

# THE VSL BIBLE

## 28 PROVEN WAYS TO CREATE VIDEO SALES LETTERS THAT CONVERT

By Peter Kell



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# VSL Principles

## **#1 - Don't Persist - Dominate - Set Your Intentions - Double Your High Score**

When you're committed. And not going to stop working towards your goals no matter what...

Then it's easy to get caught up in that life of trudging through. Persisting on. Fuck persisting. Don't just inch your way forward. Dominate that shit. You live for this shit. You live for making these kind of campaigns. Wake the fuck up. Sooner than later, you have to be sick and tired of not being the best in the world. Not having the success you've already dreamed of. Fuck Persisting. Dominate that shit.

## **#2 - Your Whole World Revolves Around Getting an ROI**

It's not about making videos. It's about using those videos to scale upward. VSLs are just the vehicle we use to do that.

## **#3 - Know the EXACT CPA That Would DOUBLE YOUR HIGH SCORE!!**

What is the cost per acquisition you're aiming for? If your product costs \$49 and you're getting \$25 sales at scale. Then you're printing pretty hard.

## **#4 - Complete the Entire Research Process & Have Big Ideas Approved By Authority**

## **#5 - "What I noticed about your writing is it's all Laser Focused on 1 Idea" - Jon Benson**

This

## **#6 - Simple Unique Problem Mechanism + Simple Unique Solution = Problem Solved. 2 Sentences**



Problem	Problem Mechanism	Solution Mechanism	Solution
You're showing signs of aging	Toxic Progerin breaks down the skin	Progeline reduces progerin by 22%	Cream w/ Progeline Wrinkles go away
Back Pain	Feet Aren't Supported	Acupuncture spots on your Feet	Foot insoles hit these spots to make Back pain goes away
Your Losing Money	Ads aren't converting your viewers	Modeling the biggest campaigns in the world. Make world class VSLs	Start making millions of dollars per month
Better way to advertise	Not following a winning formulas		
Aliens have landed on planet earth.	They're killing everyone.	Alien Blastinator 4000	Kills 5 aliens a second.
<i>To note: This table is for demonstration purposes only. We are not making any of the claims nor telling people that these claims are true.</i>			

## **#7 - DON'T ASSUME YOU KNOW WHAT THE UNIQUE MECHANISM IS!!!! YOU HAVE BEEN WRONG 1000X ABOUT THIS. YOU MUST INTERVIEW AUTHOR!!!**

This is one of the most common mistakes I have made in my career. Assuming I know "how it works". Writing a VSL. Having it flop. Then figuring out that I never really understood how the root cause of my prospects problem and how my product solves that.

Go straight to the source the author. Ask them.

- What was the core problem you needed to solve?
- What did you discover was the real reason you couldn't solve this problem?
- What was the unique mechanism that allowed you to overcome this?
- How is this mechanism delivered through the product?

#### **#8 - Know Exactly Who You're Talking Too. Who has**

#### **#9 - Dumb down the Language for Joe the 51 Year Old Plumber. 5 FK Score (how would a dumb person say this sentence?)**

Science discovered certain proteins cause your skin to look older.

Doctors are like, "Yeah that's true. And it makes me sad"

Here's how you know if you actually have it.

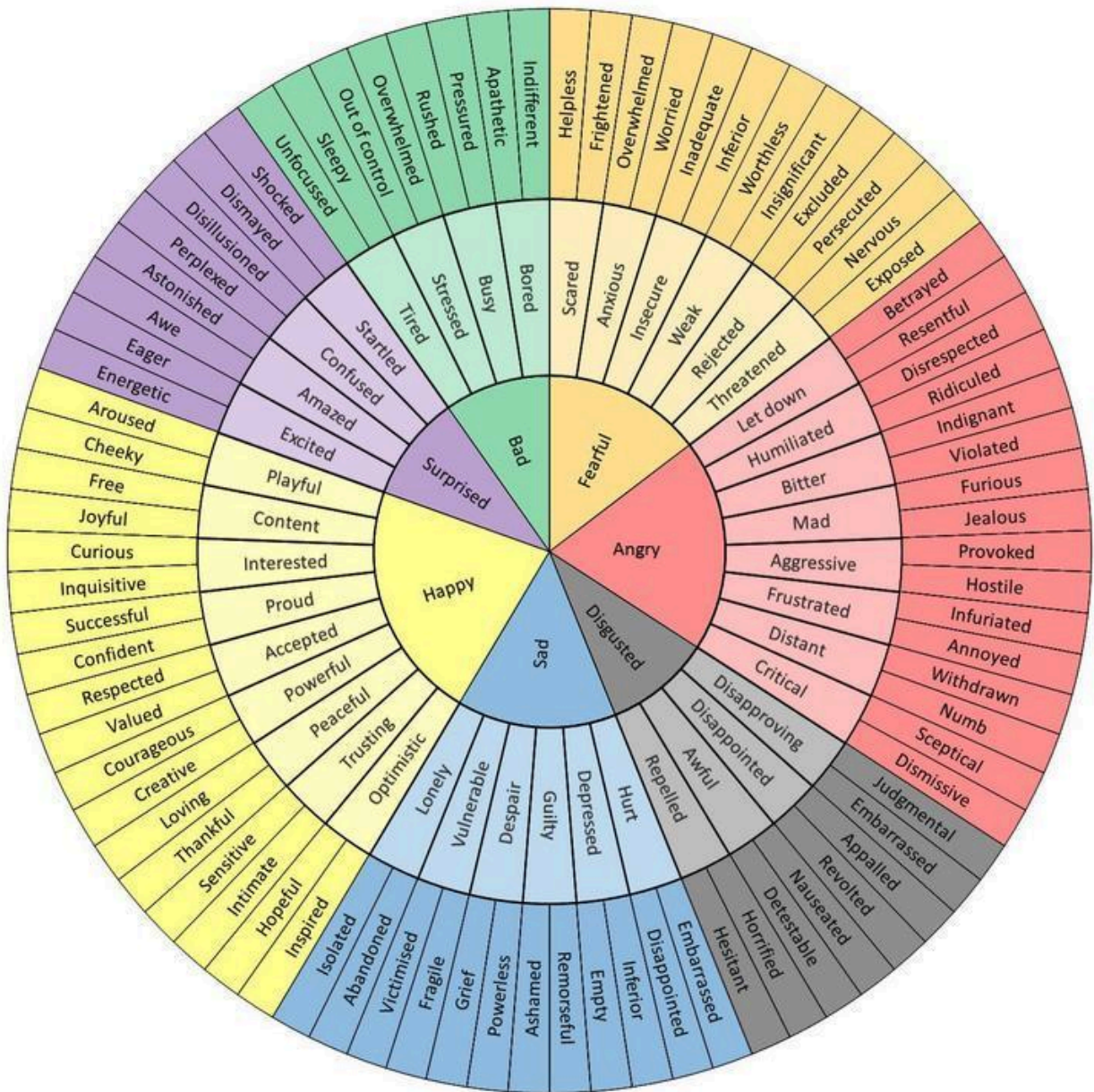
We found an answer. It's called Progerin.

We tested it. It reduced progerin and improved their skin. And made them happy.

We put it in a cream. It works great.

#### **#10 - Follow the Flow of A Winning Campaign**

# Wheel Of Emotions



# Universal Objections

*"Objections are so devastating to sales that we don't handle them. We devastate their entire existence." ~ Jason Fladdlen*

BIG —> "Constant reassurance that everything's OK"/"This Will NEVER HAPPEN TO ME!"

- "Don't worry these things never stopped her before. I've been an actress for a decade. I've always been more or less invincible"
  - "Well I strongly disagreed, but I didn't want to argue with my mother. So I tried to dismiss this whole falling thing, assuming it was just an "off night" for her
  - Happens after the first little incident. She must reject help because she held this false belief. This leads into the second PAINFUL state
  - This is all actually pretty common. "Doctors see this all the time"
- 
- BIG —> You've tried to solve this Problem before. You failed every time. Why is this different?
    - She tried popular patches and creams advertised on the internet. Yes despite promising the moon and making outrageous claims...they just drained our bank account and made us feel stupid (she's failed just like you)
    - Discovers MMP-13. New unique mechanism
  - I Don't Believe You
    - Hero Says "Almost sounded too good to be true"
    - Even though I was skeptical of what he mentioned...I couldn't help but feel a slight glimmer of hope..."
    - Here's the research studies to back up all my statements

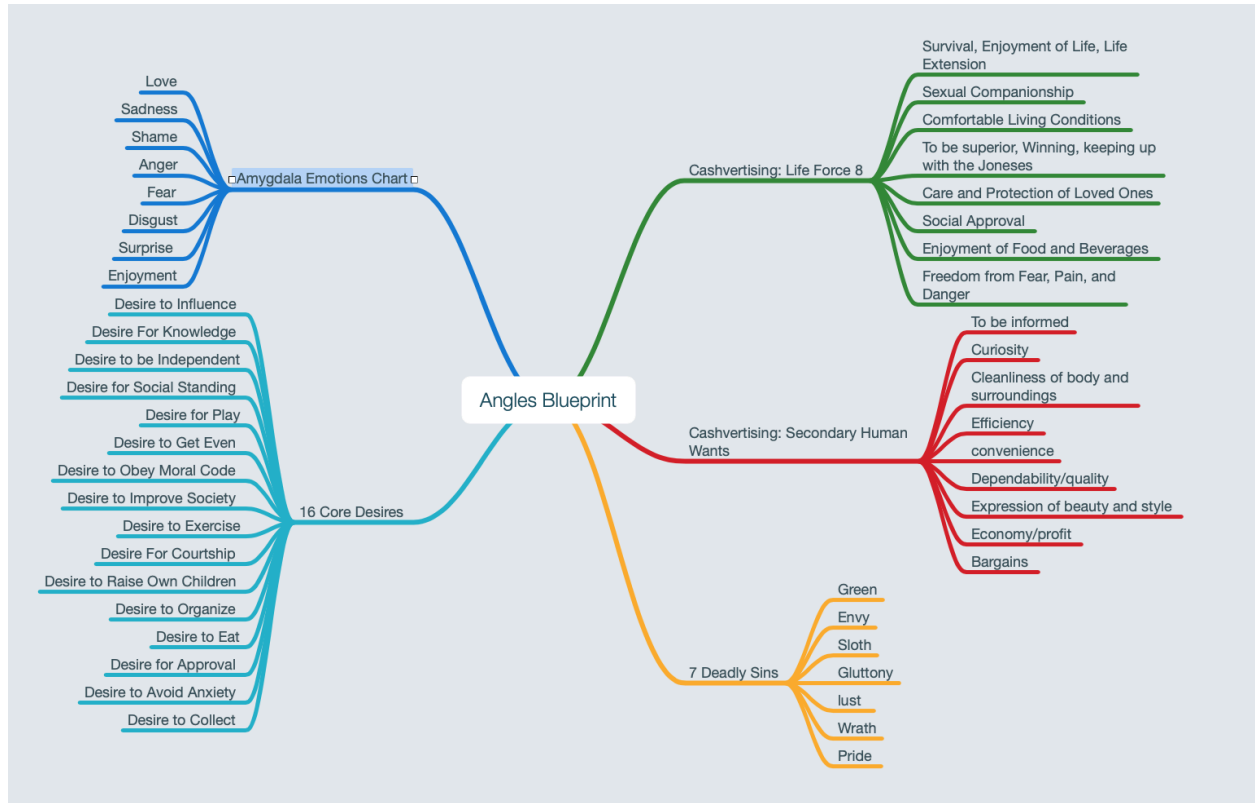
1. **"How do I know this is really for me?"**
2. **"What unique benefits do you bring to the table?"**
3. **"Why should I believe your claims and promises?"**
4. **"Yeah, but will it work for ME?"**
5. **"How is this any different than everything else I've tried?"**
6. **"What makes you think I'll actually get results this time?"**
7. **"Why haven't I heard of this already?"**

8. **“How come my [expert] never told me this?”**
9. **“Is this really that good of a deal?”**
10. **“What if I’m not ready to act today?”**
11. **+1. “I don’t have the money.”**

## Powerful Metaphors

- Covering up the fact
- Stealing away and all pleasures you once enjoyed
- Liberating You
- Tearing through scientific research
- Stick with me
- I put my Foot Down
- I still cringe in horror when I remember...
- Seeing my mother deal with the emotions of imagining what's to come...
- Have zero idea about what to do and tore me to pieces on the inside...
- NOT the time to start beating myself up...
- Click was still sticking on my mother's life...
- Hard-Headed nature paid off...
- Having a critical eye...
- Breaking the shackles on her life...
- You can only imagine the weight lifted from us...
- Another lightbulb went off in my head

# Angles Blueprint



# RESEARCH DEEP DIVE

Complete this doc to gather all the pieces of your VSL puzzle before you rewrite a winning campaign

**Age Demographic:**

- Who are we targeting?

**Physical Problem:**

What are all the different ways you can describe the problems someone is having? Which problem is the most famous?

**Emotional Problem**

What pain is this causing them emotionally? How do they feel about them? What's even worse than that?

**Root Cause of Problem**

What's the root cause of the problem? How do you know? How did this happen to me?

**Root Cause of Solution**

How do you solve this?

**Physical Benefit**

What are the amazing benefits?

**Emotional Benefit**

What are the amazing feelings this will create inside of them?

**Tools & Techniques**

What are all the tools, techniques, ingredients that cause this to work?

**Authority Figure & Other Ideas**

Who is the authority figure that's qualified to deliver this message?

What's the Story? How did this discovery happen?



# KINDERGARTEN SIMPLE PITCH

Complete to doc to make sure your pitch is so simple a kindergartener could understand it

<b>Problem</b>	
<b>Emotional Problem</b>	
<b>Root Problem</b>	
<b>Root Solution</b>	
<b>Delivery Techniques / Features/Ingredients</b>	
<b>Physical Wins</b>	
<b>Emotional Wins</b>	

# **The Dream Is A VSL That Doubles The High Score**

Back when I was struggling in my parents' basement. I thought if I could make \$10,000 per month then I'd be rich. I could live the most amazing life imaginable.

I became obsessed, however, after 4 years of failing to achieve that goal. I realized it wasn't working. I wasn't making \$5,000/month. Or even \$2,000/month. I was making nothing.

So instead of focusing on getting to a number. I changed my plan to just "double my high score". What's the most amount of money you've ever made in a day? How do you double that? Because if you've never made a sale, then your first sale is huge.

So I created my own checklist and challenged myself to hit the milestones I created. The biggest mistake you can make is comparing your personal goals to other people's goals. Other people's goals have nothing to do with your goals. So my checklist isn't your checklist. This is part of the work you need to put in to become successful.

All that matters is what YOU decide your "high score" is. The best that you want to do. And the next todo list you must pass. If you plan on becoming a serious entrepreneur you must check off each one of these.

Your first sale. Your first big month. This was a game that I created to become an Iconic Internet Baller before I discovered the idea of being a savage \$40,000,000 entrepreneur.

As Tony Robbins says, progress equals happiness. Most people forget to turn around to see how far they've come. Make a list of goals for yourself and check them off as you go. You'll get that positive emotional feeling that's going to get you to keep pushing forward.

Make your list. Edit it. Workshop it. Make the next milestone on your todo list. And begin visualizing yourself already there.

# How To Avoid A FTC/FDA Lawsuit

Even though I'm not a lawyer. I have learned a few things about what you are allowed to do and not allowed to do while advertising. At a high level, there are three fundamental rules: Advertisements must be truthful, cannot be misleading, and must have reliable substantiation.

The first rule, the requirement that an advertisement be truthful should be easy to understand. You cannot make up an imaginary person or a fake testimonial. You cannot make up an imaginary clinical study or an imaginary product origin story. You cannot say that your product usually sells for "X" or that only "Y" items are in stock when this is not true.

The second rule, the requirement that an advertisement not be misleading can be a bit more complicated to appreciate. The key here is to understand that, even a truthful statement, may be misleading. For instance, if an ad describes that people "could lose up to X pounds" or that people "have the opportunity to make an extra YYYYY dollars per week," the FTC would assert that the claims – even if true – are nevertheless misleading if there is no track record that these are typical results from using the product or service. It is not enough that the claim be true.

The third rule, the requirement that an advertisement have reliable substantiation is equally important. While creativity and imagination are keys to successful advertising, the starting point for any advertising should always be "what evidence do I have about the product and how it helps people?" With a dietary supplement for instance, this requires reliable clinical studies (ideally, double-blind, placebo-controlled, human studies) about the ingredients in the product and about the ingredients in similar doses and percentages as in the product. With a business opportunity or business coaching offer, reliable substantiation might require a third-party survey of past participants and data about the success they experienced from the service. The point is that the substantiation must match the claim and the claim must match the substantiation.

Beyond these three fundamental rules, there are other important rules. You cannot make any drug or disease claims about a dietary supplement. You cannot claim that a cosmetic affects the structure or function of the body, e.g. "operates at the cellular level." You are required to disclose if an endorsement or testimonial is from someone who has a connection to your company or has received compensation or even free

product for their testimonial. You cannot claim that your product is “Made in the USA” unless nearly all the ingredients or product materials are sourced from the US.

Just like it would be incredibly stupid to play any sport without understanding the rules, it would be even more stupid to advertise and sell products to consumer without understanding the rules. The consequences of violating them are also serious – an FTC or FDA enforcement action, or even a consumer class action, can ruin your life and your financial future. If your goal is to make money and also sleep well at night (and it should be), my best advice is to retain an experienced and knowledgeable advertising lawyer to educate and protect you. I really like [Damon Wright at GRSM](#). I also STRONGLY RECOMMEND you read his firm’s [E-CommLegalGuide.pdf \(grsm.com\)](#). In fact, you should click the link right now before reading further. It is GOLD!

## IMPORTANT DISCLOSURE

Please read this disclosure very carefully.

The VSLs highlighted below are provided solely for informational and educational purposes.

My companies and I were not involved in the production of the VSLs highlighted below, and we are not affiliated with or endorsed by any of the companies, brands, or persons featured in the VSLs.

We cannot and do not represent that the advertising in the VSLs complies with applicable laws and you should not assume that the advertising in the VSLs complies with applicable laws.

As such, it is essential that you recognize and hereby agree that relying on any information or marketing strategies found in the VSLs to create your own copy or promotional materials is done entirely at your own risk.

Before creating your own VSLs or relying on any information or marketing strategies found in these VSLs to create your own VSLs, you should seek and obtain legal advice.

If you do not understand and do not agree with the terms of this disclosure, we insist that you stop reading further and exit out of this document.

Should you continue reading, this will confirm that you understand and agree with the terms of this disclosure. Now let’s get into VSLs.

# 9 Brand-Friendly VSL Formulas That Made Millions For Those Companies




# 1. Tvidler Ear Wax Remover - 27.6M Views

[LINK TO VIDEO](#)

<b>Personality</b> Person appears to be a doctor	<b>Product / Price</b> Ear Wax Remover \$19	<b>VSL Length</b> 3min 30 sec
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## Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Trendy Device That Saves Hearing-3</b>	Sep 1, 2022	27,672,363

## Pete's Insights:

At 27 million views. This VSL has likely performed very well and earned solid revenue from an ecommerce product. Professionally shot. Brilliantly made. Powerful spokesperson. That said, make sure that you do not use an actor portraying a doctor but rather a doctor who has real subject matter expertise, has fully studied the product, and can speak truthfully about it. And also make sure you can substantiate all of the product claims. If you watch the video, you can see how clearly they show the root cause of the problem. Which is earwax stuck in your ear. And how the current solutions don't solve it. They also crushed it with the product discovery story, the rapid rise of demand, and offering a 50% discount to get people to buy today. Remember, when advertising discounts, make sure the advertised full price is REAL, meaning you sold the product for that price before publishing your VSL.

## Kindergarten Simple Pitch

<b>Problem</b> Occasional Hearing Issues , Occasional	<b>Root Problem</b> Ear Wax is stuck in your ear.	<b>Root Solution</b> Tvidler catches all built up earwax as you twist it like a	<b>Benefits:</b> You get Clean Ears and Relief
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Headaches		screw.	
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### **Their VSL Formula:**

Hey! Stop using these for ear cleaning. It only makes your ear wax buildup worse. Leading to serious health problems like hearing loss and chronic headaches. Luckily a medical resident found a solution. After working with thousands of patients he discovered build up ear wax was causing all their problems. So he invented a new device that would screw the ear wax right out. It completely went viral and millions purchased it. He wants to help the whole world so he's offering a 50% discount so you can buy it right now!

*(To note: I am not endorsing the use of this formula. I have simply broken down the script below into a shorter formula. I am absolutely not endorsing anyone to use this, simply making it easier to see the high-level flow that this brand has already used)*

### **How To Rewrite It:**

Hey, stop using this type of product. It's making your problems worse. The good news is we've found a solution.

He was working with all these people who had a similar problem as you, but no one could figure out the root cause of the problem. Until they met 1 guy who had it really bad. And they figured out the root cause of his problem!

We created a product that solves the problem. And now lots of people have purchased it. We've made it our mission to help the world so we're offering a 50% discount so you can buy it right now!

## **Tvidler Ear Wax Removal Script:**

### **STOP DOING THIS TO SOLVE YOUR PROBLEM**

Hey, stop using these for ear cleaning. They're even banned to use in the United Kingdom

## **HOW IT MAKES THE ROOT PROBLEM WORSE**

Cotton swabs are not designed for ear wax removal. They only push everything deeper. If you still use cotton swabs you may see some earwax on them after use.

But the thing is all you did is just push all the earwax deeper into your ear. And what you see is actually only a very small part of it.

## **WHICH LEADS TO THESE PROBLEMS**

This could lead to serious health issues such as hearing loss, tinnitus, chronic headaches, and high blood pressure just to name a few.

## **HOW THE SOLUTION WAS DISCOVERED**

The good news is that a medical residency student has created a solution. He noticed thousands of people coming to the hospital complaining of similar symptoms.

Doctors were struggling to find the cause of the problem. And in most cases simply recommended painkillers. Until the arrival of someone almost deaf.

He was complaining of balance issues, tinnitus, and random headaches. What they found after detailed research shocked everyone. Accumulated ear wax was the cause of almost all his health problems.

A hospital resident reached out to all patients complaining of similar symptoms and recommended them to visit an ear nose and throat doctor. Also known as an ENT.

After one month his inbox was overflowing with thank you letters for the solution to their problem. But they were all asking the same question: how do I clean my ears properly?

The resident searched online for safe and affordable ear cleaners but only found dangerous Chinese stuff. Which could cause more harm than good. So he took matters into his own hands and developed a brilliant alternative.

## **INTRODUCE THE PRODUCT**



He named it Tvidler. A new ear wax cleaning tool that catches all of the built up earwax and pulls it out of your ears as you twist it. There is no risk of injury or any side effects.

### **RAPID RISE IN DEMAND**

After he saw how well it worked he started selling the product online. At first he relied exclusively on Word of Mouth. What he didn't expect was his product winning a healthcare Innovations award.

Since then he has sold over 5 million Fiddler earwax cleaners all over the world.

### **CLOSE**

To celebrate his award the inventor is launching a 50 discount for the next 24 hours. His mission is to spread the importance of clean ears and good hearing. So he set a goal to reduce the number of people suffering from hearing problems by half. Till 2030.

Tell your friends, tell your family, tell your co-workers, and even your mailman what you see in this video.

Want my advice it's 2022 so ditch the old-fashioned cotton swabs and get a tiddler by clicking the link below for a 50% discount. This is a limited time opportunity while supplies last and the price is set to increase at any moment.


Click the link below to visit the official website and claim your discount today.

## 2. UMZU zuPOO Script - 50M Views

[LINK TO VIDEO](#)

<b>Personality</b> Young Neuroscientist	<b>Product - Price</b> zuPOO Colon Cleanse & Gut Support. \$34.44	<b>VSL Length</b> <b>3min 25sec</b>
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Improve Digestion and Cleanse Waste with zuPOO</b>	Dec 18, 2020	50,627,294

**Pete's Insights:** So this VSL is a complete mystery. While every other monster campaign selling supplements is 40 minutes or longer, Umzu managed to put together a mysteriously successful campaign that's only 3min 25 second long. Unheard of in the supplement world and widely impressive.

There's really no storytelling. And is basically all a lecture around the problem. Which is also something I avoid but these guys are proving me wrong. Brilliant work.

One of the ways I believe they do this is 2 things. 1 the price for the supplement is only \$34.44. Which is super low compared to most supplement funnels literally twice the price. And second. The amount of BRILLIANT animation inside the video.



This is one clip from their VSL.

Helping me visualize all the toxic waste that's backing up in your body.. Super awesome and super epic VSL to recreate. Just be careful not to make any claims the product treats diseases or prevents them. And also make sure you can substantiate all of the product claims.

Check out the kindergarten simple pitch. Notice how simple and obvious they've made it. They don't really mention the ingredients or how he discovered this was a good idea to try. But damn they really figured out how to make it work.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
excess fatigue, weight gain, digestive issues, periodic constipation and diarrhea & more.	five to 20 pounds of toxic poop is trapped in your body that's compromising your digestive system	all natural ingredients that will get things moving and flush out that extra waste	You'll feel amazing when it's gone

### Their VSL Formula:

Did you know there's toxic poop rotting in your gut? No wonder why colon disease is on the rise.

All this waste builds up your body into becoming a walking vessel of fecal toxicity. Causing fatigue, weight gain, digestive issues, IBS, leaky gut and more.

It might be embarrassing but it impacts your entire body. If you're not pooping after each meal then you're likely suffering from this toxic buildup.

The quality of our food has gone down hill. Which is what's causing all these health concerns. Doctors around the world agree it's a problem.

So if you're experiencing any of this. Try our zuPOO product for 14 days. There's hilarious reviews all over our website. And you'll feel amazing when it's gone. Click now to give it a try.

### **How To Rewrite It:**

Did you know this is the terrifying root cause of your problems? No wonder why more and more people are getting screwed.

This root cause of the problem messes with everything. And causes all these additional problems.

It might be embarrassing but it's a serious concern. And if you're not doing this 1 thing it's a sign you likely have this issue.

Here's a conspiracy that makes you feel like it's not your fault. And all the experts agree that's how it started.

So if you have any of these problems, Try our product today. There's amazing reviews on our website. And you'll feel amazing when it's fixed. Click now to give it a try.

## **UMZU zuPOO Supplement Script**

### **TERRIFYING ROOT CAUSE OF THE PROBLEM**

Did you know that the average adult has five to 20 pounds of toxic poop in their body at any given moment? Seems crazy right? All that poop just sitting there rotting away inside their intestines and colon.

### **EVEN WORSE PROBLEMS IT CAUSES**

Is it any wonder that colon disease is on the rise with all this waste just sitting inside your body.

Most of this waste contains chemicals that your body rejected. But due to certain issues like constipation, you couldn't flush it all out effectively.

### **CALL TO ACTION #1**

So if you're feeling sluggish, bloated around the waist, or even just plain backed up... Then give zuPOO a try for 14 days. It will clean you out guaranteed.

Click through to read the hilarious reviews about how consistently effective zuPOO truly is. It contains the perfect dosages of all natural ingredients that will get things moving and flush out that extra waste you're carrying around. You'll feel amazing when it's gone

### **ROOT CAUSE OF THE PROBLEM**

As this toxic waste builds up your body becomes a walking vessel of fecal toxicity. Once this happens you begin to experience excess fatigue, weight gain, digestive issues, like ibs, leaky gut syndrome, constipation and diarrhea.

Skin conditions like eczema, psoriasis, rosacea, and acne, brain fog, focus, and attention issues, mood swings, anxiety, and depression and that's just the beginning.

It might be a bit embarrassing to talk about your poop but it has a huge impact on your health. And it's something that you have to understand if you want to look and feel your best. It might come as a shock but your digestive system impacts the health of your entire body. and understanding the health of your digestive system begins with understanding your poop.

### **SYMPTOMS OF THIS PROBLEM**

If you're not producing well-formed stools after each meal then you're most likely suffering from a toxic buildup inside your digestive system that's secretly causing all of your health concerns.

New research suggests that most people have up to eight undigested meals in their gut at any given moment or possibly even more. This undigested food is secretly putting a huge strain on your digestive system, immune system, and overall health and well-being.

## **IT'S NOT YOUR FAULT CONSPIRACY**

As the quality of modern food is deteriorated with the invention of unnatural, hard to digest, heavily processed foods, loaded with artificial flavors, preservatives, sweeteners, and gmos, we're unknowingly putting a massive strain on our digestive system, that's leading up to an epidemic of illnesses.

As we consume more and more unnatural manufactured highly processed junk food we begin overloading our bodies with toxins that destroy the fragile ecosystems of bacteria in the gut.

## **THE IS THE ROOT CAUSE OF YOUR HEALTH CONCERNS**

The bottom line is this when you have a toxic buildup of waste and bad bacteria in your gut, your digestive system becomes compromised. Leading to dozens of serious health concerns if you suffer from digestive issues, constipation, weight gain, gas, bloating, indigestion, skin issues, fatigue, or a slew of other health issues, your bad gut may be slowly and secretly killing you.

At this very moment you may have up to 20 pounds of poop trapped inside your digestive system, aiming to destroy your precious health.

## **EXPERTS AROUND THE WORLD AGREE THIS IS THE PROBLEM**

That's why doctors now believe supporting intestinal health and restoring the integrity of the digestive system is one of the most important goals of medicine in the next 10 years.

And for good reason in fact doctors from the mayo clinic Harvard medical school Yale and MIT all say death begins in the colon.

## **CALL TO ACTION #2**

If you're feeling sluggish, bloated around the waist or even just plain backed up and you're ready to flush out that extra five to twenty pounds of toxic poop. Then give zuPOO a try for 14 days. it will clean you out guaranteed.

Click through to read the hilarious reviews about how consistently effective zuPOO truly is. It contains the perfect dosages of all natural ingredients that will get things moving and flush out that extra waste you're carrying around. You'll feel amazing when it's gone. Click through to learn more about zuPOO now



### 3. 4Patriots Survival Food - 16.8M Views

[LINK TO VIDEO](#)

<b>Authority Figure</b> Mom spokesperson	<b>Product</b> Survival Food	<b>VSL Length</b> 11min 54 sec
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#### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Three Months of Survival Food Crammed into Two Totes</b>	May 27, 2021	16,808,625

**Pete's Insights:** So this script is written by some of the top copywriters in the world. You can tell with the hard hitting power of scarcity & social proof riddled through the entire VSL.

It's all about being sold out, coming back in stock, and you getting it before it's gone again. This is a very powerful marketing tactic, *but you need to ensure that when creating your own VSL, you don't lie about product scarcity in order to ramp up demand. That's a surefire way to get in trouble. If you have plenty of product, don't pretend you're selling out every day.*

On top of that they really hit the nail on the head with the bonuses and how they delivered the pitch. Totally unique. Things like money-back guarantees. *But remember, if you are telling people they'll get a refund if they aren't happy, make sure you give them all the details about how the refund policy works. Make sure they agree to your website terms when they purchase the product, and that those terms contain your refund policy.*

I also love how it goes straight into the story after the initial hook. Talking about going from Sold out. I see this working a lot. Whenever we tell how the creation of the product all started.



Also note all of the bonuses that they used are incredible. Going that extra mile to stack more and more value on top of the offer. And also instead of this being super expensive. They make it a monthly rebill until they pay for it all. Great way to make it affordable to everybody. *But make sure that when you are offering products on a subscription basis, you CLEARLY inform people what they'll be charged every month, get their consent with a "checkbox" on the checkout page, and give them a really simple way to cancel their plan. Remind them of when they'll be billed next and give them a hyperlink to manage their account or cancel it.*

*And of course, make sure the testimonials are real and that you disclose any compensation or connection.*

Use this VSL if you ever sell out of a product or have a very successful launch and want to bring a product back.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
A crisis like Covid can cause people to be scrambling & hoarding for supplies leading little for those who didn't get there first	Not being prepared with food	Bulk ordering 3 months of survival super food that lasts 25 years.	Peace of mind knowing you and your family are ready for anything

#### Their VSL Formula:

This is what 3 months of food looks like! It's our special kit! We've been completely sold out since Covid hit but now we're back with more bonuses than ever.

In 2020 people started feeling they needed to be prepared for a crisis when food was running out. So we sold out. And instead of rushing to get it back in stock, we made it better than ever. More food. Tastier. Lasts longer. And comes in this special box.

If you want one, you better hurry because it's very popular. And people who aren't prepared get screwed by the people to get there first and take all the supplies.

And to celebrate. We've got a bunch of free bonuses you're going to love. Here's 20 testimonials of people raving about our food. Here's even more bonuses, a payment plan, and a money back guarantee to make this a no brainer.

Only available when you order now through this video. No pressure if you don't want to buy. But if you do. You better do it right now because this offer will go away. Don't Wait! Buy Now!

### **How To Rewrite It:**

This is what this amazing benefit looks like! It's what our product does! We've been completely sold out since this big event happened, but now we're back with a better deal than ever.

Recently people started feeling this big problem because of this big event that happened. So we sold out. And instead of rushing to get it back in stock, we made it better than ever. Increasing the parts you love the most while avoiding all the parts that no one wants.

If you want one you better hurry because it's very popular. And people who don't get it will have to suffer with all these problems. To celebrate our sale we've added a bunch of bonuses you're going to love. Here's 20 testimonials to show how amazing this is and a money back guarantee so it's a no brainer.

This is only available when you order through this video. No pressure if you don't want to buy. But if you do. You better do it right now because this offer will go away. Don't Wait buy now!

# 4Patriots - 3 Months Survival Food Script

## **THIS IS A HUGE BENEFIT. IT'S OUR PRODUCT!**

This is a full three months of food without needing any refrigeration or special storage. And you're looking at our long awaited three month survival food Kit.

## **SOLD OUT! NOW BACK BETTER THAN EVER!**

We've been completely out of our three month kit since early 2020 just as the world turned upside down. So I wanted to make you this special video before it's gone again. And today, as part of this special inventory celebration event, we're not only bringing you a new and improved heartier and even more delicious three month survival food stockpile, we're gonna load you up with an arm full of free bonuses. You are going to absolutely flip.

Including two free 72 hour food kits. Our Victory Garden Seed collection, our popular Sun Kettle solar cooker, survival coffee, and cocoa and more. That's over \$478 in free bonus gifts with your order. Incredible.

## **HERE'S THE CATCH, THIS CRISIS CAUSED IT TO SELL OUT**

But here's the catch. In 2020, just as people started waking up to being prepared saying, "Hey, I better get enough food to ride out a crisis that lasts weeks or months." We sold every last three month kit left before we really even knew what was about to happen in this country. All our available three month kits were just gone poof.

## **SO WE REBUILT IT BETTER THAN EVER**

Now, when it comes to a kit like this, we pride ourselves on getting it just right. So we could have rushed to bring our three month survival food kits back sooner, but with demand sky high and a supply chain and chaos, it would mean limited variety or boring meals you could survive on, which you might get tired of fast.

That's not gonna cut it. So instead, we decided to take our time and start from scratch to make our three month kit bigger and better with more delicious food, more variety, and brand new recipes too. Then we got to work. We put on our aprons in the test kitchen to try out new recipes. Expanded the variety of foods so you get even more options for breakfast, lunch, and dinner. And at the same time, we cut back on what some other companies use to pump up servings and calories that skimp on flavor. Like plain white rice or oatmeal.

Because we want you to have something your whole family will love, delicious taste, great variety, and priceless peace of mind.

### **HERE'S WHAT YOUR KIT WILL HAVE**

It took us a while to get it just right. I'm not gonna lie, but now we're ready to help as many Americans as we can. So you are prepared when a crisis darkens your door. It's what we do. Our new and improved three month survival food kit now has 688 servings for a total of over 135,000 calories. That's 80 more servings and 27,000 more calories than before. You'll find delicious and hardy breakfast filling lunches, satisfying dinners, and even desserts, drinks and snacks too.

Plus, we're bringing you eight brand new meals, including some you'd swear your Italian great grandma made. Even if you don't actually have an Italian great grandma. Your three month kit comes packaged in discreet, stackable, and rugged totes so you can store your food away easily or pick it up and go in a flash.

### **HURRY! IT'S POPULAR & WILL SELL OUT**

Now, if you're here to claim a survival food supply for yourself or your family designed to last 25 years, your timing is perfect my friend, but you better hurry.

This brand new three month kit is going to be very popular and I don't want you to miss out. Our mission is to champion freedom and self-reliance and with all that's happening in this country than around the world, survival food is more important than ever.

### **NIGHTMARE THAT HAPPENS IF YOU DON'T**

You've seen it for yourself. Shelves picked bare and people who haven't prepared scrambling and hoarding, leaving precious little for those who didn't get there first. FEMA and the Red Cross both recommend Every American has non-perishable food on hand.

So it's no wonder our three month kit has always been a bestseller. After all, this isn't ordinary food. This is mouthwatering, nutritious, good for 25 years, super survival food that protects you from going hungry in a crisis.

### **TO CELEBRATE, WE'VE ADDED SPECIAL BONUSES WHEN YOU ORDER TODAY**

And to celebrate finally getting these best selling kits back in stock to make it a no-brainer for you to get one while you can. With more variety, more calories, more servings and more delicious options than ever before...

we're gonna load you up with free gifts. When you claim yours today, just look at all you get. With this special. Not only do you get our brand new three month survival food kit, you'll also get \$478 and 65 cents worth of free bonuses to be precise.

First, because they're so popular and a true foundation for your preparedness plan, we're going to include not one but two free 72 hour survival food kits with your order today. That's 32 free meals, grab and go portability and a way to get through any short-term crisis without even breaking into your stash. People love these kits. It's one of the top rated items on our website,

### **MEGA SWEEP OF 20 TESTIMONIALS**

"Uh, the four week kit. It's really given me peace of Mind, so appreciate, uh, four Patriots gives us a lot of peace of mind. Four week Survival kit. Just to gimme a little bit more peace of mind. Purchased a four week supply of Patriot food. It really puts my mind at ease. It's very satisfying knowing that you've got some meals in storage And we feel confident now that should anything happen, we're able To feed our family. What really premed me to get survival food was covid 19.

I had covid 19. I was so proud that I had survival food on hand. Most of the other companies delayed our months, uh, right now because of Covid, but we got, uh, several supplies from uh, four Patriots in less than a week. We tried other brands and the food is not good. The food from this company is absolutely excellent.

The fireside stew is delicious. The rice is fluffy, just pancakes for a good breakfast with oatmeal, but with

The four week kit, all you've gotta do is boil water very quick, very easy to make, and they taste pretty damn good if I do say so myself.

Why did I get the four week survival food kit? It has a 25 year shelf life. It's high quality miler packaging. The four, four week kits, I got those on the plan that they have so I can pay over several months Allowing us to do a payment plan so we don't have to save up to be able to get One because of the covid threat when we can order in these products, it is a great Feeling in this time with Covid,

I got my four week kit and I'm very happy that I did. I ordered my first four week supply of food from four Patriots and I feel a lot better. You cannot afford to not start getting four Patriot foods. The folks at four Patriots are very, very easy to deal with. We are so happy to be associated with four Patriots.

Thank you and I love you four Patriots.

### **AND YOU GET MORE BONUSES. VALUE STACKING**

You'll get those and you'll also get our five star customer favorite Sun Kettle solar cooker. It's an ingenious way to heat water, to boiling for cooking, cleaning, making water safe for drinking and more, all using the free power of the sun. You'll love your free sun kettle in an emergency or for everyday adventures like camping, hiking, or fishing trips plus.

And these work great in your sun kettle. You'll get a supply of both our Freedom Joe Survival Coffee and BCA Boy Cocoa, also free. I can't imagine going without coffee even in a crisis. And now you won't have to.

Not only that, but you'll get our super popular Victory Garden seed collection. So you'll have heat and eat food at the ready and a variety of fresh vegetables to supplement your stockpile. The first things that go missing when a crisis hits and people are scrambling, this kit has literally thousands of seeds.

Just the thing to help you create your own sustaining victory garden for fresh produce, as close as your backyard. And your bonus package includes an exclusive library of self-reliance manuals, crisis protection tips, and other information you won't find anywhere else, including recipes and ways to use your three month kit you might not have thought of but are sure to love.

And we're going to put a \$25 savings certificate in your pocket so the next time you're ready to get food or another survival essential, you'll be getting it at a healthy discount. Pretty nice. We'll even throw in free shipping to really make this a no-brainer. Isn't that great?

### **WE EVEN HAVE A PAYMENT PLAN**

And here's the best part, the peace of mind that comes from having a survival food stockpile shouldn't only be for well off Americans. So we'll give you a discount today, a discount for the future, and you can get an easy interest free payment plan.

So you only pay \$199 now and the rest and monthly installments as you go. No credit check, no nonsense. Just the best tasting made in America. Survival food protection without the sticker shock. You get your food right away, but only pay part to start. Nope, that's a great deal.

And it's good to know that even if you need to stretch out the payment, you can and still have peace of mind and a healthy stockpile of food on its way to you.

### **MONEY BACK GUARANTEE**

Now look, this food tastes homemade. It's built to last the long haul, a snap to prepare, and everyone from former Navy Seals to middle American grandmas are singing its praises and you're protected by our famous double guarantee today. So there's absolutely no risk to you. First, you get a no questions asked 365 day money back guarantee. That way there's absolutely no risk to you and you can keep the free gifts just for giving your survival food a try.

Second, if you open your four Patriots meals anytime in the next 25 years and find your food is spoiled or gone bad or replace it, no questions asked. So there's never any worry about anything going to waste.

We've got you covered. That's how confident we are that this food will stay delicious and nutritious for up to 25 years.

### **NO PRESSURE CLOSE. SOCIAL PROOF & SCARCITY.**

Now don't worry, there's no pressure to claim your kit. In fact, if you don't want it, you can step aside with no hard feelings.

There are plenty of other people who've been waiting for our three month kids to finally come back. Folks are dead set on preparing right now, and they see the need to act fast before these kids sell out.

Just keep in mind that once this inventory celebration event is over, we may never be able to offer this special deal again. All the details are below.

Please don't wait. I don't want you to miss out on the peace of mind that true self-reliance can deliver order now.




## 4. Stephen Ridley Piano Method - 21M Views

[LINK TO VIDEO](#)

<b>Personality</b> Piano Expert	<b>Product - Price</b> Play Piano in 21 Days Piano Masterclass \$1,500	<b>VSL Length</b> 2:14
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### Proof of Massive Success:

URL	Title	Upload Date	View Count
	<b>This New Method Will Make You Play Piano Within Days   For Beginners</b>	Sep 30, 2022	21,388,090

**Pete's Insights:** Love the high production again here. This is a very professional looking shoot. I love the demonstration he goes into showing Level 1, Level 3, Level 6, Level 10 of a piano player. Turning it into a game.

How can you gamify your product? Showing what day 1 looks like compared to month 1, year 1 and year 3? Make sure the testimonials you use are honest and come from real students of your program. And if you compensated them, you need to disclose it during the VSL in a clear and conspicuous way.

### Kindergarten Simple Pitch

<b>Problem</b>	<b>Root Problem</b>	<b>Root Solution</b>	<b>Benefits:</b>
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Leaning piano takes a really long time	Using piano apps or youtube tutorials take 10 years	The Ridley method makes it much faster & easier to go from Level 1 to level 10	Master the piano quicker than any other method out there
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**Their VSL Formula:** You can read it below.

**How To Rewrite It:** People think getting benefit takes a long time. But that's false. Here's how long it really takes with this new method.

(Show the gamification from newbie to master from hour 1, week 1 month 6, month 9, year 1, year 2)

Of course if you do it wrong, It could take you 10 - 15 years to master it. But we developed a method that makes it easier, faster and more fun to go from newbie to mastery.

My name is Expert. I've taught this to a lot of people. Their results are amazing.  
(Insert testimonials)

If you want to discover this new method, I've developed a free masterclass. Click below to get an email with your access link. Getting this benefit doesn't have to take a long time. It can be fast & fun. So click to join now.

## Stephen Ridley - Piano Script

### AGAINST WHAT EVERYONE BELIEVES

People think learning piano takes a really long time. but that's false.

Here's how long it really takes with this new method.

[Music] [Music] [Music] [Music]

## **DOING IT THIS WAY MAKES IT HARD**

Pretty good right of course if you take traditional music lessons use piano apps or YouTube tutorials it could take you 10 to 15 years to get to level 10.

## **DOING IT THIS WAY MAKES IT FAST & FUN**

But I developed a method that makes it much easier faster and more fun to go from level one to mastering the piano quicker than any other methods out there

## **Hi I'm an Expert & Taught This to Lots of People**

My name is Stephen Ridley. I taught this method to more than 80,000 people in my different classes and workshops, and their results are incredible.

## **TESTIMONIALS**

"Everything that I thought before about how you should learn piano seems to be wrong. I didn't expect it to be that fast and it's so easy my fingers just remember how to do stuff I don't even know how that's happening.

## **CALL TO ACTION**

So if you want to discover this new method of learning piano I've developed a free online masterclass to participate. It's super easy. Click the button below enter your first name and email address on the next page. And then you'll receive an email with the access link to the free masterclass.


Learning piano doesn't have to take a long time, it doesn't have to be painful. It can be really fast and really fun when you know how to go from one level to get to level 10 as fast as humanly possible. Click the button below and join me for this free online piano masterclass and be fast because this might be the last time that you ever see this ad register now and I'll see you in there.

## 5.Organifi Superfoods - 175M Views

[LINK TO VIDEO](#)

<b>Personality</b> Superfood Junkie Drew Canole	<b>Product - Price</b> Organifi Superfood Green Shake - \$69.95	<b>VSL Length</b> 5:17
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Are vegans &amp; vegetarians healthy?</b>	Sep 14, 2018	175,633,714

**Pete's Insights:** At 175M views uploaded 5 years ago. This was an absolutely monster campaign that helped put Organifi on the Map. It's very cool in this video. Not serious. Having fun. Being interesting. Doing it his own way. You can tell he's not reading off a script. Just flowing. Just make sure that when you're talking about health products or even the individual ingredients inside it, you're not claiming the product treats any disease conditions! It's OK to say things like "this product contains vitamin C that has been shown to support immune system health," but you cannot say "contains Vitamin C to cure your colds whenever they pop up!"

### Kindergarten Simple Pitch

<b>Problem</b> Your Unhealthy	<b>Root Problem</b> Missing Micronutrients	<b>Root Solution</b> Take These 11 Superfoods to be Healthy	<b>Benefits:</b> Live a Longer healthier happier life
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### **Their VSL Formula:**

Are vegans & vegetarians really healthy? Maybe not! What they forget about is the real issue - micronutrients. Hi I'm Drew and I'm obsessed with everything healthy. Today I'm going to show an easy way to solve this problem. Here's a list of all the ingredients you need, which looks difficult and hard to accomplish, but we've made it easy with our product. Click the link below to try now. 😊

### **How To Rewrite It:**

Are these people getting the benefits? Or are those people getting the benefits?

What they forgot to think about is the root cause of the problem. Let's take a look at all the pieces of the root cause of the solution.

Hi I'm obsessed with everything related to the root cause of the problem. Today I'm going to show you an easy way to get everything you need to solve this.

Here's what they are. On the surface it looks like a lot. And hard to do. But we've actually made it super easy with this product.

Just click the link below to get yours right now. It's fast, easy, and awesome. So if you're looking for these benefits, try it for yourself today.

## **Organifi Superfoods Script**

### **QUESTIONING IDENTITIES**

Are vegans healthy? Are vegetarians healthy? French fries and beer are vegan? So you tell me?

But seriously the easy part for most of my clients who go vegan or vegetarian is cutting out the meat.

## **THE MISSING INGREDIENT**

What they forgot to include is the micronutrients. Let's take a look at the 11 superfoods. You should take every day if you're a vegan or a vegetarian or just anybody wanting to increase their health,

## **HI I'M OBSESSED WITH THIS**

I'm Drew Canole and I am obsessed with superfoods. I'm the weird dude that goes into the Whole Foods and smells like patchouli. Today I want to show you my 11 favorites that you can naturally get in less than 30 seconds a day and you can take them while traveling and they'll help you stay healthy and committed to maybe that weight loss or that fat burning regimen.

Are you ready? I'm talking fast today. So try to keep up.

## **KEY ROOT SOLUTION INGREDIENTS**

First is chlorella now chlorella is one of my favorite things I like to call. Chlorella Bella, Chlorella Bella and it's absolutely incredible. Astronauts take this stuff in space. It's loaded with chlorophyll carbohydrates, vitamins, minerals... gives you loads of energy.

I just have five of these things, my energy is through the roof Next up is Moringa leaf. Separate studies have shown that Moringa can lower blood sugar up to 29% Which is great news for the diabetic community. I know many people that are diabetic. You probably do, too. Maybe you're even one of them.

Third is spirulina. You got it right here. Spirulina has strong neuroprotective benefits and it may actually help with Alzheimer's disease and has four times the amount of antioxidants as blueberries on the aortic field. Right?

Fourth is mint. Now mint has antimicrobial, antiviral, anti-tumor, anti-allergenic and antioxidant properties. But it is not anti-tasty. Now that's not a word. I just made that up, but it is delicious.

Fifth is matcha matcha matcha green tea. Right here. Matcha has L-theanine in it which can help reduce stress, promote relaxation, and encourage mental clarity. I love a lot of mental clarity.

Six is wheatgrass. Ok? Did you know consuming just one ounce of wheatgrass is nutritionally equivalent to eating two pounds of greens?! Who doesn't want more

greens in their life? Green on the inside. Clean on the inside. I mean you should have known that.

Seventh is ashwagandha. Ashwagandha sounds like a yogi right? It's hard to spell, it's much easier to understand. Ashwagandha may help lower anxiety. Keeping those stress levels in check. and it can also decrease depression.

Eighth is turmeric. Turmeric, this little golden spice, is Incredible. Mmm. I love turmeric. Studies show that this golden spice is superior to prozac in treating depression, which is pretty cool.

Ninth is lemon. Lemon is one of the only citrus fruits on the planet that actually helps a phase 2 liver detoxification.

10th are beets. Much like the workout music, these beets boost stamina. Studies show that athletes who drink beetroot before working out could last 16% longer. Next up is monk fruit. Who needs sugar to spike up that insulin? Do something that doesn't have that in it. This exotic fruit is 170 times sweeter than sugar but has 0 times the calories.

Somebody write that in the comments below 0 the calories. Right here a monk fruit has medicinal benefits. Did you get all that? Good!

## **INTRODUCING THE PRODUCT**

Because I've got some great news for you. You can actually get all these superfoods in one stop right here. When you click the link below this video you get Organifi green juice for less than 30 seconds a day. Less than \$2 a day It's less expensive than any juice you can get with all the powerful medicinal benefits that we talked about of these 11 age- defying, skin-refining components that are right here.

Check it out, it mixes so easily. I don't even really need to use the spoon to mix it. I mean legitimately. Do you see how well this is mixing, my friend? It doesn't go to the bottom. It mixes with the water perfectly and it makes it an easy drink and it tastes absolutely incredible. Mmm,

## **CALL TO ACTION**

so if you're looking to live a healthier longer Life. If you're looking for more energy If you're looking for more vitality, more mental focus then add in these eleven

superfoods in your diet. I have this Organifi green juice in less than 30 seconds a day. No shopping. No chopping. Really easy to clean up. It's all right here in this glass, which is pretty wild if you think about it.

Mmm, try it for yourself today. Click the link below this video get it right now and move forward with transforming your life.


I'm Drew Canole. Cheers to you for a new decision. A new day is something that's gonna be so powerful. You're gonna look back a year from now.

You're gonna say where I was without my organifi green juice? Click below this video. I'm Drew Canole. Remember we're in this together and I'll see you soon

## 6. Healthy to 120 Free Book - 13.9M Views

LINK TO SCRIPT – [LINK TO VIDEO](#)

Personality	Product - Price	VSL Length
Matt Cook. Popular Longevity Expert	Healthy to 120 book	6min

Proof of Massive Success:			
URL	Title	Upload Date	View Count ↓
	healthy to 120 x45b one food youtube google nonspiritual 11 17 20	Nov 30, 2020	13,987,590



**Pete's Insights:** World class way to do a free book funnel. In fact one of the most successful book campaigns I've ever seen. If you're selling a book, this is a rocksolid way to do it. Might even reverse engineer this one for the VSL Bible.

I love how they show they're using 3 people who are living amazing lives in their later years by using this 1 super food. And then 3 famous people who died early because they avoided that food. Brilliant. But again, make sure we're not saying the food cures cancer, prevents heart attacks, or deals with any other disease condition.

And, stating the obvious, the people featured in the book must be real and their stories need to be true.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Dying Young	Avoiding 1 Food	Eating 1 Food	Live to 120

### Their VSL Formula:

I spent 25 years researching aging and discovered this one food. 3 incredible people do this one thing. 3 people who experienced pain points, didn't. Who would you rather get inspired by? Hi, this is my name and here's why I'm an expert. I put all my expertise into this book. Here's what you'll learn inside. If you really wanna experience these huge benefits then check it out.

### How To Rewrite It:

I've spent years researching people who achieved this amazing feat. I discovered 1 thing these people are doing. 1 Thing I believe is responsible for all their amazing benefits.

Here's 3 of those amazing people who do this one thing. And then 3 people with a huge problem who preached avoiding this one thing.

Who do you want to copy? People with the benefits? Or people with problems?

Hi, I'm an Expert. And all my research has led me to creating a book about

achieving this amazing goal. You can buy it on amazon for a lot. Or you can get it free today here. Just pay for shipping and handling.

Here's what else is inside the book. I found this trick that gets that benefit. (Page 38) And this trick that gets that other benefit too. (Page 123)

Just go ahead and click on the link to claim your copy. We didn't print enough so hurry and buy it right now.

## **Healthy to 120 Script**

### **DISCOVERED A SIMPLE SECRET**

I spent 25 years researching men living to 110 or 120. I discovered one food that these men who are 110 or 120 years old are eating. One food I believe is responsible for their incredibly long life.

### **3 AMAZING PEOPLE WHO DO THIS**

Stanislaw Kowalski still runs races; he's 110 years old. Orville Rogers who is 99 runs marathons. Magamet is 121 years old and still grows and eats his own food. These men all eat this one food even though the so-called experts will tell you it's bad for you.

### **3 PEOPLE WHO DISAGREED WHO DIED EARLY**

Remember Euell Gibbons, the outdoors fanatic made famous in the cereal commercials? Cubans avoided this one food; he died at age 64.

Nathan Pritikin one of the most famous health food experts ever. He avoided this one food; he died at age 69. and Dr Robert Adkins author of the all-time best-selling diet book avoided this one food. Sadly Dr. Atkins died at a relatively young 72.

### **WHO DO YOU WANT TO COPY?**

So who would you rather copy? Men like Stanislaw Kowalski running races 110 years old? Or Orville Rogers who is 99 running marathons? Magamet at 121 years old still growing and eating his own food? Or these men who died young despite being supposed experts.

If you want to live to 120 like I believe I'm doing you need to choose. Listen to these experts or do what these very healthy men are doing at 110 or 120 years old.

### **INTRODUCE THE EXPERT & CREATION OF BOOK**

My name is Matt Cook I have over 350 000 subscribers to my longevity newsletter. I'm an amazon author and was originally interviewed by ABC News.

I had so many men ask me for my notes on my research on how to live to age 120 that I managed to put all my notes and discoveries into a book I'm calling Healthy to 120.

And I got a small quantity printed up so that I'm giving them away for free today.

My book shows you how you might live a lot longer by doing the opposite of everything you've been told about what's supposedly healthy and what's supposedly good for you. So you can buy healthy 120 for \$29.95 at amazon or you can click the link and get it free today.

### **CALL TO ACTION #1**

Just go ahead, click on the link and claim your copy. It's a physical book I'm mailing to your home but sadly I only was able to afford to print a small quantity of books so when they're gone I don't know if I will be able to print more.

So please get it right now. If you really would like to try to live life until age 120 with a happy and healthy, physical, and spiritual life.

Click on the link to get my book for free today. All I'm asking is for guys to help me out with the shipping and handling if they can.

### **HERE'S WHAT YOU WILL LEARN**

And if you want to learn more here's what's in my book. In my book I'm showing men how I discovered the key to supporting a healthy prostate. That's on page 101.

I found what works for me to naturally maintain 110 over 80 blood pressure consistently without pills. Page 139. When a family member had to go on blood

thinner I found this alternative. The doctor was very happy with it and you may find it helpful to ask your doctor about. Page 180. After friends seem to suffer very severe side effects from cholesterol medications I began looking for natural alternatives and I found them. The doctor told me you don't need to take these pills anymore. And this is what I've been doing. Page 162.

Having good high male hormone levels is helpful to men. Here's the story of how I raised my male hormone levels and got much better health as a man. Page 96.

I found certain fats that can improve all markers of health in men with regular consumption. I am showing you how to eat these fats if you want to improve your male hormone profile and feel better. Page 243 in my book I talk about medications and supplements that you may want to discuss with your doctor. My doctor was flabbergasted when I showed him my list.

But he couldn't argue with my results and he's trying them himself now. That's on page 14. What I discovered about the longest living people on earth.

Two secret foods to eat. One secret they all avoid. These are men that are routinely living past a hundred. I've done detailed research discovered some startling facts that gave me great ideas on how I plan to live decades longer. Page 33.

I was exercising too hard so instead I do this now. Much more fun and pleasurable and it is hopefully adding decades of healthy lifespan I'm looking forward to. Page 316. Why losing weight the right way made all my health problems better. I love the thinner me and nothing else ever worked. The secret was NOT in eating fewer calories or cutting carbs or skipping meals. Here's what's working for me. Page 250 the number one food ingredient that you may want to avoid.

It affects male hormones it can actually harm your health if you eat it too often. Page 48. I regularly use a simple blue dye that's been known for 150 years to help cells generate energy more efficiently. Page 91.

I found that cholesterol is needed for the male body to create all the steroid hormones including the primary male hormones. I found a way to help increase the body's conversion of cholesterol into these important male hormones. Page 168. My blood sugars used to creep up but not anymore. Now I started to eat a little differently at breakfast. My blood sugars went from 120 to 88 in the morning. Page 276.

Why calories in equal calories out. May not be true, How I increased my metabolic rate and began burning food faster letting me lose unsightly and dangerous body fat without cutting calories. Page 292.

### **CALL TO ACTION**

Just go ahead click on the link claim your copy of healthy to 120. And if you can please help me out with the shipping and handling. I really appreciate that healthy to 120 is a physical book that I'm mailing to your home.

Sadly I only was able to afford to print a small quantity of books. When they're gone I don't know if I will be able to print more. So please get it right now.


If you really would like to try to live to age 120. With a happy and healthy physical and spiritual life. Click on the link get my book for free today. Plus the shipping and handling if you don't mind if you can help me out. Thank you so much. God bless you and your family. As I say to everyone, I will see you at 120.

## 7. Snow Teeth Whitening - 5.7M Views

[LINK TO VIDEO](#)

<b>Authority Figure</b> Real User	<b>Product - Price</b> Teeth Whitening - \$69	<b>VSL Length</b> 1:38 min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>10 24 Jawzsize v4 2</b> <b>ItWorks+Press WiredKit</b> <b>Landscape</b>	Oct 29, 2022	5,700,423

**Pete's Insights:** Leading with "Fascinating Benefit" is always one of the best ways for a brand to advertise. I spied on a few other Snow Ads. And noticed that they used a few of people who were "embarrassed with their yellow teeth".

However they pivoted those because they just know they're not brand friendly. And what that means is that brands don't want to associate users with negative feelings. They want to associate with positive feelings. So starting out with fascination is killer.

Notice in the kindergarten simple pitch how the problem is not yellow or ugly stained teeth. It's that the user doesn't have white teeth. Always focusing on the end outcome.

They crushed it with the amount of "Ugly" B-Roll in this video. Demonstrating the difference in color in teeth.

Also it's a 21 Day challenge! Not just a normal sale. They're challenging people to get the result.

Also again, it is essential that the testimonials be real and that any connection or compensation be disclosed. And again it is essential to have substantiation for all product claims.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Wants bright white smile. Coffee & Red Wine Stains	Teeth whitening products cause painful sensitivity		

#### Their VSL Formula:

After 21 days, my teeth are whiter than ever - thanks to the product. I always wanted a bright white smile, but most teeth whitening solutions made my teeth sensitive. This is designed to solve those "common pain points" and overcome "common obstacles". This is all you have to do to use it, there are 3 easy steps! I've never been more confident in my smile. Here's social proof that proves it's amazing. Results are guaranteed so take the challenge yourself!

#### How To Rewrite It:

After x Time by amazing benefits are the best they've ever been. Thanks to this product.

I always wanted this amazing result. But this thing would always stop me. This product is designed to achieve benefits and remove products in x time.

This is all you have to do to use it. I've never been more confident.

Here's 5 testimonials that proof it's amazing.

Results are guaranteed so take the Challenge yourself!

# Snow Teeth Whitening Script

## FASCINATING BENEFIT

After 21 days my teeth are the whitest they have ever been Thanks to Snow. I cannot believe the results.

## CUSTOMERS STORY

I have always wanted a bright white smile but generic teeth whitening products always cause me painful sensitivity. With snow is at home teeth whitening kit it is designed for sensitive teeth and it removes coffee and red wine stains and as little as nine minutes per day.

## HOW IT WORKS

You just plug the LED mouse piece straight into a smartphone and you can whiten your teeth anywhere. With snow you can get bright pearly whites at home in just three easy steps.

First brush your teeth. I like to use Snow's whitening toothpaste but any will do here. Next apply the whitening serum. All the snow's products are designed for sensitive teeth. So I apply generously to get the widest smile possible. Insert the LED mouthpiece for about 9 to 30 minutes and voila.

## EMOTIONAL BENEFITS & SOCIAL PROOF

I have never been more confident in my smile. Snow has helped transform over 1 million Smiles. With thousands of five star reviews.

## TESTIMONIALS

I've tried so many I've been using this one for years it works. You do this for nine minutes per day you will have the whitest teeth.

You'll have a beautiful smile. Dang dang this works good. Seriously, the easiest at home and teeth whitening kit I am in love. It's it's crazy. I cannot believe this I have tried everything to whiten my teeth and nothing nothing has gotten my teeth as white as snow. wow. Every time never fails that's how you do it so easy.

## CALL TO ACTION



Results are guaranteed try now take the 21 Day Challenge and see for yourself

## 8. PROVEN SKINCARE - 5M Views

[LINK TO VIDEO](#)

<b>Authority Figure</b> Beautiful Skin Actress	<b>Product - Price</b> \$129 - AutoRebill Every 8 Weeks	<b>VSL Length</b> 5min 13sec
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>* Your Skin Care Routine...Sucks *</b>	Nov 13, 2020	5,456,809

**Pete's Insights:** Brilliant Brand Friendly Skincare Angle. Starting with a huge conspiracy. Leading into the Founders story.

Also the quiz funnel they're running is one of the best I've ever seen. Everytime you answer a new ingredient pops into your jar making it completely personalized to you.

Another thing is they're selling \$129 every 2 month subscription. A very unique business that would only be tested and implemented by very experienced businessman. But, again, make sure you disclose all of the subscription billing terms clearly and conspicuously and get people to agree to them before they hand over their money. And give them an easy way to cancel. No jumping through hoops.

**Kindergarten Simple Pitch**

Problem	Root Problem	Root Solution	Benefits:
Your skin sucks	Companies are lying to you with marketing gimmicks	Using Legitimate science to create a custom skincare routine personalized just for you	more uniform skin. bright radiant complexion. softer skin. clear skin.

### Their VSL Formula:

Your skincare routine sucks. There's a huge conspiracy in the skincare industry and many companies lie and deceive you. If you want results, you need a product that uses legitimate science-backed ingredients. That's where we come in. We create custom routines that are perfectly personalized to you. No marketing gimmicks, just science. We've been seen on all these famous outlets. Our Co-founder was an expert who did years of research to find out what really works. Just click below to take our free quiz. We use this information to create a personalized solution for you to achieve benefits. If it doesn't work, you can work with an expert 1 on 1 to get a formula that really works for you. So click the link below now. And in case you're wondering if it works, here's some more research that proves this works.

### How To Rewrite It:

Your daily routine for this benefit sucks.

Here's what most companies don't want you to know. There's conspiracies all over the place. In a recent study, scientists discovered lots of people were lying. And that they trick you with multiple different techniques. Like this one. Or that one. And this one.

If you want results, you need a product that uses legitimate science to support all your ingredients.

That's where we come in. We create custom routines that are perfectly personalized to you. So it's no marketing gimmicks, just science.

We've been seen on all these famous outlets. Our CoFounder was an expert who did a crap load of research to find out what works. And what's all marketing BS.

Just click below to take our free quiz. We use this information to create a personalized solution for you to achieve benefits.

If it doesn't work, you can work with an expert 1 on 1 to get a formula that really works for you. So click the link below now.

And in case you're wondering if it works. We did an independent study. And got all these amazing benefits.

Click below to get your free quiz today.

## **PROVEN SKINCARE SCRIPT**

### **ATTACK THE DAILY HABIT**

Your skincare routine sucks. Sorry I had to say it.

### **LEAD INTO CONSPIRACY**

Here's what most skin care companies don't want you to know. The beauty industry is filled with pseudoscience, marketing loopholes, and miracle claims, that have no scientific support at all.

And yet you still buy their products. Why? Because you just don't realize how bad it is out there. So let me tell you....

### **SCIENCE PROVES ITS TRUE**

In a study of 757 different advertising claims. 82 percent of them can't be supported by science. 82%. That's like finding out that 82 of your science textbook was written by flat earthers.

In another study, scientists and researchers found that when most companies say things that sound great... they're actually extremely misleading.

### **TECHNIQUES THEY USE TO TRICK YOU**

All natural. There's no legal definition for what that even means. In other words it's completely worthless. Just like my first ex-husband jerry. Pretty much anything can

be called all-natural. In fact another study found that 47% of products claiming to be natural, actually had a known carcinogen.

Meaning it's known to cause cancer.

Dermatologists recommended just pay one dermatologist a little bit of money to recommend your product and you can make this claim too. Hypoallergenic. This is directly from the FDA. And I quote.

"There are no federal standards or definitions that govern the use of the term hypoallergenic. The term means whatever a particular company wants it to mean.

The same goes for the terms organic, clean, anti-aging, and many more. You might think that the skincare brands that you use are different. But statistically speaking they're probably lying to you too. Just like my third ex-husband on Valentine's Day.

## **INTRODUCING THE PRODUCT**

If you want to make sure that you're not being tricked by clever marketing.... You need a skincare product that uses real legitimate science. To support all of their ingredients.

That's where proven skin care comes in. We use comprehensive science to create a custom skin care routine that is perfectly personalized for you. No marketing gimmicks. Just science.

## **SOCIAL PROOF**

Proven has been featured on the New York Times, Vogue, the Wall Street Journal, People, and even Shark Tank. Beautiful faces all around the world are ditching their skincare routine and switching to proven. Because they want to rely on science too.

## **FOUNDERS STORY**

This is one of the co-founders Amy. She's a Stanford physicist that analyzed 20 000 ingredients, 100 000 individual products, 4 000 scientific publications, and 20 million real testimonials. To find out exactly what works. And what's just marketing hype.

Amy's research was so thorough it won the artificial intelligence of the year award from MIT.

## **HERE'S HOW IT WORKS**

Here's how it works.

just click the link below to take our free skin genome quiz

Once you submit it, RAI will comb through our skin care database which is the largest in the world. We'll use that information to prescribe a simple custom system with ingredients that are perfect for you.

We take a personalized approach to skin care because personalization is crucial to seeing results. Skin care is medicine. If you had a specific problem with your heart would you go into any drugstore and buy a random heart medication?

No of course not you would go to the doctor have them examine your heart and they would select a scientifically reputable medication that aligns with your specific needs and your unique genetics.

That's how medicine is for every other part of your body and that's how skin care should be too. Because skin care is medicine.

## **CALL TO ACTION**

If these products don't work for you, you can speak to our dermatologist to reformulate your prescription for free. So you have nothing to lose.

Click the link below to take your free quiz now. The three-step system we create for you is very dynamic. It evolves every month based on your city's unique humidity UV index, water hardness, and even what season it is.

## **ADDRESS THE SKEPTICISM WITH DATA**

In case you're wondering if this stuff really works....

We conducted an independent third-party clinical trial and this is what we found.

77% reported more uniform skin.

81% reported a bright radiant complexion.

94% reported softer skin.

And this is how many people saw clear skin.

Yes 100%. And this is how many people reported any sign of irritation. None because that's what happens when you use science. Not marketing gimmicks

Click the link below to take your free skin genome quiz today.


## 9. ST JUDE'S HOSPITAL - 58M Views

*(Perfect if you're launching a non-profit campaign for a charity)*

[LINK TO VIDEO](#)

Authority Figure	Product - Price	VSL Length
Reputable Hospital	\$19/mo	2 min

### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	PIH 2M	Jun 23, 2021	58,610,059

**Pete's Insights:** Reminds me of the Sarah McLachlan - In The Arms of An Angel Infomercial that used to run 20 years ago. With the crying puppy dogs on TV.

If you're promoting a charity. Or doing something for a big cause. This is an amazing way to do it. Professional Videographer. And putting together a list of tear

jerking testimonials.

If you ever see horrific things, happening to someone that society loves. And you're able to come in, and ask the right questions to pull out that emotional moment. Organize them into a list like this. And you'll be able to move the world. Stating the obvious though, if you are promoting an offer involving a non-profit or charity, you need to make sure it is with the full support of the non-profit or charity.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Children are suffering with horrible illnesses	Hospitals need to work hard to find cures	becoming a partner in hope & send \$19/mo helps because the hospital never sends bills	Give hope to the hearts of hopeless children

### VSL Formula:

Tear-jerking testimonial... these kids don't deserve it. Another testimonial... sign up today to help them. Another testimonial... you'll really be helping out.

### How To Rewrite It:

Insert two of the most tear jerking testimonials you have. From 2 different types of people. Come in for a call to action asking for help. Deliver two more tear jerking testimonials. Then another call to action with a free bonus. Then 2 more tear jerking stories.

## ST JUDE'S HOSPITAL SCRIPT

### TEAR JERKING TESTIMONIAL #1

"I am Melanie. I'm a fun, caring, and goofy person. The doctor said I had a brain tumor and it was scary, but you can't be sad."

### TEAR JERKING TESTIMONIAL #2

These kids, they don't deserve to have to go through this. My beautiful little redheaded girl has cancer. You don't know what's gonna happen.

### **CALL TO ACTION**

St. Jude Children's Research Hospital works day after day to find cures and save the lives of children with cancer and other life-threatening diseases.

Please become a St. Jude partner in hope for only \$19 a month.

### **TEAR JERKING TESTIMONIAL #3**

I hope there's a cure because all the children here deserve to have a life.

Families never receive a bill from St. Jude for treatment, travel, housing, or food. Because all a family should worry about is helping their child live.

### **TEAR JERKING TESTIMONIAL #4**

I was just so scared, like I think the reality of what was happening within our family just hit me. Her doctor came in and she just said, it's gonna be okay. It's gonna be okay. We're here to help her.

### **CALL TO ACTION #2**

You can join our mission by becoming a partner in hope. When you join with your credit or debit card, we'll send you this St. Jude t-shirt

### **TEAR JERKING TESTIMONIAL #5.**

I think it's the most worthwhile place to put your money when it comes to childhood cancer. The partners in hope, They mean everything because I'm just so grateful to have her.

### **TEAR JERKING TESTIMONIAL #6**

Hope is when you never, ever give up. Become a partner in hope today.



# THE ULTIMATE AOV CLOSE



This is really the key to inspiring people to buy the product you're advertising. I've tested a lot of closes over my career. It started out with Stefan Georgi's Money Close that made me realize how much changing a close would impact your campaign.

Then I went out and tested a bunch of closes and found 2 you're about to see below. The Resurge Close. The Best AOV Close we'd ever seen. For ecommerce & supplements this is still the best close that I've ever seen.

It's just the most perfect formula to follow. Read it below to find the formula. It's super simple and worked really well for me. So take this as inspiration when writing your own VSL. It's phenomenal. If you're doing ecommerce with a 3 sentence close just add this. And keep pounding it home.

Next you're going to see MindValley's Subscription Close. Perfect for anything course related.

# **THE RESURGE CLOSE**

## **(The Ultimate AOV Close)**

### **(PRODUCT INTRODUCTION)**

I'm honored to introduce you to Resurge, the world's first and only clinically proven anti-aging nutritional protocol that cures the true cause of unexplained weight gain, stubborn belly fat and metabolic slowdown.

Resurge is the only product in the world that contains the eight special nutrients in the exact amount, scientifically proven to dramatically improve deep sleep and enhance natural metabolic regeneration in both women and men.

### **(IT'S UNLIKE ANYTHING THAT EVER BEEN CREATED)**

Let me be clear. There's never been anything like Resurge in the history of health as myself, Lisa and thousands of everyday women and men can attest.

Burning fat, totally restoring your health and turning back the clock simply couldn't be easier or more automatic.

Yet this breakthrough formula is miles more powerful than any amount of diet or exercise ever could be because it naturally awakens the true fat burning and regenerative potential that's lying dormant within you.

### **(HOW TO USE IT/WHAT TO EXPECT)**

Just take Resurge before bed and let your own body naturally do the rest while you sleep.

You can look forward to waking up to a leaner, healthier, younger, and way more energized version of yourself in the bathroom mirror each and every

morning without having to change a single thing to do with your diet, exercise or lifestyle.

### **(IT'S SAFE TO TAKE)**

Every capsule Resurge is manufactured here in the USA, in our state of the art FDA approved and GMP, Good Manufacturing Practices, certified facility under the most sterile, strict and precise standards.

Resurge is a hundred percent all natural, vegetarian, non-GMO and completely safe and clinically proven to have absolutely zero side effects.

And you'll be able to get access to this miraculous health transforming formula in less than two minutes.

### **(PRICE CLOSE #1. HOW MUCH ARE THESE BENEFITS WORTH?)**

First, let me ask you this. How much would it be worth to you to live your life in the body of your dreams without ever again having to diet, count calories, exercise or deprive yourself of your favorite foods?

How much would it be worth to you to literally age in reverse and to reclaim the youthful appearance, boundless energy and pristine health of your prime?

How much would it be worth to you to be fully rested and recharged each day yet to need less total sleep to do so than ever before?

Just think about that for a second.

How much would that extra time, those extra hours each week, each month and each year be worth to you, extra hours to enjoy, to spend with family, friends, loved ones or whomever you please?

To live more life on your terms, any way that you want and doing so in the healthy, lean and youthful body of your dreams. \$10000? \$20000? \$50000?

Could you really even put a number on it?

Well, don't worry. You're going to experience all of this for nowhere near what you're thinking or what you'd happily pay.

**(OF COURSE, IT'S NOT ABOUT THE MONEY)**

This isn't about money for me, this is about knowing what it feels like to have your health, your metabolism, and your appearance stolen from you.

This is about having lived through the endless pain, frustration and helplessness of watching the weight pile on and the devastating health issues that accompany it and not being able to do anything about it.

I do not want you or your loved ones or anyone else to needlessly suffer any longer the way I have. I've been blessed to have stumbled upon this amazing nutritional formula.

**(GIGANTIC PRICE DROP. I JUST WANT EVERYONE TO GET IT)**

And all I care about is getting it into the hands of as many people as possible that it can help.

That's why I'm not going to ask for \$599, which I was recommended to or half of that.

The last thing I want is for price to stand in your way.

**(I'M GOING TO BE FORCED TO SELL IT FOR \$297)**

So even though I will be forced to charge a minimum of \$297 per bottle in the upcoming days just to cover costs, you won't have to pay that today either.

**(BUT TODAY YOU CAN GET IT FOR \$49)**

Right now, today, you can get a one bottle 30 day supply of Resurge for a simple one time fee of just \$49. Yes, just \$49.

**(YET IT TAKES 90-180 DAYS TO WORK)**

Yet before you order, know that research shows it's best to take Resurge consistently for at least 90 to 180 days to experience optimal results and to ensure you reach your desired weight and that you stay there.

**(SO I'M GOING TO LET YOU ORDER A LOT MORE)**

So to guarantee the most impactful life changing results, I'm going to let you order 90 days worth of Resurge or 180 days worth today at astounding one time discounts, which will save you even more money on top of today's special low pricing.

**(PRICING IS LIMITED TO TODAY ONLY)**

That said, I'm only able to guarantee the special pricing for today or until our limited inventory runs out as I've recently received word from our suppliers that the cost of key nutrients in Resurge is going up substantially on our next order.

And we're selling out of this current stock faster than anyone could have anticipated, more reasons why picking up at least 90 days worth today is a smart option.

**(YOU'LL NEVER GET THIS DEAL AGAIN)**

And just let me be super clear about a few things. You'll never be able to buy Resurge cheaper than today.

And Resurge will never be available for purchase at any other website or store.

I'm only able to offer today's incredible pricing because I've eliminated all middlemen and agents and I've partner directly with the manufacturer so that we can ship directly to you right away.

### **(IT'S A ONE TIME PAYMENT)**

Furthermore, rest assured this is a onetime payment. There are no hidden charges or subscription fees whatsoever.

I've always hated that stuff as much as you do.

### **(HERE WHAT TO DO NEXT)**

So provided Resurge is still in stock, you'll see a table appear below this video with three money saving options for you to choose from.

Select your package and then click the add to cart button to proceed to our 256 bit secure order page that looks like this.

Then fill in your order information and confirm your order to our 100% safe and secure order form and we'll get your package sent directly to your door right away.

### **(MONEY BACK GUARANTEE)**

And listen, because I'm so confident that you'll experience more profound life changing results than literally anything you've ever purchased before, I'm not promising the results, I'm going to completely guarantee them.

I'm giving you a 60 day, no questions asked 100% money back guarantee to make getting started an absolute no brainer for you.

If trying Resurge doesn't turn out to be the best decision you've ever made, or if you change your mind for any reason whatsoever, just let us know anytime in the next 60 days and we'll refund you the purchase price right away.

My team and I are extremely easy to get a hold of. There's simply no risk to you.

### **(WHAT MISSING OUT LOOKS LIKE)**

The only risk you could possibly face is the one of pain and regret if you miss out on experiencing this life changing formula when you had the chance.

Right now you have two full months to test drive the amazing impact this miracle fat burning formula will have on your health, your metabolism, your appearance and your life, then decide.

It's time to select your money saving package below and to experience firsthand everything I've talked about a hundred percent risk free today.

### **(NOTHING ELSE WILL WORK)**

Remember, no amount of diet, exercise or anything that you've tried up until now has even had a chance at working and now you know why.

### **(CROSS ROADS CLOSE)**

And even though you may not realize that at this moment, right now, you've come to a very real crossroads of a once in a lifetime choice you must make between two very different realities.

### **(REALITY #1 THE NIGHTMARE )**

The first choice has a reality where you do anything other than finally fixing the one problem holding you back from the body, the health and life you truly desire and deserve.

A reality that is full of even more pain, frustration, and despair as your weight gain inevitably worsens, your metabolism continues to slow down and your health and appearance continues to deteriorate, a reality in which you never feel truly free.

Never free to eat what you want without guilt, to wear what you want without hesitation, to live the life you really want to live.

Until one day, not so far off, you find yourself feeling completely trapped living inside of a body and a life that's simply a shell of what it once was, of what it could have and should have been.

None of this is what I want for you. And I know this is not what you desire for yourself.

## **(REALITY #2: HEAVEN WITHOUT HELL)**

There is another reality available for you're choosing, a new reality that has been chosen and celebrated by thousands of women and men that have been to this same once in a lifetime crossroads before you.

One in which exhausted calorie counting, dieting, grueling amounts of exercise and more failed attempts at weight loss doesn't exist.

Yet it's a reality where the excess body fat you've been burdened with for so long, doesn't exist either.

It's a reality in which you have complete effortless and permanent control of your weight, your metabolism and your health.

A reality where each morning you wake up fully revitalized, vibrant, engulfed with natural all day energy and bursting with anticipation to see the younger, healthier you in the bathroom mirror.

A reality in which every relationship you have, the decisions you make and even the opportunities that come your way are all positively affected by the renewed you.

A reality in which you're finally free. Free of the pain, free of the frustration and free of what was holding you back from the body and the life you truly deserve.

And let's face it, this is the reality you've been waiting for your whole life.



You may never forgive yourself if you let today's once in a lifetime opportunity slip between your fingertips.

**(TAKE ACTION NOW)**

It's time to do the smart thing, the right thing for you and your family while you still can.

Select your money saving package below and take advantage of today's 100% risk free opportunity to claim the body, the health and the life you truly deserve.

# The MindValley Subscription CLOSE

----- CLOSE -----

## **MINDVALLEY PROGRAM IS CREATED/ INTRODUCE EVERYDAY BLISS**

I took the most powerful techniques I've ever used for my clients ...

And transformed it into an online program that is changing lives everywhere.

It's called EVERYDAY BLISS.

It is my most advanced program in the world right now.

And it is only available on the MindValley platform...

To translate my work and legacy to a new generation (so I can finally bloody retire!)

## **COURSE MATERIALS**

Everyday Bliss is a 21-day program hosted by me, Paul McKenna.

It is the culmination of my 30 years as the tip-of-the-spear in treating stress and anxiety.

Every day, you go through 15 to 20-minute training designed to re-program your brain for everyday bliss ... creating new neural pathways that ERADICATE stress ... and give you total freedom...

So you can keep your spark, your joy, no matter WHAT is happening in your life.

You'll discover how to access a deep sense of calm and relaxation with such ease and fluidity that it'll become second nature.

Your journey begins with the centerpiece of my whole methodology...

The Hypnotic Trance.

Using a sophisticated "double induction" script that communicates with your left and right brain simultaneously...

This powerful trance "re-programs" your subconscious mind to achieve deep states of relaxation, have more energy, and be more effective in your everyday life.

What that REALLY means is that you start to ENJOY life more often.

Appreciating *everything* about life ... big and small.

The first sip of a cup of tea in the morning. The chirp of the birds out of your window. The loving company of a friend.

All these things that we don't have the bandwidth to notice when we're stressed, start to soothe us ...

And you get the overwhelming feeling that ALL IS WELL.

This creates a POSITIVE LOOP where we start noticing more good, becoming happier, and attracting more incredible things in life.

You can use the Hypnotic Trance in so many ways...

You can listen to it before going to sleep or before a high-stress situation like a meeting, or a date.

And the results of even ONE LISTEN will *blow your mind*.

*You might find yourself feeling euphoric for no particular reason. Other than we have programmed your mind to produce more happy neurochemistry, every minute of every day.*

Now as you go deeper into the program, you'll learn one of the most powerful tools of all...

The psycho-sensory techniques ... which include The Havening technique ...

Are amazingly effective at relieving the most deeply-rooted anxiety, trauma, and pain.

I work with a lot of PTSD sufferers, and many of them thought that PTSD-induced stress was simply something they'd have to live with forever .... And many cry tears of joy from how quickly everything turns around.

And become a bit pissed off at how long they had to suffer through traditional therapy.

In Everyday Bliss, you're also going to discover Neuro-Linguistic Programming.

This is an incredible way to tap into your subconscious and reprogram different aspects of your life.

By taking control of your thoughts and feelings.

Ex-prime minister Tony Blair, arguably the UK's most charismatic ever leader, and ex-president Bill Clinton are both HUGE fans of NLP.

And Oprah Winfrey uses NLP to manage audiences and motivate them...

All of these techniques and more are layered on Day by day,

using a unique methodology, speaking to your subconscious.

And as you start practicing these techniques... something will shift inside you...

And previously “stressful” situations will barely even register...

Because you’ll be so much more resilient and capable.

### **(Total it up, Price Loop)**

So in total, when you buy Everyday Bliss you get.

21 individual sessions with me ... all less than 15 minutes.

Sessions that are impossible to get with me in person. But as soon as you buy Everyday Bliss, I’ll be coaching you personally for 3 weeks.

You don’t have to spend thousands of dollars or fly London.

If you need confidence, happiness, calm, you touch a button on your phone and I jump out and do it TO you.

I’m your personal coach in your pocket 24.7

Everyday bliss is one of my finest pieces of work.

It’s taken me decades to get to the point where I can deliver it to you in a fast simple, beautiful way.

It’s not a lecture. It’s an experiential coaching session.

Because it's delivered online, the enrollment price is nowhere close to what I normally charge for a session

### **(Introduce MindValley Membership & Price)**

In fact, here's the best part ...

Everyday Bliss is part of MindValley, the world's biggest personal growth company.

With 60 plus unique programs in every aspect of human transformation.

So when you become a MindValley Member, you automatically get Everyday Bliss ...

As well as all other programs that get unlocked for you as well.

Now you might want to start with Everyday Bliss and go through this 21-day experience.

But after that, you might want to jump into another program.

Maybe my other program, Total Self Confidence... where I program you to have the confidence to achieve anything you want in life.

Maybe MindValley's programs on focus and entrepreneurship, so your career can skyrocket.

Maybe MindValley's programs on relationships, so you can have the love life you've always dreamed of.

Maybe MindValley's programs on energy healing and spirituality, so you can further unleash your inner Buddha.

All of these are freely available to you on the platform, so you never stop growing.

And all of this is available when you sign up for Everyday Bliss today.

**(Introduce The Community)**

Now, in addition, you'll have access to thriving community of over a hundred thousand people all around the world...

Who are so dedicated to improving their lives and each other's lives.

You'll be able to make new friends and even attend community meetups happening across the planet.

### **(Guarantee)**

And the best part is...

You don't have to risk a thing with MindValley.

You get to try Everyday Bliss risk-free for the next 15 days.

At any point in the next 15 days, with one click, you can get yourself a full refund.

You can go through the entire program if you want in 15 days.

And then with one click, get a full refund, no email, no phone call needed.

You can get a full no risk money-back guarantee.

### **(Order Details)**

Now, here's exactly what to do next.

Simply click on the link around the video.

Then you'll be taken to our site where you can choose your membership option. Either monthly or yearly.

After that, all you have to do is enter your regular details in our secure checkout ...

And you'll be instantly welcomed into the MindValley family.

Within a minute, you'll get an email with your login instructions.

You can access the MindValley platform on your computer or download the iPhone or Android app.

### **(Scarcity Close)**

Though I do have to warn you...

This one-time offer on the yearly price is giving you a pretty big discount.

So it's only for people who have had time to sit through this entire video.

It is a thank you for spending this much time with me.

As soon as you click off this page, it will be gone...

So please don't close this page because you may not see this again.

Even better...

You'll be able to LOCK IN this discounted rate... for as long as you CHOOSE to stay a member.

So even if MindValley membership shoots up to \$2000... or \$3000... or even \$5000 a year in the future...

Which is VERY possible... considering some of the new courses we're currently working on...

You'll be unaffected.



Because you'll have already locked in your discount rate.

## **(Let Me Know When You Change Your Life CTA)**

Everyday Bliss is the single most impactful program I've ever created.

These are the tools I use with my personal clients ...

Helping to "cure the incurables" ...

It's what *thousands* of graduates have been using to successfully change their lives.

That's why I urge you to take a chance on this today...

All it'll take is ONE LISTEN of my Hypnotic Trance tape to feel a PROFOUND difference in your stress levels.

And when you try ALL the techniques over 21 days ... there's NOT A CHANCE your life won't be infinitely better.

So click the link below to join Everyday Bliss today.

I made Everyday Bliss, not just to help you be free of stress... but to create FREEDOM in every area of your life.

Because once you get rid of the stress, worry, and anxiety ... EVERYTHING opens up for you.

You have more time to dream and think bigger about your life.

To be unstoppable in your quest for amazing health, amazing relationships, and having an amazing career.

Before you go ...

I just wanted to say that if there is ONE THING that I want to leave the world with...

It is the ability to profound relax - at will.

Discovering the ability to *really* relax - whenever you want - has the single greatest impact on happiness levels and quality of life.

And that is EXACTLY what I'm going to show you in EVERYDAY BLISS.

### **(Final CTA)**

Buy now, you like me...

Know that this is completely risk-free for 15 days.

You have nothing to lose.

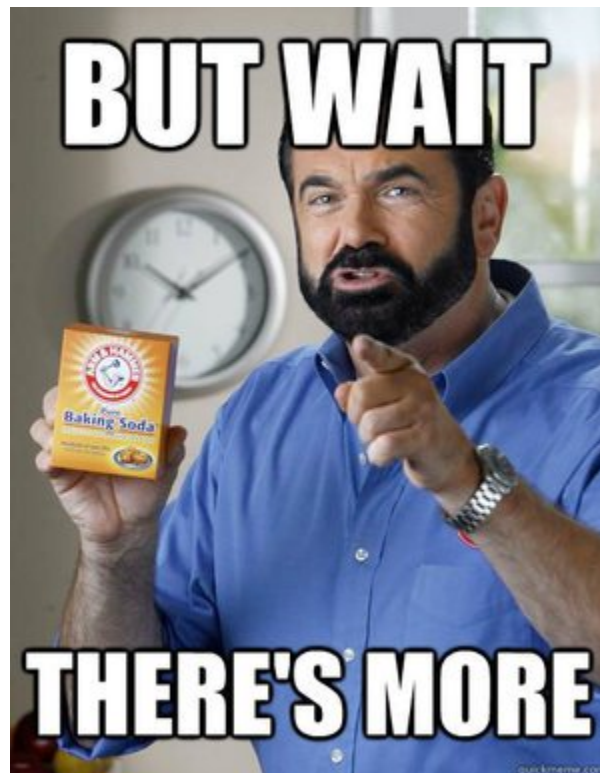
And a whole incredible, magical new life completely free of stress and anxiety to gain.

My name is Paul McKenna.

And I cannot wait for you to take action and finally achieve the bliss you deserve.

Just click the button below this video to get started.

## Upsell Video Script Formula



Hey, it's Vishen here.

You've made a great decision to try MindValley Membership so I wanted to say a BIG CONGRATULATIONS!

I admire anyone who steps up to take control of their future.

And I know you're going to be stunned by how much your life begins to take off in just a few weeks!

Just imagine how shocked friends and family are going to be as they see you

(Insert benefits)

A more powerful, more confident, more transformed you.

They'll probably have to do a double-take... just to make sure it's really you.

All you need to do to get these kind of results is stay with me for a few minutes.

Make sure you stay on this page and don't accidentally close the page or hit the "back" button on the browser because I want to show you how to get the absolute best results!

Look right now...

Our team is getting your MindValley Membership login ready...

But before we send it over I've got a really important question to you.

What would it mean to you to be able to go one level higher?

(Describe the level higher)

(How they feel)

(Being admired by friends, family, or strangers)

How could that change your life?

Because about a year ago, we found that many members want to get to the next level.

We started running experiments to find out what would happen,

If I personally worked with members on transforming their lives.

Here's what we did.

We took our members and we first put them together in peer groups.

Where they could get to connect with each other To co-elevate each other. To help each other.

Not just with accountability. But with growth in their personal life and their business life.

These type of peer groups are commonly called masterminds.

And Masterminds have been proven to be an amazing way to grow in all areas of your life.

The second thing we did it. We get these groups to come live with me on a coaching call once per month,

but these were no ordinary coaching calls.

I was not just lecturing or teaching you a new technique.

These were coaching calls with what we call embodiment practices...

meaning, I would directly work with our members live,

to shift some aspect of their mind and their soul.

Now what this means is that we would take them through a guided practice that could involve Hypnotherapy, NLP, meditation, to shift their levels of intuition.

To shift the way their body heals itself.

To open themselves up to greater levels of confidence.

To help them zero in on blocks they may have inherited through childhood.

To clear energy patterns that may be holding them back in life

These are happening in real time with our members on live calls.

And we did this for about a year with close to a hundred members, and the results were amazing.

These are all of the case studies that we got from this beautiful experience with

A) our mastermind groups and

B) live coaching with me.

Now these members were paying \$2500 per year. For the past 1 year.

And the success that they had was astounding.

In fact, this particular program became the program generating the highest number of case studies on MindValley's case study engine.

A full 70% of people, who went through it, released a case study on how this program changed their lives.

But the problem is, \$2500 is a lot. And so over the last 1 year, we worked with our team to scale this. And lower the price.

We now call this MindValley Pro.

And MindValley Pro is just an extra \$500 on top of MindValley membership.

So we've gone from \$2500, to just \$500.

Now, as I mentioned, MindValley pro involves 2 powerful new pieces that we're going to bring together.

And I want to talk about this for a moment because this will completely change your life.

For just an extra \$500 over 12 months.

Now this comes up to just under \$42 a month.

That's it! \$42 a month.

And here's what you're going to be experiencing every month.

#1. When you scroll down on this page and sign up for MindValley Pro, we're going to give you a survey to understand your goals

Your motivations, your values.

We're going to understand who you want to connect with.

We're then going to put you in a mastermind group. With like minded individuals.

You will meet people who are so passionate about transforming themselves, about hitting goals, about personal growth; you will meet people who will help hold you accountable to your growth and your success.

People love our mastermind groups.

And so many close tight knit friendships are forming.

It is almost certain that you will make new friends who are going to be among the closest people to you.

That's the first thing...

And the second thing is this.

Every month you're going to be connecting with me.

And I'm going to be coaching with you on a key transformation for the month.

Now these coaching calls as I mentioned are not just lectures.

We're going to be going through embodiment practices,

We're going to be working with your energy field.

We're going to be working with aspects of your belief system.

Working with your subconscious and there's a good chance that you will experience instant shifts after these coaching calls.

You see, my job is to travel the world, to meet the greatest teachers, the greatest healers, the most transformative individuals, and to work with them to create the methodologies that power MindValley.

And so I have access to so many of these incredible minds.

There are healers out there that I have invested \$100,000 with.

So they can train me on some of their methodologies.

And I get permission from them to introduce these methodologies to you.

Very often, I bring on these guest teachers, these guest healers.

People whom I have worked with. I've seen remarkable results.

Not just healings, but Mindset shifts, synchronicities, and coincidences appearing in my life.

And I bring these methods to you as part of our coaching program.

So many people say, MindValley Pro is one of the best investments they make in their lives.



If you find these ideas interesting, all the information is below.

You get all the benefits of MindValley membership.

But just for an extra \$42 a month.

You get your monthly peer group and the deep rich powerful connections from this group.

And you and I, well I'm going to be working with you to ensure that you are going through some incredible transformations.

I want to warn you about one thing.

You need an open mind.

Because many of the methodologies I'm going to use are deeply spiritual.

So I ask that you come in with an open mind.

Not all of these can be scientifically explained.

But if there's one thing that I've learned from working with so many incredible thinkers around the world.

Is that, we are not just physical beings, but spiritual beings,

And there's so much about our inner powers and our inner abilities waiting to be unlocked.

And I'm excited to get these to you.

Scroll down below, Enroll in MindValley Pro, complete the survey so we can find out what mastermind group to put you in.

And I cannot wait to meet and connect with you on our next call.

Thank you

# 19 BRAND FRIENDLY LONG FORM VSLs. \$1B+ IN SALES

Perfect for Supplements, courses between \$99/mo or \$399/yr  
The real rain making brand builders




**Yo we're going to add the scripts after.  
And show you all the VSL flows first.**

# 1. MindValley's Silva Ultramind

LINK TO SCRIPT – LINK TO VIDEO

<b>Authority Figure</b> CEO of Largest Personal Development Company	<b>Product - Price</b> Digital Subscription Course \$79/mo \$399/yr	<b>VSL Length</b> 32 minutes
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## Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Learn To Attract Things You Want In Life</b>	May 24, 2022	41,948,384

**Pete's Insights:** Those who teach are often those who needed it the most. If you're a course creator or online course, you likely have a world class story of going through issues to come up with your solution. This formula is one of the best for highlighting your life story. And assembling all the techniques. Use the VSL God Process to extract idea after idea. Again though, if you're using testimonials, they must be real. You also should make sure that the testimonials are typical or that you otherwise conspicuously disclose what is typical. And again, you need to disclose if any persons who provided a testimonial have received any compensation.

## Kindergarten Simple Pitch

<b>Problem</b>	<b>Root Problem</b>	<b>Root Solution</b>	<b>Benefits:</b>
Unable to Access Your Lost Hidden Psychic Abilities	The way we're raised suppressed these innate abilities	Mind empowerment techniques gain access to different brainwave states	Achieve the life of your dreams

		that provide different abilities	
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### **Proven VSL Formula:**

Helen Hadsell could any competition she took park in. 7 Trips to Paris, Boats, Houses. All because she was Jose Silva's former PR Director & learned this secret from him.

Jose Silva was a radio repair man whose kids were failing in school. So he began testing hypnosis on his kids & discovered his kids had hidden psychic abilities. He tells a credible professor but the professor claims it's impossible. No one can be trained to be psychic. You can only be born with it.

Jose disagrees so he tests in on 39 other children & documents everything. Getting even better and better results. Proving the professor wrong. Anyone can be psychic.

He create the Silva Mind Method and begins teaching his mind empowering techniques. Journalists catch wind and suddenly mods of people come to try. Hundreds of people from all walks of life begin to transform. The Silva Method took the nation by storm.

Hi I'm Vishen Lakhiani & I stumbled upon the Silva Method many years ago. My life sucked & I was depressed. Until one day I saw a successful person teaching a class on the Silva Method. I tried it out and suddenly I became very successful. It helped me start my now 9-figure company.

Sadly Jose Silva died so I decided to become the new face of the Silva Method & carry his legacy forward. We updated the course for 2023 and people are transforming like crazy. It comes with a MindValley Membership and a big discount when you sign up today. So take action now and buy the program today!

### **How To Rewrite It:**

Some mind-boggling amazing results are happening to this person because they studied from this expert.

Now this expert was a special person who was fascinated at solving a problem he had. But after a few experiments something shockingly amazing and unexpected happens.

He shares his results with some other experts. But nobody believes it's possible. He goes on a mission to prove them all wrong. When SUCCESS! After a lot of experimenting there's now undeniable proof it works!

He starts putting together all his best techniques/ingredients/packages into a product. It really takes off as lots of people start trying it. And everyone starts transforming.

We heard about all these transformations and thought they sounded a bit too good to be true. So we decided to put it to the test ourselves. After 30 days of trying, we can confirm that this is the real deal. It works absolutely amazing and can transform your life!

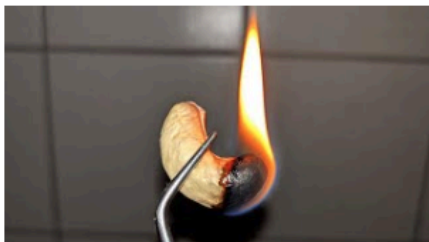
We improved upon the formula and now rereleased it. People's lives are being transformed all around the world. It comes with a very special deal so buy it today!

## 2. Dr Gundry Total Restore Supplement for Healthy Gut Lining

[Link to Video & Script](#)

Authority Figure	Product	VSL Length
Dr. Gundry	Total Restore	52 min

### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	Total Restore - Gundry MD	May 9, 2020	57,806,719

**Pete's Insights:** Total restore has been one of the absolute biggest campaigns on the internet. Wouldn't be surprised if single video passed \$100M in sales on its own. If you search this on a Facebook Spytool you'll find dozens and dozens of variations with millions upon millions of views in all languages.

Dr. Gundry the perfect credible authority to deliver this message and reveal to the world the problem is "leaky gut".

Again though, with any dietary supplement, you need to not make drug or disease claims and you need to have substantiation (i.e., reliable clinical studies) to support the claims.

### Kindergarten Simple Pitch

Problem	Root Cause of	Root Solution	Benefits:
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No energy, digestive pain, brain fog, weight gain skin rashes	<b>Problem</b>  Holes in your gut lining are causing toxins to leak in your blood stream Aka Leaky Gut	Powerful ingredients that will soothe & heal your gut lining	No more heartburn, bloating, gas. More energy.
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**VSL Formula:** Remember when you were a kid? Lots of Energy, no digestive pain, no brain fog, weight gain or skin rashes? Hi I'm Dr. Gundry & your leaky gut may be causing all these problems. I was a heart surgeon & quit because research shows much of what I learned is wrong.

Digestive issues, fatigue, skin rash, aching joints, low mood, headaches all happen because leaky gut. A Leaky Gut is when your digestive tract is leaking & allows toxins to sneak in & wreck havoc on your body.

Eating foods with Lectins are the #1 things that cut holes in your digestive lining. These holes let endotoxins invade your body causing dangerous health issues.

That's why leaky gut is the root cause of many of the issues you're dealing with. So I quit my job & started a new mission to solve leaky gut.

I had people stop eating foods with lectins like tomatoes, beans & grains. People's lives started changing but big pharma didn't care because they only want money. So I wrote a book detailing everything & it went viral.

Unfortunately, no one reads books so I started working on a supplement to fix leaky gut. I found the perfect ingredients & named it Dr Gundry's Total Restore. We tested it on 258 people with heartburn, bloating, gas and got amazing results.

Here's how the incredible work, all the benefits. Buy it today before it sells out!

**How To Rewrite It:** If you got these problems, THIS is the root cause behind it all! Hi I'm a famous expert who was frustrated that no one ever seems to actually treat the root cause of the problem. All of your physical & emotional pains stem from this one root issue.



Here's how the root cause of the problem is causing all your issues you're experiencing. I set out to search for a solution and had a breakthrough. I started sharing it with other experts but they didn't care because they only wanted more money!

So I decided to formulate it for myself. Introducing My Product! We've tested it on a bunch of people and there's so much proof it works to solve the problem and get amazing results!


Buy it today before it sells out!

### 3. Dr Marty Nature's Blend

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dr. Marty	<b>Product - Price</b> Nature's Blend	<b>VSL Length</b> 40 min
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#### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>If Your Dog Licks It's Paws...</b>	Jan 10, 2020	18,369,011

**Pete's Insights:** This is really such a simple VSL formula that people can use all over the world. It's literally just competitors are using cheap ingredients which are causing all these problems in your dog. So we were forced to make our own dog food.

I mean how many food companies could this work for? You could start a monster food brand almost instantly just by having a sales pitch similar to this.

#### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Dogs are sick, depressed, have bad digestion and joint pain.	3 cheap ingredients inside most dog foods. Meat byproducts, preservatives and fillers	Having your dog eat 3 nutrients will heal your dog	Clear skin, shiny coats, regular bathroom, more energy, happier dogs.

**Their VSL Formula:**

They're known as Marty's Miracles. Dogs sentenced to death, brought back to life with Mary's unique methods.

Hi I'm Dr. Marty & I'm showing you 3 dangerous ingredients in pet foods. Leading to sickness, depression, bad digestion, and joint pain in your dog. I found the first in my own food. Preservatives. They're even worse for dogs.

Fillers are the 2nd worst ingredient. They're cheap and used in pet foods to save on money instead of using real meat.

#3 is Meat Byproducts. Aka. Slaughterhouse waste. Beware of generic meats. If you want to have your dog thrive you need to go beyond regular food.

These 3 nutrients clear your pets skin products, get them shiny coats, have regular bathroom, more energy, and a happier dog! They're all critical to your dog's digestion.

First, Organ Meat. Densely packed with Nutrients & Vitamins. 2nd. Omega 3s, make them more alert, reduce joint pain, and ease allergies. #3. Prebiotics. Superfood for Dog's gut bacteria. Supporting their immune system.

This makes dogs happier, soothes digestion, gives a fast metabolism and is better at absorbing nutrients.

You your dog needs to eat raw food. Freeze dried makes it easy & preserves nutrients. I discovered how to make this and tested it on some sick dogs and got incredible results.

So I'm proud to present, Dr Marty's Nature's Blend. Premium Freeze Dried Dog Food. Here's everything inside. We're almost sold out and there's very high demand so buy as much as you can right now!

**How To Rewrite It:**

Life changing miracles are happening before of this expert's methods! Hi I'm an expert and here are 3 dangerous things that end up causing all these physical & emotional problems. This is what they do & why they're the root cause of all your pain & suffering.

If you want these dream physical & emotional benefits you need these 3 nutrients/tips/tricks. They're critical to fixing the root cause of the problem. Here's

what the 3 things are and how they solve the root cause of your problems. Here's all the amazing physical & emotional benefits that happen when you do this.


I know they're really hard to consistently do so we created a product that makes it really easy for you! Buy now before it sells out!

## 4. Nucific - BioX4

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dr. Lee	<b>Product - Price - \$49</b> Nuclific BioX4	<b>VSL Length</b>  45min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	NU hotdogbreakfast21vsl v01 mobile up	Sep 5, 2021	42,838,118

**Pete's Insights:** You'll notice this campaign is almost the exact same as Dr. Marty's above. 3 harmful things, and then 3 nutrients that can fix up everything. A world class presentation. Once again though, make sure you do not make any drug or disease claims and make sure you have reliable substantiation for all product claims.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Cravings, low energy, poor mood, clogged digestive system	3 harmful foods that kill grow harmful bacteria that kills your metabolism & hurts digestion	3 nutrients that build up your good bacteria & kill the bad bacteria	Flatten belly, improved digestion and faster metabolism

**VSL Formula:**

Breakfast means break fast. And the first foods you eat are critical for cravings, energy levels, and mood for the day.

Hi I'm Dr. Lee & I'm showing you 3 harmful foods that can ruin your weight loss goals. They're banned everywhere but legal in the US & Heavily marketed to children.

They clog digestive systems, irritate bowels, and turn into ugly fat, so pay attention. Celebs in LA pay me thousands for these secrets that improve digestion and flattens their belly.

Harmful food #1 is yogurt. It contains 2x sugar as lucky charms cereal. Pasteurized yogurt kills good bacteria and has little to no probiotic benefit. Harmful food #2 is wheat bread. It contains lots of high fructose corn syrup.

It knocks hormones out of whack & forces your brain to eat more than it should. Harmful food #3 is cereal bars. Packed with corn syrup and recipe for weight gain.

Patients come to me wanting to lose weight. I'd tell them exercise is not enough. Dieting is temporary, if you don't have discipline. It's a rollercoaster.

The secret is your digestive system, it absorbs food and helps you make energy or make fat. There's 3 nutrients that help with weight loss, digestion, energy levels, sleep & skin health.

They destroy bad bacteria like Candida that wreak havoc on the metabolism & body.

I created the perfect supplement called Bio X4 with all these ingredients. A bunch of people tried it and had amazing results so buy it today!

**How To Rewrite It:**

There's 1 thing that's critical to avoiding all these painful physical & emotional problems.

Hi I'm an expert and I'm going to show you 3 of the worst thing that cause all these problems. Celebs pay me thousands for this information to give them these amazing physical & emotional benefits.

Here's the 3 things to avoid because they end up causing the root cause of the problem. That's why nothing you try to fix ends up working.


Here's 3 nutrients/techniques/tips you must do to solve the root cause of the problem. We put them into a bottle that you can buy today. Insert close.

## 5. Dr. Gundry - Prebio Thrive

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dr Gundry	<b>Product - Price</b> Prebio Thrive	<b>VSL Length</b>
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>US Heart Doctor: It's Like a Pressure Wash for Your Insides</b>	Apr 11, 2020	24,496,556

### Pete's Insights:

Another variation very similar to Dr Marty. There's so much evidence that attacking certain foods or bad habits that are causing issues inspires people to pay attention. Again, make sure you do not make any drug or disease claims and make sure you have reliable substantiation for all product claims.

### Kindergarten Simple Pitch

<b>Problem</b> You're Hungry, have Digestive problems, and weight gain issues.	<b>Root Problem</b> Your bad gut microbes are overgrown	<b>Root Solution</b> Taking Special Prebiotics can starve the bad bugs boost good bugs.	<b>Benefits:</b> Giving more energy, less food cravings, improved weight management
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**VSL Formula:**

This is a tomato. Think it's good for you? Think again...

Hi I'm Dr. Gundry. I'm a world famous heart surgeon with lots of accolades. However this is me 70lbs overweight. Today I weight 165lbs healthy.

All because I stopped eating 4 fake health foods and did 1 thing to my diet. Foods like Tomatoes. Beans. Cashews. Grains. Are high in lectins. A toxic protein that cuts holes in the gut lining causing leaky gut. But there's something even more important. Your gut-brain microbiome. Bad microbes will make you hungry, cause digestive problems & weight gain issues. And anti-biotics kill off your good gut microbes for up to 2 years!

But by nourishing your good microbes, they can cause bad bugs to go away. Prebiotics are superfoods for your good gut microbes. They give easier digestion, increased metabolism, you're sick less often and have better skin.

They're different probiotics. Which are like planting trees without giving water. I've had a breakthrough in Prebiotics that help starve bad bugs and boost good bugs. Giving more energy, less food cravings, improved weight management.

I call it Prebio Thrive. The ultimate in healthy gut support. We tested it out and it works like crazy. So buy it today!

**How To Rewrite It:**

Here's 1 thing you want to make sure you avoid.

Hi I'm an expert and famous but still used to have similar problems that you currently have. Today I'll reveal 4 different things I started avoiding that turned it all around for me.

But then I discovered something even more important. It's the root cause of the problem! This is exactly how to fix the root cause of the problem. With all the amazing physical & emotional benefits, you'll achieve when you solve this.


It's different than anything you've tried and this is how it works to achieve those results. We put it into a bottle and you can buy it today!

## 6. Dr. Gundry Dark Spot Correcting Product

[LINK TO SCRIPT](#) – LINK TO VIDEO

<b>Authority Figure</b> Dr. Gundry	<b>Product - Price - \$49</b> Dark Spot Diminisher	<b>VSL Length</b>
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>The Little Known Method For Reducing Dark Spots</b>	Apr 15, 2020	21,631,287

**Pete's Insights:** I love this angle. The classic story “fall from grace” of the fitness trainer who gets fat. Or the doctor who has a heart attack. In this story, Dr. Gundry, the “expert who is a required reading by dermatologists” gets dark spots on his skin.

But he doesn't care too much. In fact it's not until his wife falls for this pain that he really moves. The emotional dagger that lets someone take action.

Because this is a cosmetic, it's important to not make drug or disease claims and also to not make structure function claims. And of course, it's important to have substantiation (i.e., reliable clinical studies) for all product claims.

### Kindergarten Simple Pitch

<b>Problem</b> Dark Spots	<b>Root Problem</b> Excess sugar in our diet mixed with	<b>Root Solution</b> There's polyphenol nutrients in apple	<b>Benefits:</b> Stubborn spots fade away and skin
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	body heat bonds with proteins and form brown spots	that protect the skin from this.	looks healthier than it has in years.
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### **Their VSL Formula:**

"I can't believe this Steven! I'm turning into my mother!"

There I was a successful surgeon powerless to help the love of my life. I too had begun developing dark spots on my hands & felt more self-conscious. But I knew it was possible to get rid of them because all blemishes can be banished.

Hi I'm Dr Gundry. My research on skin is a required reading for dermatologists. Dark spots occur when sun UV rays hit skin & cause you to produce melanin to tan.

But over time permanent pockets of melanin form. But there's something more. Excess sugar in diet mixed with body heat bonds with proteins form brown spots. These spots make you look older. And the sun's rays speeds up this process. My research uncovered a powerful solution that fights glycation & fades dark spots.

You know how when you cut an apple and it immediately turns brown? There's nutrients in the skin of apples called Polyphenols that protect it from this.

So I had our lab create a new polyphenol rich formula. I tried it with my wife. And out stubborn spots faded away and our skin looked healthier than it had in years.

The polyphenols were protecting our skin. We were so happy we felt like dancing! We put more ingredients in and called it the dark spot diminisher.

### **How To Rewrite It:**

Tear jerking emotional disaster happens to someone our expert loves who is just like our buyer.

The expert is frustrated yet believes there is hope. So he sets out on a mission to solve this problem once and for all. He's an expert so he already understands what the root cause of the problem is.

Here's how it all works. He starts researching and uncovers a solution. These specific ingredients are proven to be highly effective for solving the root cause of the problem.

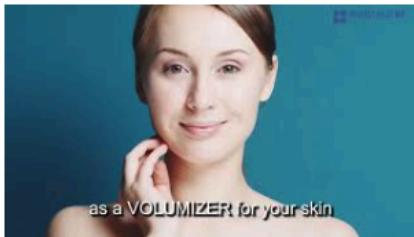
We puts together a formula and tests in on loved ones. It works like crazy! So we turned it in a product that you can try today!

## 7. Beverly Hills MD - Dermal Repair Complex

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dr. Layke, cosmetic surgeon	<b>Product - \$39.95</b> Dermal Repair Complex	<b>VSL Length</b>
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	svsl v08 mobile	Jun 11, 2020	16,081,518

**Pete's Insights:** One of the most famous advertisements of all time is the Wall Street Journals "Tale of Two Men" ad. Which sold \$2 billion dollars worth of Wall St. Journal subscriptions. The infamous story for that campaign was two men who on the surface were identical. However, one became the manager of a company, and the other became the president. What made the difference?

The Beverly Hills MD VSL did this perfectly. Comparing two identical twins who walked in the office. And trying to understand why one of the looked 20 years younger than the other.

Do you have a story about two similar people who had completely different results because of a few simple techniques?

Also it seems like most of the successful skincare VSLs are focused around a root cause of the problem that kill collagen production.

That said, because this is a cosmetic, it's important to not make drug or disease claims and also to not make structure function claims. And of course, it's important to have substantiation (i.e., reliable clinical studies) for all product claims.

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**Kindergarten Simple Pitch**

Problem	Root Problem	Root Solution	Benefits:
Sagging skin makes you look older	DHT is a hormone that increases as you age and stops collagen production	Saw Palmetto, Amino Acids, and Hyaluronic acid all help reduce DHT and fuel collage production	Look younger and fade wrinkles

**VSL Formula:**

Haven't you noticed how some women never seemed to age? Staying youthful well into their 80s? Hi I'm Dr. Layke and we've identified what's making these "super agers" look so young.

I'm a top cosmetic surgeon in Beverly Hills. And we help celebs get firmer and tighter skin. It all started when a mother & daughter came into my office to treat sagging skin. Then I learned they were actually sisters! One looked 20 years younger than the other.

We were stumped figuring out what youthful sister was doing different. Same diet, never smokes, rarely drank alcohol. No sun damage, same stress levels.

But one sister's skin was starting to sag & crease while the others was taut & lifted. Then we discovered 3 super aging habits. And it all starts with DHT.

DHT is a hormone that increases as you age and inhibits collagen production. The younger sister takes an herb called Saw Palmetto which lowers DHT Levels. And unknowingly takes amino acids which helps fuel production of collagen.

As well hyaluronic acid supplement to improve the skin's suppleness too. We took these ingredients and added more into it, and called it Derma Repair Complex. We have it to the older looking sister and in two months her skin looked younger and wrinkled and faded.

We tested it on a bunch of other women and the results were incredible! Unfortunately we didn't produce enough of it so buy right now!

**How To Rewrite It:**

Why do some people have these amazing physical benefits while others don't? Hi I'm a famous person who specializes in solving this problem. One day I met 2 people. One who had a humiliating experience with this program, and one who had all the amazing benefits.

I was confused because they were doing the exact same thing. After some research we finally uncovered the key difference that was causing all these amazing benefits.


We found the root cause of the problem! The person with the amazon benefits was unknowing doing these 3 things to solve the root cause of their problem. So we took those secrets and threw it into a bottle and named it XXXX.

We gave it to the woman with all the problems and it worked amazing! Now she has all her dream physical and emotional benefits. Insert close here.

## 8. vShred - Quiz Funnel EndoMorph Females

[LINK TO SCRIPT](#) – LINK TO VIDEO

<b>Authority Figure</b> Vince, trainer	<b>Product - Price</b> Fat loss Extreme	<b>VSL Length</b> 50 min
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Proof of Massive Success:			
URL	Title	Upload Date	View Count ↓
	TL5571 emanuelle v1 VINCE 5 TIPS+squats+belly fat	Dec 24, 2020	75,916,530

**Pete's Insights:** Hands down the greatest fitness VSL creators of all time. The vShred quiz funnel is legendary and was a breakthrough when it came out. A quiz that leads 6 different VSLs all depending on whether or not the viewer was a male or female, thin, normal, or overweight.

Also I love the additional bonuses they stacked on. A really brilliant way to design and sell a course for sure. Notice the last pro tip was that they needed a done for them program designed for their body. Last tip, "You need my product"

### Kindergarten Simple Pitch

<b>Problem</b> Can't Lose Weight	<b>Root Problem</b> Metabolism gets stuck being very slow	<b>Root Solution</b> Metabolic Confusion can boost metabolism	<b>Benefits:</b> Get a 6-pack, and toned and amazing body
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		& burn fat	
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### **Their VSL Formula:**

So you wanna lose weight and tone up? It's super achievable! I'll show you how. As an endomorph, your body is great at raising and lowering your metabolism. Your body evolved this ability to survive long winters without food.

But this makes losing fat long term very difficult. Which is why you might have failed. Hi I'm Vince. I was successful trainer but had 1 big problem. I'd get clients just like you who couldn't lose weight no matter what.

They'd get upset and I felt crushed I couldn't help them. But then my mom calls me crying asking for help losing 20 pounds. I felt so ashamed I couldn't help my mom so I set out on a journey for the solution.

I learned with Metabolic Confusion you can boost metabolism and burn fat. The secret is carb cycling. And the science is rock solid. The next trick is to avoid doing long cardio. It cause more problems than good.

The final trick is using a weight loss plan specifically for endomorphs like you. That's why I create Fat loss Extreme. Over 450,000 endomorphs have used it to drop fat.

Here's everything inside. Including 6-pack. Booty building. And Home workouts.

The price is a steal at \$59 and you can buy it today. Order now to get the dream body you've always dreamed of

### **How To Rewrite It:**

If your X kind of person. Here's why it's been really difficult for you to get rid of your specific problem.

Expert explains how he discovered this was the root cause of the problem. Tries and fails to fix it.

Finally has a breaking point and feels the emotional pain that forces him to find a breakthrough. Uncovers the fix to the root cause of the problem.

Explains in 3 step plan to fix it. Creates a course the helps people implement this plan. Inspires people to buy today!

## 9. vShred - Testosterone Booster

[LINK TO SCRIPT](#) – LINK TO VIDEO

<b>Authority Figure</b> Vince, trainer	<b>Product - Price \$49</b> TestBoostMax	<b>VSL Length</b> <b>60min</b>
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## Proof of Massive Success:



**Pete's Insights:** Once again certain foods are killing a certain hormone inside of your body which is causing all of your problems. So any supplement VSLs are essentially the same just in different niches.

I mean supplement literally means “to supplement a missing nutrient”. So usually we’re talking about a deficiency as you age or something.

Here again, since this is a dietary supplement, it's important to not make drug or disease claims. And again, it's important to have reliable substantiation for all product claims.

Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Feeling Sluggish & Weak, and low sex drive	Certain foods are spiking your cortisol production which suppresses testosterone production	Taking nutrients that block cortisol will boost back up your natural test production	Amazing Sex, More Energy, Faster Metabolism, Higher T

Their VSL Formula:

Can you guess which one of these foods are killing your testosterone? Studies prove it's why guys 50+ have raging sex drives while 30s feel sluggish and weak.

Hi I'm Vince, I'm famous and helped 2.5 million people become strong and healthy. If you're concerned about T. There's 1 rogue hormone killing strength and sex drive.

Fix this for amazing sex, more energy, faster metabolism and higher T. It's called Cortisol. It's important and helps with sleep and even manages macronutrients.

However too much suppressed test production and keeps test from doing it's job. Here's a big study from the University of Texas with 57 people that prove it. People with high cortisol lose muscle, get more fat and have lower sex drive.

Even worse your body stops producing test because you're not using it. Signs are increased fat, quick to anger, trouble sleeping, and struggle with winding down.

Foods that kill T & spike cortisol are seed oil, flax seed, yogurt. So stop eating those.

We discovered 5 test boosting ingredients that suppress cortisol. Here's what they do.

We put all these ingredients into a bottle named TestBoostMax. Men who try have more energy, better erections and harder muscles. It's an amazing deal and we don't have alot available so buy today.

How To Rewrite It:

Studies reveal if you have X problem it's because of Y. Hi I'm an expert and the good news is I have a solution that makes you feel these amazing physical and emotional benefits.

Here's what I found is the root cause of all these problems. Here's a bunch of studies that prove it. Here's the hell on earth people experience if you don't crack this. Here's 5 ingredients we discovered could fix this problem.

We did the hard work for you and put them into a supplement bottle.


Buy now before they sell out.

## 10. ActivatedYou

[LINK TO SCRIPT](#) – LINK TO VIDEO

<b>Authority Figure</b> Maggie Q, Actress	<b>Product - Price</b> Morning Complete	<b>VSL Length</b>
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>AY Romania</b> <b>Waiter Intro</b> <b>Soundbites VSL</b> <b>210111A</b>	Jan 12, 2021	33,867,655

### Pete's Insights:

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Bloated, gassy, tired, couldn't poop or lose weight.	Toxins & sugars hurt your liver which creates a problem with pooping and backed up poop causes all these problems.	The right combination of prebiotics and probiotics make a big difference	Feel better have flatter stomach and have more energy

**VSL Formula:** I love food! I eat alot because food is my fuel. But without a healthy gut food is not your fuel.

Hi I'm Maggie Q. I'm a famous actress who kicks butt in big Hollywood action films. But 15 years ago, I was total mess. Bloating, gassy, tired, couldn't poop or lose weight. I exercised, took vitamins but had a puffy face and looked 10 years older. Then I discovered 1 secrets & now in my 40s I feel healthier and more alive.

If you want to feel better be happier, and have a flatter stomach & have more energy, do this! One day I met Dr. Lipman who said my Liver was to blame. Your liver breaks down chemicals and excretes them. But today we're exposed to more toxins and sugars that hurt your liver.

This creates a problem with pooping. Backed up poop causes fatigue aches and hormonal balance. Prebiotics help but we need good probiotics to really make a difference.

So I combined Prebiotics & Probiotics & my health issues disappeared and I became super vibrant and alive again.

I worked with Dr Lipton on all these proven ingredients to get the perfect formula. Friends asked for some so we created Morning Complete by Activated You. Just add one scoop to water for natural all day energy. Better mood and sharp thinking.

Bottles are limited and there's a special deal so order today.

### **How To Rewrite It:**

I love doing what most people say I'm not supposed to do because I've fixed the root cause of the problem. Hi I'm famous but I used to have all these physical and emotional problems like you. I tried everything. Nothing worked.

Then I discovered a secret and now I have all these physical and emotional benefits. It's all because a doctor told me THIS was the root cause of the problem. Here's how the root cause of the problem all happened.

This is where all your emotional and physical problems come from. I tried everything you probably already tried and it didn't work. Then I tried THIS thing you haven't tried and it worked like crazy.


I put it into a supplement so you can get the amazing physical and emotional benefits without messing it up.

So buy today!




# 11. Superbrain

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Jim Kwik- Brain Coach to the Stars 	<b>Product</b> - \$79/mo - \$399/yr Super Brain	<b>VSL Length</b> <b>30min</b>
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## Proof of Massive Success:

URL	Title	Upload Date	View Count
	<b>Top Brain</b> <b>Expert: "Do This For A Super Memory"</b>	Apr 25, 2022	5,910,055

**Pete's Insights:** This formula came out of the 6 News Angles style. Vishen the owner of MindValley was reading this campaign out loud himself. For compliance with a product like this, the key of course is that the amazing story and the creator's or featured person's amazing story must be true.

## Kindergarten Simple Pitch

<b>Problem</b> Struggles to learn,	<b>Root Problem</b> Never learned how	<b>Root Solution</b> Mental training	<b>Benefits:</b> Better memory,
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poor memory, brain doesn't work like everyone elses	to learn	protocols	creativity, rapid learning, that unlocks more of your brain power
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### **Their VSL Formula:**

They called him their boy with the broken brain. After cracking his skull as a kid, Jim's brain didn't work like everyone elses.

He struggled to learn, had poor memory, and was afraid to be a failure for life. One day a mentor shares that your brain is the key to unlocking your dream life. Inspired Jim commits to reading 1 book a week but still struggles to concentrate. Until a coffee cup inspires him to think that maybe his problem is that he's a slow learned with a very slow brain.

So he commits to studying everything about the brain, memory, and learning how to learn. He discovers mental training protocols for a better memory, creativity, and rapid learning. Life explodes and Jim goes onto be the #1 brain coach in the world.

Even teaching the entire cast of XMen to remember acting lines better. So MindValley partnered with Jim to create superbrain. A new course where you can learn how to learn & unlock more of your brain power.

Here's Jim to explain all of transformations he's helped people achieve. .Here's why this program is so important to Jim and what's inside.  
Here's the price, the bonuses and what you get with MindValley membership.

15 day money back guarantee so buy now.

### **How To Rewrite It:**

Tear jerking disaster happens to expert that creates the same horrible problems the viewer is experiencing.

He struggles until a meets a mentor. Tries and fails. Then finally discovers the root cause of his problem. Begins taking action to fix the root cause of the problem. And achieves heaven on earth. His dream physical & emotional benefits have now been manifested.


He creates a course so that anyone can also achieve these dream benefits. We put them to the test on lots of people and they work like crazy.

Sign up today!

## 12. Randy Jackson Unify Health Labs

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Randy Jackson	<b>Product</b> - \$59.99 Unify Multi GI5	<b>VSL Length</b> 21 min
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<b>PROOF OF MASSIVE SUCCESS</b>  <p>The image shows a Facebook post from 'Unify Health Labs'. At the top, it says 'Created on Dec 17, 2020' and 'Last seen on Apr 25, 2021'. The main text of the post is a quote: "I even had gastric bypass surgery... but like a lot of people, the weight started coming back." What most people don't know, is that half of all people who have weight loss surgery gain a significant amount of weight back... and some people gain all of it back! 'American Idol' judge Randy Jackson struggled with his health and digestion for years, and couldn't understand why other people could eat whatever they wanted with no problems. Then he found out about 5 digestive jump starters that are. Below the text is a video player showing Randy Jackson in a kitchen, holding a bowl of lemons. The video has a play button and a progress bar. Below the video, it says 'Unify Health Labs' and 'WWW.AMERICANSOUTHHEALTH.COM'. At the bottom, there are engagement metrics: 73,922 likes, 10,085 comments, 44,588 shares, 32 likes, 86 comments, and 'United States'.</p>	<b>Pete's Insights</b> <p>I'm not exactly sure but from my research I do believe that Randy Jackson got super lean on his own before Golden Hippo went out and partnered with him.</p> <p>Because this is a dietary supplement, again, it's important to not make drug or disease claims and to have reliable substantiation for all claims.</p>
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### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Unexplained Weight Gain, Digestive Issues, Fatigue	Leaky Gut	Probiotics & Prebiotic Fibers that can heal the gut lining	Way more energy, less cravings, and better weight

**VSL Formula:**

I laughed when I heard lemons are a weight loss secret... then I looked at the studies.

Hi I'm Randy Jackson from American Idol. My health was a mess. And then I changed. Nothing worked. Then I found 3 secrets that changed everything. I was diagnosed with type 2 diabetes then cracked the code. And dropped 130 pounds.

After years of research. My Dr. and I discovered my weight gain isn't because of food. It's leaky gut. Understanding leaky gut has kept the weight off for over 15 years. Your gut is what turns food into nutrition. Your GI tract absorbs all for energy. But if the GI Tract is overrun with bad bacteria. It can get little holes in the gut lining.

Leaky gut lets toxic waste leak into your body. Causing aches, skin redness, rashes, heart burn, indigestion, and heart disease.

That's what happened to me. Digestive issues. Fatigue, Weight Gain. Dieting was no longer the answer. You need the "Digestive Jumpstarters" to supercharge your gut.

Probiotics, Prebiotic Fibers, and healing gut lining are key. Here's how and the proof. I found a doctor to make a custom formula to reverse 10 years of gut damage. We perfected a formula and I had way more energy. Less cravings, better weight.

We call it Multi GI 5. Only formula with 12 probiotics, prebiotics and leaky gut ingredients to fix digestion. Here's what's inside.

Buy it today before it sells out!

**How To Rewrite It:**

I laughed when I heard this trick helps fix this problem... but then I discovered it works! Hi I'm a celebrity who had all these physical & emotional problems.

Then I fixed them and created an amazing life with physical and emotional benefits. A doctor showed me THIS was the root cause of my problem. Here's how it works. And how the root cause of the problem was created in the first place.

This is where your physical and emotional problems come from. You need to do these things in order to fix the root cause of the problem and achieve these amazing physical and emotional benefits like I did.

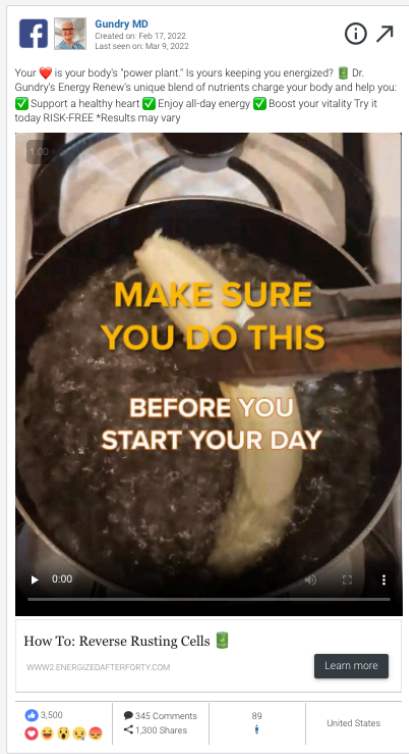
We created a product to help you make it all easy for you.

So buy it today before it sells out!

# 13. Dr Gundry's Energy Renew

[LINK TO SCRIPT](#) – LINK TO VIDEO

<b>Authority Figure</b> Dr. Gundry	<b>Product</b> - \$59.99 Energy Renew	<b>VSL Length</b> 34:12
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<p><b>PROOF OF MASSIVE SUCCESS</b></p>  <p>The image shows a Facebook post from Gundry MD. The post features a video of a frying pan with the text "MAKE SURE YOU DO THIS BEFORE YOU START YOUR DAY" overlaid. Below the video, it says "How To: Reverse Rusting Cells" and "WWW2.ENERGIZEDAFTERFORTY.COM". The post has 3,500 likes, 345 comments, and 1,300 shares.</p>	<p><b>Pete's Insights</b></p> <p>Alot of the best VSLs hover around 1 simple trick. 1 thing they have to do. 1 rogue ingredient that fucks everything up.</p> <p>People love to buy that 1 simple thing and are always looking for that easy fix. Make your VSLs simple. The 1 Simple Trick marketing angle will never die.</p> <p>Once again, because this is a dietary supplement, it's important to not make drug or disease claims and to have reliable substantiation for all claims.</p>
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## Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Low Energy	Oxidation slows your heart which reduces nutrient supply to your body.	Phytochemicals in berries can slow down oxidation so your heart cells can repair and	Maximum energy, healthy metabolism, and feeling young!

		make more APT.	
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### **VSL Formula:**

Knowing what happened to this brown banana is the key to getting your energy back. Do all your energy problems come from 1 fixable problem under your chest?

Hi I'm Dr. Gundy I'll show you an internal switch to turn your energy back on. Your heart is where all your energy comes from. It keeps everything alive.

When I talk about energy I mean ATP. Your heart makes ATP every day. APT makes your body run at full power and it all starts with heart.

Now look at this banana. This banana turns brown because oxidation. That's what also attacks your heart. Oxidation slows blood flow and slows nutrient supply to your body, losing energy faster.

If you can slow down oxidation, your heart cells can repair and make more APT. Meaning your whole body can research. Feeling younger and more alive! You can do this with phytochemicals in berries that help slow oxidation.

Another problem is energy storage. Carnitine helps turn fat stores into energy.

There's all these studies on it and over 300 medical papers. It's powerful!

Good news we found a new ingredient that boosts ATP production even more! It's too hard to get these on your own. So we made it. Introducing Energy Renew!

It's the master key to maximum energy, healthy metabolism, and feeling young. Here's how it works and we're about to sell out so make sure you buy it today!

### **How To Rewrite It:**

This weird thing holds key to solving this big problem. Hi I'm a famous expert who wants to show you 1 switch to fix everything.

This is achieving your benefit works. This is the 1 specific piece that's responsible for making it all happen.

However suddenly this root cause of the problem can come around and ruin that one little thing.

Making all these other problems appear. You can fix this doing this specific strategy and it can create lots of physical and emotional benefits for you.

Here's my tips, techniques, and ingredients that can do this for you with a bunch of studies that back my science up.

However we discovered an even more powerful tip to solve the root cause of the problem. And we turned it into a product.

It's happed \_\_\_\_\_ and it's been helping thousands of customers achieve their dreams.

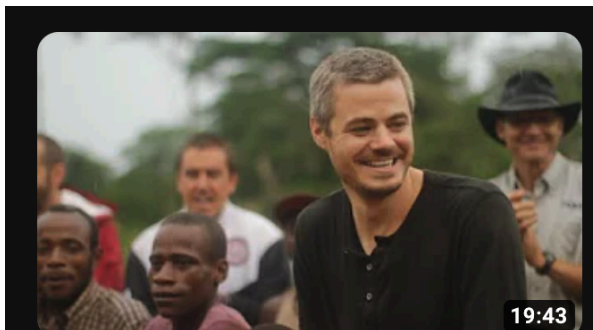
Buy today before it sells out!

## 14. Charity Water - 31M Views

[LINK TO SCRIPT & VIDEO](#)

<b>Authority Figure</b> Scott Harris	<b>Product</b> Charity to Get Drinking Water	<b>VSL Length</b> 19 min 43 sec
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### Proof of Massive Success:



The Spring - The charity: water story

31M views • 3 years ago

### Pete's Insights

Hands down the greatest VSLs for inspiring people to raise money for a cause. Brilliantly produced & edited.

If you want to make a big impact on the world. Create something like this.

They raised over \$100M in 2021 and this is their story.

Also note. If you don't make them cry, they ain't going to buy. There's a



	<p>SERIOUS tear jerking story of a little girl who passed away in here.</p> <p>And of course, you should only promote a charity if you have the charity's authorization.</p>
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### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
785 million people don't have clean water	No one was doing anything to build wells and most charities were scams	A charity that donates 100% of proceeds to creating clean water.	Kids went from drinking swamp water to drinking clean water from wells.

#### VSL Formula:

Hey This is Me & listen to this. I lead an organization called Charity Water. Our mission is to bring everyone water on the planet. This is my family. And where I grew up.

When I was 4 my mom collapsed on the floor. Her immune system failed her. And I spent my youth taking care of her.

Then I turned 18 when I joined a band. And became a nightclub promoter. I partied hard. I liked strip clubs and drugs.

Then I hit rockbottom. I hated my self indulgence. And wanted to give back. So I started applying for charities. But they all rejected me because of my past.

Then I got a gig helping people in Africa detecting facial tumors. And I signed up to be the volunteer journalist. I stopped drugs, strip clubs. To move in the other direction.

I met a man named Harris who had a ridiculous tumor. And a surgeon who'd been helping for the past 29 years. He didn't like these people being called worthless. Rubbish. Or cursed.

Over 5000 people came to see our doctors. But there were too many people. And I

wanted to do even more. I kept traveling and seeing so many sick kids drinking out of ponds with worms in it.

So many diseases caused by bad water. And they were struggling to get it. Walking hours everyday to get it.

Dirty water is responsible for more death than all forms of violence and war. 785 million people live on planet without clean water. Twice the size of the US. Many of them children dying.

So I raised \$15,000. Took it to a camp in Uganda. Built 3 weeks. And took photos and shared it.

People were shocked something actually happened with the money.  
So we started charity water. Even though 42% of people don't trust charities.

So we donated 100% of donations for clean water.  
A proved each water project we funded. With GPS Tracking. And Water Sensors so we knew it'd keep working. We started blowing up all over the world. And thousands donated.

People started giving away birthdays. Giving their birthday money to charity water.

Then one day a little girl for her birthday tried raising \$300. But failed. And only raised \$220. A few weeks later, she died in a car accident. So strangers started to donating to her campaign. Within weeks she raised \$1.2M raise for water.

Then 80,000 started raising money for clean water. Giving up Christmas years. 12 lemonade stands. 1,000,000 people have joined to fund 50,000 water projects.

Lives around the world are being changed. And the kids are now drinking clear water. Families were so happy and healthy.

Join us. We've helped 11 million people. And we want to do more.  
So we created The Spring. A community of givers. A monthly subscription of giving.

100% of it goes to clean water. And well show you where your money goes.

### **How To Rewrite It:**

Hey my name is \_\_\_\_\_. I lead an organization called \_\_\_\_\_ with a noble mission.  
This is a little about me and my family so you know I'm trust worthy.

When I was very young a horrific thing happened to me. And in order to deal with it I learned an important life lessons.

But when I turned 18 I said FUCK THAT and started doing stupid shit. Having fun. Looking cool. But eventually. Basically going in the opposite direction of my life's purpose.

Eventually I became depressed. And wanted to get back to living life by that lesson. So I signed up for a charity. When I leave there, I see all these horrific things happening. So many people needing help.

Then I discovered a HUGE problem. Horrific things were happening that I knew could be stopped. I raised some money and did a good job helping some people. We proved that we actually did something with the money and people were shocked.

So we decided to start an organization. That was transparent so people could actually trust us with money. Here's what we did differently.

Word blew up and suddenly everyone wanted to help us. Kids from all over the world began working hard to raise money.

Until something tragic happened. Which caused the whole world to really pay attention. And so much money was raised.

So many lives around the world have been changed because of this.

And now we're introducing a new product. A monthly subscription where givers can give every month.


Sign up today and help us on our mission for clean water

## 15. Truth About Liver - 20m Views

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dr Lucille	<b>Product - Price</b> -\$49 Liver Health	<b>VSL Length</b> 27 min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	The Truth about Your Liver and Belly Fat	Jun 11, 2021	20,601,884

**Pete's Insights:** I love how they go directly into the root cause of the problem in this video. Going straight for the fact that it's an over worked liver. Also again, because this is a dietary supplement, it's vital to not make drug or disease claims and to have reliable substantiation for all claims.

### Kindergarten Simple Pitch

<b>Problem</b> Belly Fat , inflammation, bad digestion	<b>Root Problem</b> Everything you eat is handled by your liver. So when sugar & toxins attack it, it becomes overworked problems occur	<b>Root Solution</b> Powerful ingredients that jumpstart your livers health	<b>Benefits:</b> Feel energized, shrinking belly, sharper thinking, clearer skin
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### VSL Formula:

If you struggle with belly fat, nothing works to remove it if you have an over worked liver.

Yet there is a 2,500 y/o secret to ignite your livers fat burning furnace.  
Hi I'm Dr Lucille. I'm famous for helping people lose weight by fixing your liver.

Everything you eat is handled by your liver. It produces Bile that burns fat off. But if the liver is overworked, you can't burn anything off. That's why your belly is so big. Sugar & Toxins are attacking your liver. But there's 3 other big problems happening.

Age related inflammation. Bad digestive system. And low bile production. Thankfully during my research I found something that addresses all 4 things.

Research proves Artichoke extract are powerful solutions to liver health but... You'd need to eat them everyday so I got together a team of scientists. And created Liver Health Formula containing the perfect formula for fast loss. We put in more ingredients all proven to address the 4 big problems of liver health. Study after study proved how effective these ingredients all are. It's the ultimate formula

Today we're releasing it to the public for the very special price. When your package arrives take 2 capsules 20-30 minutes before your next meal. See if you feel energized, shrinking belly, sharper thinking, clearer skin.

### **How To Rewrite It:**

If you struggle with this physical problem it's because THIS root cause of the problem.

Hey I'm \_\_\_\_ and I'm famous for fixing the root cause of the problem. Here's how it works and how the root cause of the problem formed in the first place.

Here's how these 4 things are causing all the physical and emotional pain you've been experiencing.

Thankfully I've figured out how to fix these things. The only problem was the remedy was hard to follow everyday. So I put it in a bottle to make it easy to follow every day.

We added some extra things to make getting the amazing physical and emotional benefits happen faster.

And we're finally releasing it today to the public. Buy now before it sells out.


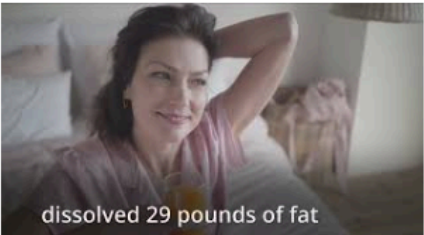


## 16. Meticore VSL

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Regular Guy	<b>Product - Price</b> Meticore	<b>VSL Length</b> 60Min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	<b>Tropical Loophole</b> <b>Dissolves Fat</b> <b>Overnight</b>	Mar 31, 2022	29,533,475
			

**Pete's Insights:** I do believe this got up to \$16m or \$20m/month on this campaign with all the affiliates running traffic on Clickbank to this. Insanely aggressive. And insanely bullshit.

This is the definition of “stabbing with a knife”. This kills the brand. And is the reason why people won’t ever come back to buy.

Because this is a dietary supplement, again, it’s important to not make drug or disease claims and to have reliable substantiation for all claims. Also the story about the person featured in any VSL like this (or any VSL) must be true.

### Kindergarten Simple Pitch

<b>Problem</b> Dangerously Overweight	<b>Root Problem</b> low core temperature slows your metabolism	<b>Root Solution</b> Using ingredients that normalize	<b>Benefits:</b> Get your amazing life back. Lean
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	by 50%	your bodies core temperature fires up a slow metabolism and melts fat 24/7	beautiful. All while eating the foods you love
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### **Their VSL Formula:**

I almost died trying to save my son because my heart couldn't support my weight. Hi I'm Todd. I'm just a regular guy who lost control and got fat. Nothing worked and I felt ashamed and guilty that my wife didn't love me anymore.

One day I hear my son screaming for help and I end up in the hospital trying to save him. I meet a strange doctor from Madagascar and start crying that my life has been ruined. He says I can't lose fat because my metabolism is 50% slower than a slim person.

He sends me a list of ingredients that raises your body's core temperature. Research shows lower core temperature slows down metabolism and keeps you fat. I saw that proof that this is the root cause of the problem and I tried tears of joy and excitement.

I found a doctor who'd help source the ingredients and gives me confidence it will work. He says, normalizing core temperature fires up a slow metabolism and melts fat 24/7.

I partnered with the doctor. He sourced the ingredients and we put it into a bottle. I tried it and lost 68 pounds of ugly fat while eating cake, pizza and chocolate.

My wife tried it and lost 26 pounds. And we got our amazing life back. We tested it on 1345 people and 97% of people had their lives absolutely changed!

So we put the formula into a bottle and named it Meticore and you can buy it today!

### **How To Rewrite It:**

My worst nightmare just manifested. Hi I'm no famous person. I'm just a regular guy like who suffered from all these physical and emotional problems.



Then my worst nightmare happened and was terrified by how bad these problem were ruining my life.

I met an expert who tells me the root cause of the problem and slips me a list of ingredients to solve it. I do the research and finally learned how they could actually fix the root cause of my problem.

I found another expert who could help me formulate it and that person confirms were onto something amazing. We created the product and I tried it. All my pain and suffering vanished and turned into an amazing physical and emotional benefits.

I shared it with everyone I know and people are being transformed left and right.


So we named it X. Buy it today!

## 17. Quietum Plus

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> 25 yr small town anatomy professor	<b>Product</b> - \$69 Quietum Plus	<b>VSL Length</b> 60 min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
<b>This Eardrum “Hack” Clears And Sharpens Your Hearing</b> 	<b>Hearing Problems? Try this crazy hack... 2323</b>	Apr 24, 2023	9,131,771

**Pete's Insights:** Similar to the City Beauty VSL way above. I love how this leads with a new root cause of the problem. People want to hear about a breakthrough regarding the problem they've been struggling to solve.

An unlikely hero story.

I know a ton of affiliates who were pulling in 6-figures per day running this campaign.

Here again, because this is a dietary supplement, it's important to not make drug or disease claims and to have reliable substantiation for all claims. Also the story about the person featured in any VSL like this (or any VSL) must be true.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Ringing in ear	A faulty wire in the brain picks up	Particular ingredients are	Noise lifts, great sleep, full energy,

	electrical noises and short circuits our nervous system	proven to cool off the nervous system and boost brain blood flow fixing the faulty wire	feel like new!
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### **Their VSL Formula:**

MIT Researchers discover ear ringing caused by thin wire spiraling from ear to brain. Hi I'm Pat. 25 yr small town anatomy professor with a huge tinnitus discovery.

2 years ago a screeching sound hit me out of the blue. I couldn't focus or sleep. Doctors checked and found nothing wrong. It felt like my head was splitting in two.

Months later the ringing was so painful I snapped and the police had to take me away. I decided to go back to the University Library, diving deep into studying and struck gold.

A 1950s experiment where doctors cut the auditory nerve yet patients still had tinnitus. Meaning tinnitus noises aren't in the ear. Which is why people who go deaf get tinnitus too.

Then in 2019 a study reveals a faulty wire in the brain is picking up electrical noises. These noisy short circuits stress out the nervous system and burn brain cells.

I call a military doctor who confirms everything. Says big pharma has been hiding the solution. He was resistant to give me the secret formula to not lose his job yet finally did.

All the ingredients proven to cool off nervous system and boost brain blood flow. I tried them. I was a miracle. Noise lefts. Great sleep, full energy. I felt like new.

We tested it on 53 people. 100% had ringing disappear! I named it Quitum Plus and 200,000 people have tried it now.

There's limited availability so order as much as you can today and buy right now!

### **How To Rewrite It:**

Experts have discover the root cause of the problem is X. Hi I'm a regular guy who started experiencing these physical and emotional pains. I tried everything and it didn't work.

Then finally the worst case scenario happened to me. I decided to go on a mission to solve it and uncovered the root cause of the problem. Here's how it all works to cause my physical and emotional pain.

I called someone who knew how to fix this and after some resistance they gave me the formula. We created a product, and I tried it. And finally all my pain and suffering vanished like the morning fog. It began physical and emotional benefits!


I shared it with everyone I know and people started transforming left and right. So we named it X and you can buy it today!

## 18. Pro Dentin VSL

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

<b>Authority Figure</b> Dentist	<b>Product</b> \$69 ProDentim	<b>VSL Length</b> 60 min
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### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	Let This Soft Mineral Melt In Your Mouth For Better Gums And Teeth	Sep 22, 2022	826,553

### Pete's Insights:

I really love the introduction here. It's a great question. Literally why do people find 2500 year old teeth in great shape. When most people's teeth decay eating ice cream?

If you can dig and find a really great question that compares two different people, it's worth the test. Next there's some big conspiracy angles in here. A doctor goes rogue after noticing that no one else actually cares about solving the root cause of the problem. Classic.

Once again, because this is a dietary supplement, it's critical to not make drug or disease claims and to have reliable substantiation for all claims. Also the story about the person featured in any VSL like this (or any VSL) must be true. Also any discount pricing must be true, i.e., a real discount.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Bleeding gums. Gum disease. Bad breath. Loose teeth	Today's dental products are killing the good bacteria that protects your mouth	Probiotics specifically made for your mouth	Whiter Teeth, Sleep like a baby, clear sinuses

### **Their VSL Formula:**

Why do 2500 y/o teeth have no cavities when most people over 40 have painful gums and teeth? I'm Dr. Sutton, a successful doctor who quit after I realized I was never treating the root cause.

My colleagues blindly prescribed medications without caring if it worked. One day I met Grandpa Sam who had the worst gum disease I'd ever seen.

Infected gums, bad breath, loose teeth, scared of choking while sleeping. Doctors gave him drugs for his pain, headaches, and insomnia, his life was a living hell.

I noticed all his problems came after his gums started bleeding...

I researched and found a 2500 year old pair of teeth that were perfect even though brushes didn't exist back then.

How could teeth survive hundreds of years in mud when your teeth get ruined by chocolate? Researchers uncover your mouth's microbiome is what keeps teeth strong. Yet most dental products are destroying good bacteria in your mouth causing decay.

By repopulating your mouth with good bacteria, your mouth heals and health issues disappear. Probiotics don't have correct strain for teeth so we decided to make formula just for your mouth.

We gave it to Sam. And it was a miracle. Whiter Teeth. He slept like a baby. And had clear sinuses. We named it ProDentim. It's 100% doctor formulated to address the root cause of gum disease and tooth decay.

We tested it on lots of people and it worked amazing. There's a big discount if you order in bulk so buy right now!

### **How To Rewrite It:**

Why do smart people have problems while dumb people have amazing benefits?  
Hi I'm an expert who quit his job after I realized the other experts never actually cared to treat the root cause of the problem.

It all started because I met a guy who had the worst physical and emotional problems I could ever see. He tried this and that but nothing ever worked! I found a clue and started doing research. Then found another clue hidden in dumb people.

Then I uncovered the root cause of the problem, what's been causing all his physical and emotional problems. I assembled the secrets to fixing the root cause of the problem put it into a bottle, and gave it to the guy with the problems.

Suddenly all his pain turned into heaven on earth. Physical and emotional benefits. We tested it on a bunch of people and it continued to work like crazy.


There's a big discount if you order alot.

## 19. Lean Belly Juice

[LINK TO SCRIPT](#) – [LINK TO VIDEO](#)

Authority Figure	Product	VSL Length
Regular person	\$69 Lean Belly Juice	60 min

### Proof of Massive Success:

URL	Title	Upload Date	View Count ↓
	Newly Discovered 'Fizzy Juice' Awakens Metabolism	Jun 13, 2022	815,773

**Pete's Insights:** I love the new packaging. People have been coming up with whack diet supplement for a while. And these guys stand out a bit above the pack with the packaging.

However it might be a waste of money spending more on that when you're selling a crap product with a BS mechanism.

### Kindergarten Simple Pitch

Problem	Root Problem	Root Solution	Benefits:
Grossly Overweight	Toxic lipid molecule ceramides force fat cells into bloodstream clogging organisms &	The ingredients in Ikaria juice neutralized ceramides and unclogs fats.	Melts fat like a hot butter knife.



	slowing metabolism		
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### **Their VSL Formula:**

My sons screams to save my life as a black out from what feels like a heart attack. Hi I'm Robert & 2 years ago I woke up in ER with 62lbs of fat crushing my heart and liver.

I was a firefighter who hit 240lbs after a knee injury moved me to my desk job. I was afraid of heart attacks and my overweight wife was depressed by her fast aging.

I tried everything. Nothing worked. My wife wanted to leave. And I felt so ashamed. One day I find an intruder in my garage. And he points a gun at me and I black out in terror. I woke up in the ER with family crying around me. Helpless like a beached whale.

Dr says next time you're dead. Never see your kids grow up. Weeks later I met Michael. Who spent 6 months studying the longest living populations.

Heart disease and fat people didn't exist there because of a juice they drank each morning. He gave me the contact details of the Dr who discovered this Ikaria Juice. Dr says the root cause of overweight people is toxic lipid molecule ceramics.

Forcing fat cells into blood stream. Clogging organs and slowing down metabolism. Good news! Ikaria juice Neutralizes ceramides and unclogs fats.

Here's the undeniable proof and evidence the ingredients work. I tried it on me, my wife and friends and everybody transformed!

We named it Lean Belly Juice so buy it today!

### **How To Rewrite It:**

By greatest fear manifested. Hey I'm no famous person. I'm just a regular guy like you who had all these physical and emotional problems. I tried everything and nothing would work. Then my worst nightmare happened and I was terrified by how bad these problems were ruining my life.

I met an expert who tells me a story about a group of people who never experienced the problems I have.

These people only experience heaven on earth. All the physical and emotional benefits I dreamt of having. He introduced me to an expert of these people and the expert reveals the true root cause of my problems.

Good news is he discovered ingredients that solve the root cause of the problem.

There's a ton of proof that it works and I tried it FINALLY! I achieved my dream physical and emotional benefits.

So buy yours today!