

VSL Script – BS Ultimate Launch Kit PLR

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Title: *Everything Set Up. Everything Ready. Just Add You.*

Purpose: High-converting, emotionally engaging sales video to sell OTO2.

Here's the VSL we built for you to plug directly into your promo. It's structured for maximum conversions — opening with the pain, agitating the frustration, then showing the fast, done-for-you solution.

It's designed to help you build trust, speak to the real problem (bloggers get stuck in setup!), and drive urgency with a strong, clear call-to-action.

Use this VSL in your bridge page, bonus page, or social promotion. We've already done the heavy lifting — you just send the traffic.

Scene 1: Big Emotional Hook

Visual/Slide Design:

Dimly lit room. Blogger rubbing temples, blank screen in front of them.
Headline: **"Blogging Didn't Fail You. The Setup Did."**

Voiceover:

"Blogging doesn't fail because you're lazy — it fails because setup takes forever, content feels scattered, and tech frustration kills your momentum."

Scene 2: Show the Chaos

Visual/Slide Design:

Fast cuts: failed opt-in page, cluttered notes, endless checklists, zero analytics growth.

Headline: **"This Is Where Most Blogs Quit."**

Voiceover:

"Sound familiar? You've got the dream... but between domains, plugins, and endless how-to guides, it feels like you're running in circles."

Scene 3: Agitate the Pain

Visual/Slide Design:

Clock spinning faster, red '0 visitors' graph, blinking cursor on blank post.

Headline: **"More Hustle ≠ More Growth."**

Voiceover:

"You work harder, stay up later, publish more posts — but traffic doesn't grow. The overwhelm takes over."

Scene 4: Introduce the Dream

Visual/Slide Design:

Bright, cozy desk scene. Clean dashboard, organized content plan.

Headline: **"What If You Could Launch in a Weekend?"**

Voiceover:

"Imagine having everything set up — your website, your lead magnet, your emails, even your content plan — done for you."

Scene 5: Reveal the Solution

Visual/Slide Design:

Gorgeous 3D mockup of the full Ultimate Launch Kit bundle.

Headline: **"Introducing the Blogger's Success Ultimate Launch Kit PLR."**

Voiceover:

"This isn't just a toolkit. It's your complete, done-for-you blog business in a box — ready to launch."

Scene 6: The Minimum Viable System

Visual/Slide Design:

Comparison graphic: "DIY Setup – Weeks/Months" vs. "Ultimate

Launch Kit – One Weekend.”

Headline: **“Keep What Works. Ditch What Doesn’t.”**

Voiceover:

“You don’t need 40 tools. You need the handful that actually move the needle. This kit is exactly that.”

Scene 7: Module 1 Showcase

Visual/Slide Design:

Clean website mockups: Home, About, Contact, Blog Index.

Headline: **“Your Blog: Built. Branded. Ready.”**

Voiceover:

“Launch with a pro-looking site using our setup blueprint, hosting checklist, plugin guide, and five pre-written pages — so you can go live fast.”

Scene 8: Module 2 Showcase

Visual/Slide Design:

Blog post template thumbnails, highlighted outlines, example posts.

Headline: **“Posts That Get Read & Ranked.”**

Voiceover:

“Our strategic post navigator, editing checklist, and real-world examples help you create scroll-stopping, Google-friendly posts that convert.”

Scene 9: Module 3 Showcase

Visual/Slide Design:

Lead magnet designs + opt-in pages + inbox screenshots.

Headline: **“Grow Your List From Day One.”**

Voiceover:

“You’ll launch with 5 lead magnets, matching opt-in pages, and a 5-part welcome email series that nurtures subscribers automatically.”

Scene 10: Module 4 Showcase

Visual/Slide Design:

Video script thumbnails turning into mini-course previews.

Headline: **“Your First Offer, Done.”**

Voiceover:

“Use our plug-and-play video scripts to build a free mini-course, validate your niche, or sell a low-ticket product — all pre-written for you.”

Scene 11: Module 5 Showcase

Visual/Slide Design:

Planner pages filling in automatically, tasks delegated to VA.

Headline: **“Scale Without Burning Out.”**

Voiceover:

“Follow our 90-day growth planner, automation guide, and outsourcing checklist to keep growing without working 24/7.”

Scene 12: Bonus Stack

Visual/Slide Design:

Bonuses slide in one by one: Funnel Map, Job Posting Templates, SOP.

Headline: **“We Even Show You How to Hire Help.”**

Voiceover:

“Get plug-and-play job postings, onboarding scripts, and SOPs so your first hire is smooth — even if you’ve never outsourced before.”

Scene 13: Visual Funnel Map

Visual/Slide Design:

Animated one-page funnel flow showing lead magnet → opt-in page →

emails → offer.

Headline: **“See the Big Picture.”**

Voiceover:

“You’ll get a visual funnel map that shows exactly how your blog, email list, and offers work together to grow your income.”

Scene 14: Transformation Promise

Visual/Slide Design:

Split screen: Before (chaos) vs. After (traffic up, smiling blogger).

Headline: **“From Chaos to Launch.”**

Voiceover:

“This is more than a toolkit. It’s a complete transformation — from confusion to confidence.”

Scene 15: Social Proof

Visual/Slide Design:

Show short testimonial quotes: “Launched in 3 days!” “Finally started growing!”

Headline: **“You’re Not the First to Launch This Way.”**

Voiceover:

“Hundreds of bloggers have used this exact framework to finally launch with confidence — and now you can too.”

Scene 16: Risk Reversal

Visual/Slide Design:

Seal graphic: “30-Day Risk-Free Guarantee.”

Headline: **“Try It Risk-Free.”**

Voiceover:

“You have 30 days to see the difference this makes for your blog. Love it or get your money back — no risk.”

Scene 17: Urgency Layer

Visual/Slide Design:

Countdown timer + “One-Time Offer” banner.

Headline: **“Only Available on This Page.”**

Voiceover:

“This is your only chance to grab this complete system at this price. Once you leave this page, it’s gone.”

Scene 18: Recap Stack

Visual/Slide Design:

Stack all modules, bonuses, templates in a single visual bundle.

Headline: **“Here’s What You Get.”**

Voiceover:

“Five complete modules, pre-written pages, lead magnets, email series, video scripts, planners, outsourcing tools, and a visual funnel map — everything you need to launch in a weekend.”

Scene 19: Call to Action

Visual/Slide Design:

Bright CTA button animation: “Launch Your Blog Business Today.”

Headline: **“Everything Set Up. Everything Ready. Just Add You.”**

Voiceover:

“Click the button below and grab your Blogger’s Success Ultimate Launch Kit PLR. You’ll skip the tech, skip the grind, and launch your business today.”

Scene 20: Future Pacing Close

Visual/Slide Design:

Blogger sipping coffee, dashboard showing traffic & sales rising.

Headline: **“Your Future Blog Starts Now.”**

Voiceover:

“A week from now, you could still be stuck on setup — or you could be watching your first subscribers and sales roll in. Choose momentum. Choose done-for-you. Choose launch.”

JV PARTNER CLOSING NOTE

Make sure you emphasize the time savings and the ‘launch this weekend’ angle in your promos — that’s what drives conversions.

Send them straight to this VSL, let it do the selling, and don’t forget to add your bonus stack or urgency layer to push action before the page expires.