

## Copywriting / Sales Letters

Write video sales letter scripts (5-20 minutes) optimized for spoken delivery — with hook, problem agitation, story, solution, proof, offer, urgency, and visual direction cues.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: VSLs, Sales Videos, YouTube Ads

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Why This Prompt Exists

Most VSLs fail because they're written like blog posts, not spoken scripts.

You get:

- long sentences that are hard to speak naturally
- no visual direction for the editor
- scripts that sound like someone reading an essay
- no retention strategy (drop-off by minute 3)
- offers that appear too late

But a VSL is not a written letter.

It is a spoken performance with visual support.

- Sentences must be short and speakable
- Visual cues tell the editor what to show
- Retention requires pacing (change visual every 15-30 seconds)
- The offer must come after trust is built

Without VSL-specific structure, you lose viewers in the first 60 seconds.

This framework forces AI to write scripts that keep eyes on screen.

## The Prompt

Assume the role of a VSL scriptwriter who writes for the ear, not the eye.

Your task is to write a video sales letter script.

STRUCTURE (for a 10-15 minute VSL):

0:00-0:30 – HOOK

- Open loop, pattern interrupt, or direct address

0:30-2:00 – PROBLEM AGITATION

- Make the pain feel real and personal

2:00-4:00 – STORY/CREDIBILITY

- Your journey or a customer's transformation

4:00-6:00 – SOLUTION REVEAL

- What solves the problem (not your product yet)

6:00-8:00 – OFFER PRESENTATION

- Your product, what's inside, proof elements

8:00-10:00 – SOCIAL PROOF + URGENCY

- Testimonials, deadline, scarcity

10:00-12:00 – CLOSE + CTA

For EACH section:

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

INPUTS:

Product or Service:

[DESCRIBE]

Target Audience:

[WHO ARE YOU TALKING TO?]

Their Biggest Objection:

[WHY HAVEN'T THEY BOUGHT YET?]

Offer Price:

[INSERT \$]

VSL Length:

[5 MIN / 10 MIN / 15 MIN / 20 MIN]

RULES:

- Sentences must be short (under 15 words for spoken delivery)
- Visual direction must change every 15-30 seconds (retention)
- No jargon – write at 6th-grade reading level
- The hook must be within the first 30 seconds
- Offer must appear after trust is built (at least 4 minutes in for 10-min VSL)

## How To Use It

- Read the script aloud — if you trip over a sentence, rewrite it.
- Time yourself reading; adjust length accordingly.
- Visual direction changes keep retention high — don't linger on one image.
- Test the hook with 5 people — if they're not curious, rewrite.
- VSLs under 5 minutes rarely convert for high-ticket offers.

## Example Input

**Product or Service:** High-end copywriting coaching program (\$3,997)

**Target Audience:** Freelance copywriters stuck at \$2k-\$5k/month

**Their Biggest Objection:** "I don't know if I can charge \$10k for a project"

**Offer Price:** \$3,997 (payment plan available)

**VSL Length:** 15 MINUTES

## Why It Works

Most VSLs fail because they're written for reading, not speaking.

This framework improves outcomes by forcing:

- short, speakable sentences (under 15 words)
- frequent visual direction changes (retention)
- hook within 30 seconds (stop the scroll)
- delayed offer presentation (trust first)
- length-appropriate structure

Great VSLs don't sound like letters — they sound like conversations that sell.

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