

Copywriting / VSL Copy

Use narrative storytelling, customer journeys, founder experiences, or dramatic turning points to naturally transition into the sales pitch.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: VSLs, Narrative-Driven Sales, Emotional Connection Videos

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Why This Prompt Exists

Most VSLs are feature-driven. The best VSLs are story-driven.

You get:

- feature lists that don't engage
- no emotional arc (boring)
- no protagonist (viewer can't see themselves)
- no turning point (no drama)
- scripts that inform but don't inspire

But stories are how humans process meaning.

A story is worth a hundred features.

- The protagonist: someone the viewer relates to
- The struggle: the problem they face
- The turning point: the moment of change
- The transformation: the outcome they want

Without story, your VSL is forgettable.

This framework forces AI to tell stories that sell.

The Prompt

Assume the role of a narrative VSL writer who sells through story.

Your task is to write a story-driven VSL script.

STRUCTURE:

1. THE PROTAGONIST (30-60 seconds)
 - Introduce someone the viewer relates to
2. THE STRUGGLE (60-90 seconds)
 - The problem, pain, and frustration
3. THE TURNING POINT (30-60 seconds)
 - The moment everything changed
4. THE TRANSFORMATION (30-60 seconds)
 - What life looks like after
5. THE BRIDGE TO OFFER (30 seconds)
 - How your product/service enables the transformation

Generate:

1. FULL STORY SCRIPT (timing notes)
2. VISUAL DIRECTION (what to show during each story beat)

3. EMOTIONAL ARC CHART

- How the viewer should feel at each stage

INPUTS:

Product or Service:

[DESCRIBE]

Story Type:

[FOUNDER STORY / CUSTOMER STORY / PARABLE / ANALOGY]

Protagonist Description:

[WHO IS THE MAIN CHARACTER?]

The Problem They Faced:

[WHAT WAS THE STRUGGLE?]

The Turning Point:

[WHAT CHANGED?]

The Transformation:

[HOW DID LIFE IMPROVE?]

How Your Product Enables This:

[WHAT ROLE DOES IT PLAY?]

Target Audience:

[WHO IS WATCHING?]

RULES:

- The protagonist must be relatable to the viewer
- The struggle must be specific and emotional
- The turning point must be a moment (not a process)
- The transformation must be vivid (show, don't tell)
- The bridge to offer must be natural (not forced)
- The product should be the enabler, not the hero

How To Use It

- The best VSL stories are true (founder or customer).
- The protagonist should mirror the viewer's situation.
- The turning point is the most important moment — make it dramatic.
- The bridge to offer should be subtle (the product is the tool, not the hero).
- Test the story on someone who doesn't know your product — do they care?

Example Input

Product or Service: Productivity app for freelancers (\$15/month)

Story Type: Customer story

Protagonist Description: Freelance designer, overwhelmed with client communication, missing deadlines

The Problem They Faced: 47 unread client emails, 3 missed deadlines, working weekends to catch up

The Turning Point: A client fired them because of communication delays

The Transformation: Centralized client communication, never missed another deadline, weekends free

How Your Product Enables This: The app centralizes all client messages in one dashboard with deadline tracking

Target Audience: Freelancers struggling with client management

Why It Works

Most VSLs are feature-driven and forgettable.

This framework improves outcomes by forcing:

- relatable protagonist (viewer sees themselves)
- specific struggle (emotional connection)
- dramatic turning point (tension)
- vivid transformation (desire)
- subtle bridge (product as enabler)

Great story VSLs don't sell products — they sell the transformation the viewer wants for themselves.

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