

Video Sales Letter (VSL) Template

We've created a free video sales letter template to help you structure your messaging with confidence. If you'd rather have a strategic partner walk you through it, we at [Covalent](#) offer video production services tailored to performance.

1. Hook (0:00–0:15)

Grab attention with a powerful opening that addresses a pain point or outcome.

- *"Still spending thousands on video content that gets zero ROI?"*
- *"What if your next video campaign actually converted leads into sales?"*

2. Identify the Problem (0:15–0:45)

Show your audience that you understand what they're struggling with.

- *"Most [job titles] know video matters, but struggle to explain complex services, prove ROI, or move decision-makers."*
- *"A great story isn't enough. Without strategy, your message gets lost."*

3. Introduce Your Solution (0:45–1:15)

Position your company as the one with the answer.

- *"At [Company Name], we create videos designed to perform, purpose-built for your goals, not just for YouTube views."*
- *"From brand clarity to measurable results, we turn your message into momentum."*

4. Establish Credibility (1:15–1:45)

Drop names, numbers, or testimonials to build trust fast.

- *"We've partnered with [client names or industries] to deliver [specific outcome]."*
- *"One video helped a client cut their sales cycle in half. That's the power of clarity."*

5. Explain the Process (1:45–2:30)

Show your approach in simple, visual steps.

- *"We keep it simple: Discovery. Production. Optimization. Every step is built around your goals."*
- *"You get the strategy, storytelling, and analytics to make every video count."*

6. Call to Action (2:30–3:00)

End with a crystal-clear action that speaks to value, not just process.

- *"Book a strategy session today and start seeing returns on your content investment."*

- *“Click below to get started. Your message deserves more than a play button, it deserves results.”*

VSL Quality Evaluation Guide

To ensure your VSL hits the mark, evaluate it against these five key dimensions. Each is rated on a scale of 1–5, with a total of 25 points possible.

Category	Description	Score (1–5)
Clarity of Message	Is the offer or value prop immediately understandable?	
Relevance to Audience	Does it speak directly to the target viewer’s challenges or goals?	
Persuasive Structure	Is there a clear, logical arc (hook → problem → solution → proof → CTA)?	
Production Value	Is the audio, visual, and pacing polished and professional?	
Call to Action Strength	Is the CTA specific, compelling, and benefit-oriented?	

Total Score: /25

VSL Performance Grading

Grade	Score Range	Performance Summary
A	23–25	Clear, compelling, visually strong, and highly persuasive.
B	19–22	Good structure and clarity, minor room for creative or persuasive polish.

C	15–18	Serviceable but forgettable, likely won't drive results.
D	10–14	Weak messaging or visuals; needs significant revision.
F	0–9	Confusing, unprofessional, or ineffective; harms rather than helps.

FAQs

How long should a VSL be?

2–3 minutes is ideal for B2B — long enough to tell the story, short enough to hold attention.

What kind of proof should I include?

Client logos, testimonials, stats (like ROI or lead gen), or even clips of past projects can build trust quickly.

Should every video follow this structure?

Not necessarily. This is a proven framework, but you can adapt it based on audience, platform, or creative style.

How do I use this template with Covalent?

Use this structure as a briefing tool, then let Covalent handle the scripting, production, and strategic adjustments to ensure your VSL performs.