VSL, THE VIDEO SALES LETTER



Explaining your offer every day is tiring. The video explains it for you.

A VSL is a video that lays out the problem, shows the solution and makes the offer, at the right pace. It works on the sales page, in ads and on WhatsApp, telling the same well-told story to every customer.

99% of Brazilian internet users go online by phone (Cetic.br, 2025)	**63%** prefer to learn about a product through short video (Wyzowl, 2026, international)	**85%** have been convinced to buy by a video (Wyzowl, 2026, international)	**53%** YouTube's share of connected TV viewing in Brazil (Kantar IBOPE, 2025)

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Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.

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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

Does your offer explain itself?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] I explain the same offer **several times a day**.
- [ ] My sales page has **only text and photos**.
- [ ] Customers ask about things **already written there**.
- [ ] **I don't have** a video that explains my offer.
- [ ] My ads **don't use video** with a call to action.
- [ ] I sell something that **needs explaining**.

How many did you check?

0–1 **Low risk.** Your offer looks clear. Worth testing a short video in the ad and on the page.

2–3 **Medium risk.** There are gaps. A customer who doesn't get it in a few minutes puts off the decision, and putting it off usually means no.

4–6 **High risk.** Your offer depends on you explaining it one by one. A VSL tells the story the same way to everyone, at any hour.

I want a VSL →

WHAT MANY PEOPLE THINK

Five beliefs about video that cost you sales

On the left, what you hear every day. On the right, what happens in practice.

MYTH

Nobody watches long videos.

IN PRACTICE

They do when the opening hooks them. 63% prefer short video to learn about a product (Wyzowl, 2026): a good VSL runs as long as it needs.

MYTH

VSLs are only for digital products.

IN PRACTICE

They work for any offer that needs explaining: a service, a treatment, a new product. In an international study, 85% said a video had convinced them to buy (Wyzowl, 2026).

MYTH

Just turn on the camera and talk.

IN PRACTICE

The script sells: problem, proof, offer and call to action, in that order. Without one, the camera records a chat that goes nowhere.

MYTH

Videos load slowly and customers give up.

IN PRACTICE

With a light cover image, the video only loads on play. 99% of Brazilian internet users go online by phone (Cetic.br, 2025): the VSL is built for phones.

MYTH

One video won't change anything.

IN PRACTICE

Dollar Shave Club's 2012 video cost $4,500 and brought in about 12,000 orders in 48 hours (NBC News). It's not always like that, but it shows the weight of a story told well.

SAME STORY, TWO ENDINGS

Six months of your offer, with and without a VSL

Same offer, same audience, two ways to explain it. Flip the switch and see what changes.

	Without VSL	With VSL
Month 1	**The offer is explained by voice message** Each customer hears a different version, when there's time.	**The script comes first** Problem, proof, offer and call to action, written before filming.
Month 2	**The page is all text** Visitors read a little and message you with questions.	**The VSL goes on the page** Visitors watch and reach out with their decision mostly made.
Month 3	**The ad shows a photo** People stop on the ad but don't get the offer.	**Clips become ads** 15 to 30-second clips lead to the full video.
Month 4	**The owner becomes the bottleneck** Selling more means explaining more often.	**The video explains for you** The same story, told well, to every customer, at any hour.
Month 6	**Sales depend on the day** A busy week is a slow sales week.	**You have an asset that sells** The video keeps working while you serve those who already decided.

RUN THE NUMBERS

What is it worth to convert more?

Run the numbers: how many people see your offer per month, what one sale is worth and how many extra conversion points you expect from the video.

THE MATH	YOUR NUMBERS
People who see the offer per month page or ad visitors	
Value of one sale in reais (R$)	R$
Extra conversion with video percentage points	%
In 12 months, extra sales	**R$**

WHERE THE OFFER IS SEEN

99% on mobile

It's how almost every Brazilian goes online (Cetic.br, 2025). The VSL is made for the phone screen.

NOT COUNTED

the time you get back

The hours you spent explaining the offer go back to serving those who already decided.

IT HAPPENED IN THE UNITED STATES

A $4,500 video launched a company

In 2012, Dollar Shave Club released a short video of its founder pitching the offer with humor. It wasn't a classic VSL and the company already had investors, but the case shows the weight of an offer told well.

12K

Mar/12	The video goes live; it cost **$4,500**.
48 h	About **12,000 orders** in the first two days (NBC News).
3 months	**4.75 million views**.
2015	Revenue reaches **$152 million**.
Jul/16	**Unilever buys** Dollar Shave Club, in a deal reported at $1 billion.

> The video had help: a product, a price and investment behind it. Still, it was what made millions of people understand the offer in just over a minute.

WHAT IF I KEEP GOING WITHOUT VIDEO?

Six things that can happen

01

The offer depends on you

Each customer hears a different version.

02

Customers leave confused

A text-only page loses anyone who doesn't read to the end.

03

The ad has nothing to show

A still photo competes for attention with video.

04

Objections go unanswered

Questions turn into chats, and many chats never come back.

05

Filming without a script

An improvised video never reaches the call to action.

06

Selling more takes more of your hours

Growth depends on you talking more.

WITH A VSL, YOUR BUSINESS GAINS

A story told well

Problem, proof, offer, call to action.

85% have bought because of a video · Wyzowl

On the sales page

Visitors watch and reach out.

page and video together

Clips for ads

Clips that lead to the video.

vertical for Reels and Stories

Explains at any hour

The video pitches while you serve customers.

live 24/7

For WhatsApp

A link that answers first.

99% on mobile · Cetic.br 2025

Viewer analytics

Where people drop off.

per-minute retention

HOW IT WORKS

From script to video online

You tell us what you sell and to whom. Info4RT handles the rest, from script to editing.

01

First talk

Offer, audience, objections and the proof you already have.

02

Script

Problem, proof, offer and call to action, written and approved before filming.

03

Filming and editing

Voiceover, footage, captions and pacing, in your brand style.

04

Live

On the sales page, in ad clips and in a link for WhatsApp.

99%

of Brazilian internet users go online by phone (Cetic.br, 2025)

63%

prefer to learn about a product through short video (Wyzowl, 2026)

53%

YouTube's share of connected TV viewing in Brazil (Kantar IBOPE, 2025)

INFO4RT VSLS

Ready to pitch your offer on video?

In the first conversation you'll walk away with the outline of your VSL script.

WhatsApp +55 11 97382-0485

info@info4rt.com

www.info4rt.com/en/benefits/vsl

Sources (accessed on November 16, 2026)

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