

VSL Script + Slide Design Guide

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Blogger's Success QuickGrow Pack

Tagline: *Start Building Your List and Content Vault — Without Overwhelm or Overpaying.*

Video Length: 12 Scenes (Approx. 90 Seconds)

Goal: High-converting VSL that sells the QuickGrow Pack as a simple, focused, fast-start solution for bloggers not ready for the full Accelerator System.

Scene-by-Scene Script + Slide Design

Scene 1 – Hook

Slide Design:

- **Background:** Dark, slightly blurred desk image with muted colors.
- **Visuals:** Split screen — left side shows frustrated blogger at laptop, right side shows analytics flatlining.
- **Text on Screen:** *“Still posting... but still invisible?”*
- **Motion:** Quick zoom-in to create urgency.

Narration:

*"You post. You publish. You hustle.
But your traffic? Still flat.
Feels familiar?"*

Scene 2 – Problem

Slide Design:

- **Background:** Calendar with crossed-out publishing days + red downward arrows.

- **Text on Screen:** *“Traffic stuck. Growth stalled.”*
- **Motion:** Quick cuts between scenes to intensify emotion.

Narration:

*"You're putting in the work, but your blog isn't growing.
Your audience isn't showing up.
And you're this close to burning out."*

Scene 3 – Empathy

Slide Design:

- **Background:** Warm-toned close-up of blogger leaning back, rubbing eyes.
- **Text on Screen:** *“You're not alone.”*
- **Tone:** Gentle and calming.

Narration:

*"If that's you, you're not alone.
Most bloggers quit here.
But you don't have to."*

Scene 4 – Big Shift

Slide Design:

- **Background:** Desk clears in a smooth swipe transition.
- **Visual:** QuickGrow Pack logo fades in.
- **Text on Screen:** *“You don't need more stuff. You need what works.”*

Narration:

*"You don't need 40 templates, 10 tools, or a full-time team.
You just need the right core tools to move forward — today."*

Scene 5 – Product Intro

Slide Design:

- **Background:** Clean white with folder icons: Email Kit, Content Vault, Growth Toolkit.
- **Text on Screen:** *“Focused. Fast. Growth-Ready.”*
- **Motion:** Bounce-in for each folder icon.

Narration:

“That’s why we created the Blogger’s Success QuickGrow Pack — your minimum-viable blogging system for consistent growth without burnout.”

Scene 6 – Module 1: Email Marketing Confidence Kit

Slide Design:

- **Background:** Mockups of email swipe templates and Inbox Rescue Card.
- **Text on Screen (Checklist):**
 - ✓ 10 Welcome Emails
 - ✓ Inbox Rescue Card
 - ✓ Spam Words Guide

Narration:

*“Start building your list the simple way.
Get pre-written welcome emails, an inbox rescue guide, and a list of words to avoid so your emails actually get delivered.”*

Scene 7 – Module 2: Content That Shows Up

Slide Design:

- **Background:** Calendar filling with posts + lightbulb icons.
- **Text on Screen:** *“Stay Consistent. Stay Visible.”*

Narration:

“Fill your calendar with proven blog ideas.

Stay visible with a 30-day content plan.

And use our CTA swipe file to turn casual readers into loyal subscribers.”

Scene 8 – Module 3: Growth Boosters

Slide Design:

- **Background:** Blueprint grid with blog post template mockups.
- **Text on Screen:**
 -  Blog Post Templates
 -  Engagement Sparks
 -  SEO Power Sheet

Narration:

“Our Growth Boosters give you plug-and-play blog outlines, conversation starters, and a one-page SEO cheat sheet so your posts get found — without stress.”

Scene 9 – Simplicity

Slide Design:

- **Background:** Cluttered desk fades away to reveal only the QuickGrow Pack mockup.
- **Text on Screen:** *“The Pack You’d Keep If You Deleted Everything Else.”*

Narration:

“It’s the leanest, most focused way to grow your blog.”

*Nothing extra. Nothing overwhelming.
Just the essentials that work."*

Scene 10 – Transformation

Slide Design:

- **Background:** Side-by-side split:
Left = messy desk + tired blogger
Right = clean desk, traffic graph rising, smiling blogger
- **Text on Screen:** *"Consistent Growth. Without Burnout."*

Narration:

"Imagine publishing with confidence, staying visible, and watching your audience grow — without spending nights drowning in blog chaos."

Scene 11 – Urgency

Slide Design:

- **Background:** Countdown animation with bright gradient overlay.
- **Text on Screen:** *"Start Today. Don't Wait for Someday."*

Narration:

*"Your audience won't wait.
And neither should you.
The longer you delay, the longer you stay stuck."*

Scene 12 – CTA (Close)

Slide Design:

- **Background:** White screen with gold animated "Get Instant Access" button.

- **Text on Screen:**
- Instant Access
- Core Tools for Growth
- Start Building Today

Narration:

*"Click below to grab your Blogger's Success QuickGrow Pack.
Start building your list, filling your content calendar, and growing your
blog — today."*

Branding & Production Notes

- **Colors:** Dark Navy (#132636), Gold (#DE9F00), White for text.
- **Fonts:** Bold, clean sans-serif (Montserrat, Poppins).
- **Pacing:**
 - Hook + Problem (Scenes 1–3): 2 sec each
 - Product & Modules (Scenes 4–8): 3–4 sec each
 - Transformation + CTA (Scenes 9–12): 3 sec each
- **Tone:** Confident, supportive, and action-oriented (John Thornhill style).
- **Music:** Upbeat but not distracting — light piano or corporate background.