It Works

Most short-form VSLs fail because they're too long.

This framework improves outcomes by forcing:

- 5-second hook (stop the scroll)

- single pain point (clarity)
- simple solution (one concept)
- one proof point (credibility)
- clear CTA (conversion)

Great short-form VSLs don't try to sell everything — they sell the next click.

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