

## **Video Sales Letter Formula: Review Examining Ryan Deiss' VSL Training System Released**

*SUMMARY: HonestyFirstReviews.com releases a review of The Video Sales Letter Formula a newly launched training course and software program from Ryan Deiss which promises to provide users with a simple system for creating high converting "ugly duckling" sales presentations.*

The Video Sales Letter Formula - a new training course for internet marketers eager to increase conversions using video sales presentations has just been released to the public generating a buzz of excitement through the online marketing community, and drawing an in depth review from HonestyFirstReviews.com's Tiffany Hendricks.

"For decades direct marketers have relied on 'long form sales letters' to convert prospects into customers, but the tide has clearly changed," reports Hendricks. "Over the last few years we have seen all the top online offers switching to a video sales format, to the point where the old 'text only' format has been all but abandoned. Marketers in the know understand the urgent need to transition into using VSLs, but the task of producing a sales video that converts can seem like a daunting task. So, when we found out about Ryan Deiss' new VSL program The Video Sales Letter Formula we were quite eager to take a look at it and see if it was something we could recommend to our website visitors, as a means to create a quality VSLs."

Hendricks' Video Sales Letter Formula review explains that the system provides customers with full multimedia training on every step of creating video sales letters, including the process of recording the video using screen capture software, and installing Deiss' "Magic Buy Button" software script. Hendricks explains that this training is only the beginning of the assets made available to customers.

"Our review details all of the extensive resources included in the Video Sales Letter Formula and our opinions on them," says Hendricks. "However, the one thing that really stood out was the 12 step 'fill-in-the-blanks' template. This template was developed by a top copywriter, and it basically walks the VSL viewer through an almost hypnotic, proven sales sequence. This template will definitely come in handy for those of us who need help structuring our sales copy to create high converting VSLs in days instead of weeks."

**[Those wishing to purchase The Video Sales Letter Formula, or for more information, click here.](#)**

Tiffany Hendricks provides reviews of the best internet marketing courses, software and digital training programs on her website HonestyFirstReviews.com. Hendricks' review of The Video Sales Letter Formula is available at the following url: <http://www.honestyfirstreviews.com/ryan-deiss-video-sales-letter-formula-review-can-making-a-vsl-be-this-simple/>

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