## Jim's Problem, Agitate, Solve VSL (Video Sales Letter) Formula

Attention	(niche meml	per)!		
The following is a m	essage for every (problem).	(n	niche member) who	
	(your : (niche area)!	name) and here's	the TRUTH you need to know	
In fact, here's the big	ggest problem you face rig	ght now.		
It's	(biggest obstacle th	(biggest obstacle they face).		
But that's not the end	d of the problem. It actual	lly gets worse!		
Here's the Real Prob	lem you're facing when i	t comes to	(niche area).	
Bottom Line:	(agitate – make problem worse)!			
Which means	(what makes it really bad).			
	any (even worse than what		) can't get past the idea that	
But nothing could be	e further from the truth!			
	(niche mer (problem), here's the s	=	really tired of dealing with en looking for	
Introducing "	(solution	title)!"		
"	(Solution Title)" Help	os You:		
	(#1 result)			
• (#2 result)				
•(#3 result)				
	(#4 result)			
	• (#5 result)			
and much, MUCH	I more!			
And best of all voi	a'll start seeing results wit	.h "	(solution title)" in	
	(time) and it costs			
Act Now because / a			· · ·	

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- \_\_\_\_\_ (Bonus / Reason to act now)
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But the biggest reason to Act Now - Before It's Too Late – is \_\_\_\_\_\_ (biggest reason to act now – time, scarcity, bonuses, pain of not acting)

Get Onboard With \_\_\_\_\_ (Solution Title) from \_\_\_\_\_ (your name) Now!

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