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Transcript

Hello, how's it going? If you're on this page then I would love to tell you a little bit about LifeOS

{animation}

Which is the productivity system that helps you manage your time, beat procrastination, and take consistent action towards the goals that matter most to you.

If we haven't met, hello, my name is Ali. I'm a doctor turned entrepreneur and the author of the New York Times and Sunday Times Besterseller – Feel Good Productivity. And apparently according to my publisher, I'm also the world's most followed productivity expert.

And what this course is gonna teach you is the life operating system, which is the personal productivity system that I've built for myself over the last several years.

It's the combination of all of the research that I've done on what it is that really makes people productive, not just in the sense of like doing more work efficiently. But also in the sense of actually figuring out what really matters to you, what feels meaningful to work on and doing all of this in a way that is enjoyable and sustainable.

Now, LifeOS stands for "Life Operating System" and the reason I've called it that is because just like the device that you are currently watching this on has its own operating system on the backend, if we wanna be successful professionals or creators or entrepreneurs in the world, we need our own operating system as it relates to our productivity.

Why do we need an operating system? Well, because the system does a lot of the heavy lifting when you're using your computer or your phone. You are not having to think about quite a lot of all the stuff that goes on behind the scenes 'cause the operating system takes care of that for you so you can focus on what you actually wanna do using the device.

In the same way, if you have your own LifeOS and operating system for your life, the system itself does a lot of the heavy lifting in terms of helping you stay organized and helping you manage your time and energy and focus and attention, so that you can actually focus on doing the work or doing the stuff that feels meaningful to you rather than being overwhelmed with all of the disorganization and all of the procrastination that plagues most of us.

But in a nutshell, LifeOS is split up into two main pillars. Pillar number one is vision and pillar number two is action.

Vision is where we help you get clarity on what actually matters to you because there is nothing more tragic than being super, super productive and working your way towards a goal only to realize that that is not the goal you wanted to work towards in the first place and you've wasted all that time and energy and effort working towards a thing that didn't actually align with your authentic intrinsic values. And so the vision pillar of LifeOS encourages us to do a bunch of reflecting to figure out what are the small number of things that really do matter to us.

And we do that using the three components of your life compass, your future sketch and your quarterly quests. Once we've figured out what direction we're actually going in, then pillar number two is the pillar of action. And this is the system that helps us actually take consistent action to achieve whatever goals we set out to.

Because you can have the best vision in the world, but unless you're actually doing the things, unless you're beating procrastination, able to manage your time and able to actually take action towards that vision, then that vision is never gonna happen. And you're just gonna be dreaming rather than actually doing. And so the three components within our second pillar of action are the focused hour formula, the productive day protocol, and the balanced week blueprint.

Now I'm gonna tell you a little bit more about the course, but before we do that I wanna dive into a few testimonials that people in the past who have taken the course have said about the system.

For example, we've got William who said, "I have never given any thought to structuring a productivity system. I have had 20 alarms ringing every week and 10 different projects going on at the same time. Taking this course has reduced my stress level and helped me to organize my life. It has been money very well spent."

Then we've got Travis who said, "I was first apprehensive of paying the price for this course, but I figured I'd give it a shot after getting loads of value from Spark." which is the annual free workshop thing that we do every year. "The money-back guarantee was also comforting and reassuring. As someone who has been really struggling with being productive with ADHD, this course was truly LIFE CHANGING. I love how it provided STRUCTURE and clear CONSTRAINTS-this is huge with timeblindness and overthinking. The course was fun and easy to understand. I completed this course and for the first time in my life, I feel confident that I'm actually going to make PROGRESS towards something meaningful instead of running in circles. It's so much more than just a productivity course, it's a reflective process to discover what is important to you. Thank you, Ali and Team, for putting such a

valuable course together. It was worth every penny. I am truly grateful and looking forward to the year ahead."

And then we've got Tricia who said, "This course is shaping my future. It is building my confidence daily, weekly, monthly in what is possible. What we want is not a result of "wishing it so", it is the result of organizing our actions towards our dreams. This course has tied my dreams to actions and I can see positive changes in my perspective, attitude and my outcomes!

And then just one more from Jose where he says, "100% recommended. Not exaggerating when I say this completely has changed my life and my business."

So those are just some of the testimonials we've had for the course. There'll be more on this page if you wanna browse them. And we also have a "Help Ali sleep at night" money-back guarantee. Basically, if you sign up to the course and you don't enjoy the course for whatever reason, I will literally lose sleep over that and it's not worth me losing sleep over that. And therefore we have a "Help Ali sleep at night" money-back guarantee, which is if you go through the course and you don't enjoy it for whatever reason, you can literally just email us within 30 days and you can get a full refund.

We want this to be a completely risk-free investment and I promise that if you actually just go through the course and apply even one or two of the six different components into your life, I guarantee you'll see results almost immediately.

Now, LifeOS is designed to be app-agnostic, which means whether you are on an Apple device or a Google device or Windows device, or if you

enjoy like pen and paper systems like I sometimes do, you can still incorporate the course into whatever system works for you.

But as part of the course, I'll also be showing you exactly how I personally incorporate LifeOS into my own personal tech stack. But we've also got examples of how you can build your own life operating system using something like Notion or even something simple like Google Docs, as I prefer to use.

The course also comes with a bunch of worksheets and templates that you can literally just copy and paste into whatever system you've got.

And so if you're interested in a complete productivity system that helps you manage your time, beat procrastination, stay organized, and most importantly take consistent action towards your most important goals, then you might like to give it a shot.

So thank you for watching and I hope to maybe see you on the other side.

LifeOS Summary

Pain Points

- You have too much to you

- You procrastinate

- You juggle multiple commitments

- You get distracted easily

- You try different productivity tools and techniques but nothing sticks

- You aren't sure if you know what you really want

- You have scattered and unfocused goals

Uniqueness

- Others use time blocking, habits etc. to do MORE WORK in general

- LifeOS uses vision, motivation to do more MEANINGFUL work with LESS FRICTION

"Dream Life"

- You consistently beat procrastination

- You overcome decision fatigue

- You maintain constant motivation

- You make progress (inevitably)

| LifeOS isn't about working harder—it's about aligning your efforts with what truly matters to you and creating systems that make your progress automatic. |

Vision

- Life Compass to discover what truly matters to you, aligning actions with deepest values

- Future Sketch to understand what goals to achieve that get to your Life Compass, allowing you to say "no" to distractions

- Quarterly Quests to get to a faraway goal in manageable steps that are close enough to keep you motivated

Action

- Balanced Weeks to schedule a weekly rhythm that is repeatable and easy to follow to balance work and life

- Productive Days to get you working every day and dumb down your dreams to a simple to-do list

- Focus Hours to actually complete the work in a focused and seamless way

More Uniqueness

- It covers everything

- It's flexible toward your character

- It's sustainable

- It's evidence-based

- It's tested

- It's app-agnostic, aka works on all platforms

Made for:

- Ambitious professionals who don't want to sacrifice their wellbeing

- Creative individuals looking to make consistent progress on meaningful projects

- Entrepreneurs juggling multiple roles

- Knowledge worker managing information overload and maintaining focus

- Parents and caretakers balancing personal and professional priorities

- Students and academics striving for a balance between deep work and other commitments

Not for:

- People trying to find quick productivity hacks

- People unwilling to reflect and change current habits

- Excuse makers

- People who are rigidly attached to their current situation

Perfect for:

- Self-motivated and disciplined individuals when there's a clear system

- People who prefer self-paced implementation

- People with experience with other courses

- People already with some accountability in their lives

FAQs

How is it different from other productivity courses? Other courses focus on the "how", but LifeOS focuses on the "what" AND the "how"

Will I have time to implement this system? LifeOS is designed for busy people. You can gradually incorporate it into your life at a gradual pace. Many students find the initial investment of time quickly pays dividends. Remember, being busy isn't the same as being productive

I'm not naturally organised or disciplined. Will this work? Yes. LifeOS doesn't require your willpower or discipline, it's about finding a system that makes work feel effortless instead of disciplining your way through,

How long does it take to see results? You see small changes immediately, but the full process should take 4-12 weeks for the entire transformation.

What if it doesn't work for me? As long as you email us within 30 days, you won't lose a single penny. Your satisfaction is my priority.

How much time do I need to spend weekly? Initially for the setup around 2-3 hours per week, but then after that 30-60 mins for reflection and planning.

Can I start with LifeOS and upgrade to LifeOS Pro later? Yes, of course.

Differences between LifeOS and LifeOS Pro:

- LifeOS Pro has a community of like-minded people

- Onboarding call with a productivity coach

- Access to a small group that's coached

- Weekly accountability checkins

- Daily focus sessions and monthly reviews online

- Exclusive monthly guest workshops with productivity experts

- Exclusive group Q&As with Ali

- LifeOS gives you the system, but LifeOS Pro gives you a group and many resources to keep you accountable

Overall VSL Problems

Weak hook

- He uses benefits and features, which is good, but doesn't dumb it down or filter out people

    - He uses "Base level benefits", which is stuff like "being more productive". But people don't really care about "being more productive", they care about the money and success that comes from productivity, not the productivity itself.

    - He doesn't filter out people. Filtering people might seem bad, since you get less "views", but the people that stay are more qualified to buy, and they can identify themselves as the right type of customer to buy.

    - Less views doesn't equal less sales

- Good authority, I'll give him that. But he doesn't deliver it confidently enough.

    - "According to my publisher". Just say you're the most followed productivity expert. You don't need to be humble, you need to be the master/genius right now.

- He goes from "I'm also the world's most followed productivity expert." to "And what this course is gonna teach you is the life operating system,"

    - He should've used his "culmination of research on productivity as a productivity expert" to transition into LifeOS

Lacks "Uniqueness"

- He never answers why the course is better (or at least better suited for a specific audience) compared to other productivity courses

- People don't have an incentive to buy his course compared to another course that is cheaper. His only selling point is the fact that he's the most famous/trusted productivity expert,

Authority is boring/basic

- I'm not talking about his authority about as a productivity expert, I'm talking about the authority of the course

- He just reads out testimonials which:

    - People can read themselves

    - Are written to clearly express their opinion to the course creators, not leads

    - Aren't written by professional copywriters

- The testimonials feel soulless and it's a lot of wasted potential

No Pain Points

- Without Pain Points, he can't filter out leads, which I've talked about before already

- By being too nice, he can only persuade people with the benefits, instead of changing away from the cons

- Basically, it's persuading someone to get out of a pool of lava by telling them how breezy and chilly the air is instead of mentioning

the heat and burn that they're experiencing. Seems pretty stupid right?

- Being too nice and too "this is perfect" will drive people away who understand the phrase, "no pain no gain".

No Dream Lives/Dream Scenarios

- Again, he only uses base level benefits, without using dream scenarios that viewers can imagine and really feel.

- By just mentioning the base level benefits, people will only have a list of pros and cons in their head instead of imagining the dream life that you can bring

- Without the use of Dream Lives, he doesn't paint a picture of "You before LifeOS" vs "You after LifeOS"

No Current Reality vs Dream Reality

- Without a current reality, people can't relate. If you mentioned the perfect customer, and people can identify with that perfect customer, then they will automatically be incentivised to buy

- The current reality only comes from some testimonials, which are very weak.

- Without the current reality vs dream reality tension, the VSL feels bland and "change" isn't emphasized

Too much LifeOS explaining

- The VSL is basically

    1. What LifeOS is

    2. Why it's called LifeOS

    3. Explaining basic things

    4. Vision/Action Teaser for the course

    5. Why LifeOS works (with words and explanations instead of testimonials)

    6. Reading customer reviews

    7. Mentioning the money-back guarantee

- That's the VSL for the course. Most of it is just explaining what LifeOS is and the contents of the course

- It's good to tease "what" LifeOS is, but it shouldn't take up more than 20-30% of the VSL. He could keep any one part, but not all at the same time

- Too much explaining feels like you're promoting features, which people don't care about. People only care about what the features do for them, aka "What's in it for me?" or "Okay vision and action, will that make me money?"

No/Weak CTA

- The money-back guarantee is good, but bad delivery

    - It's based around Ali feeling good and being able to sleep at night.

    - People don't care about if Ali sleeps at night, it should instead be focused on the risk-free aspect of the course, which people do care about

- The final paragraph is where he uses features and base level benefits to persuade again. He doesn't use Pain Points or Dream Lives etc. (of course this is because he doesn't mention them in the VSL at all)

- No double CTA. Basically he doesn't say, "If you got the course, I'm so happy. But if you haven't, blah blah blah" and do another CTA. This is less impactful, since he doesn't even really have a first CTA.

Section-Specific Breakdown

Intro

[Hello, how's it going? If you're on this page then I would love to tell you a little bit about LifeOS

{animation}][1]

[Which is the productivity system that helps you manage your time, beat procrastination, and take consistent action towards the goals that matter most to you.][2]

[If we haven't met, hello, my name is Ali. I'm a doctor turned entrepreneur and the author of the New York Times and Sunday Times Besterseller – Feel Good Productivity.][3] [And apparently according to my publisher, I'm also the world's most followed productivity expert.][4]

[1]: These are the first few seconds of the VSL where you need to grab people's attention. Instead, he does a polite greeting. Personally, I like to introduce the Pain Points here immediately

[2]: Here's an example of a base-level benefit. Or actually 3 of them. Notice how all 3 are exactly what the course will do, but none of them are actually the end result?

[3]: This part is good, but he missed out on a good transition into the "productivity" theme with his book "Feel Good Productivity"

[4]: This is where the lack of confidence sets in. He's supposed to be the "Productivity Master" or "Genius" but he doesn't seem confident enough.

If he doesn't trust himself to be the guide, how can we trust him to guide us?

What is LifeOS?

[And what this course is gonna teach you is the life operating system, which is the personal productivity system that I've built for myself over the last several years.] [1]

[It's the combination of all of the research that I've done on what it is that really makes people productive,] [2] [not just in the sense of like doing more work efficiently. But also in the sense of actually figuring out what really matters to you, what feels meaningful to work on and doing all of this in a way that is enjoyable and sustainable.] [3]

[Now, LifeOS stands for "Life Operating System" and the reason I've called it that is because just like the device that you are currently watching this on has its own operating system on the backend, if we wanna be successful professionals or creators or entrepreneurs in the world, we need our own operating system as it relates to our productivity.] [4]

[Why do we need an operating system? Well, because the system does a lot of the heavy lifting when you're using your computer or your phone. You are not having to think about quite a lot of all the stuff that goes on behind the scenes 'cause the operating system takes care of that for you so you can focus on what you actually wanna do using the device.] [5]

[In the same way, if you have your own LifeOS and operating system for your life, the system itself does a lot of the heavy lifting in terms of helping you stay organized and helping you manage your time and energy and focus and attention, so that you can actually focus on doing the work or doing the stuff that feels meaningful to you rather than being

overwhelmed with all of the disorganization and all of the procrastination that plagues most of us.][6]

[1]: Bad Transition. Should've gone through with the "biggest productivity expert" theme and segway into it

[2]: Mentioning "combination of all the research that I've done" is a good win. This line is pretty good and gets the viewer intrigued since he's a huge productivity expert, and this is all his research?!?!

[3]: This is a little bit repetitive, but basically the jist is still there. Not just doing more stuff, but also knowing what you really wanna do and finding a way to stay consistent. Nice line again

[4]: This part starts to get confusing. Nobody's questioning why you called it LifeOS, and it's not a main focus. Explaining it is fine, but if he had put an example here it would've been better.

[5]: This is repetitive. Since he already explained the naming behind LifeOS, he doesn't need to use the IOS metaphor. He should either keep this and cut the last part or vice versa. Including both is excessive.

[6]: This part is a complete repeat of the two previous parts and not necessary at all. Firstly, it's basically a repeat of [4], and secondly it's explaining stuff that people will intuitively think of. You don't need to treat your customers like a bunch of monkeys

What LifeOS teaches

[But in a nutshell, LifeOS is split up into two main pillars. Pillar number one is vision and pillar number two is action.][1]

[Vision is where we help you get clarity on what actually matters to you because there is nothing more tragic than being super, super productive and working your way towards a goal only to realize that that is not the goal you wanted to work towards in the first place and you've wasted all that time and energy and effort working towards a thing that didn't actually align with your authentic intrinsic values.][2] [And so the vision pillar of LifeOS encourages us to do a bunch of reflecting to figure out what are the small number of things that really do matter to us.][3]

[And we do that using the three components of your life compass, your future sketch and your quarterly quests.][4] [Once we've figured out what direction we're actually going in, then pillar number two is the pillar of action. And this is the system that helps us actually take consistent action to achieve whatever goals we set out to.][5]

[Because you can have the best vision in the world, but unless you're actually doing the things, unless you're beating procrastination, able to manage your time and able to actually take action towards that vision, then that vision is never gonna happen. And you're just gonna be dreaming rather than actually doing.][6] [And so the three components within our second pillar of action are the focused hour formula, the productive day protocol, and the balanced week blueprint.][4]

[1]: This line starts to go off track. Instead of persuading the viewer to buy, Ali's just talking about the features of the course. It's fine, with the whole OS thing it's starting to get overwhelming

[2]: The core message is fine, but he explains too much. It's too long or too boring. It can be long and exciting or short but boring, but not both.

[3]: This is a nice way to sum up Vision, and I think that [2] was very excessive. This line is really good, it's just that it comes after a very long explanation which could've been cut.

[4]: You might've realised that I highlighted two similar parts to this. It's because they have the same problem. Nobody gives a damn about balanced week blueprints or life compasses. This part should've been cut, or at least it should be expanded on to explain how everything works (bad idea since the LifeOS explanation is already too long)

[5]: This is a very good line. With the circumstances that we have, this line is a good explanation of what Action is. Simple and quick. If he had stopped here, the explanation for Action would've been perfect.

[6]: Here he's being repetitive again. People already know that Vision without Action is useless, and he's just emphasizing the point again. Every second in a VSL counts. It doesn't mean that a VSL has to be short, but time cannot be wasted.

Testimonials

[Now I'm gonna tell you a little bit more about the course, but before we do that I wanna dive into a few testimonials that people in the past who have taken the course have said about the system.][1]

For example, we've got William who said, "I have never given any thought to structuring a productivity system. I have had 20 alarms ringing every week and 10 different projects going on at the same time. Taking this course has reduced my stress level and helped me to organize my life. It has been money very well spent."

Then we've got Travis who said, "I was first apprehensive of paying the price for this course, but I figured I'd give it a shot after getting loads of value from Spark." which is the annual free workshop thing that we do every year. "The money-back guarantee was also comforting and reassuring. As someone who has been really struggling with being productive with ADHD, this course was truly LIFE CHANGING. I love how it provided STRUCTURE and clear CONSTRAINTS-this is huge with timeblindness and overthinking. The course was fun and easy to understand. I completed this course and for the first time in my life, I feel confident that I'm actually going to make PROGRESS towards something meaningful instead of running in circles. It's so much more than just a productivity course, it's a reflective process to discover what is important to you. Thank you, Ali and Team, for putting such a valuable course together. It was worth every penny. I am truly grateful and looking forward to the year ahead."

And then we've got Tricia who said, "This course is shaping my future. It is building my confidence daily, weekly, monthly in what is possible. What we want is not a result of "wishing it so", it is the result of organizing our

actions towards our dreams. This course has tied my dreams to actions and I can see positive changes in my perspective, attitude and my outcomes!

And then just one more from Jose where he says, "100% recommended. Not exaggerating when I say this completely has changed my life and my business."

This part will be a little different. Since it seems like he just reads out reviews that people have made, I won't critique any of the actual reviews written by people. They're not copywriters, and they don't have to be.

It was a bad decision for Ali to ask them to write a review instead of asking them questions and telling their story for them. And also the amount of testimonials he mentions leads to a lack of personal connection.

Only 1-2 testimonials are needed, but the personal connection for them should be tenfold what Ali delivers in this VSL.

[1]: Instead of transitioning smoothly into the testimonials, Ali abruptly stops explaining content about the course and starts reading off testimonials. It's like he has a checklist of things to say and he almost forgot to talk about testimonials so he stopped abruptly and got it checked off.

Money-back Guarantee

[So those are just some of the testimonials we've had for the course. There'll be more on this page if you wanna browse them.][1] [And we also have a "Help Ali sleep at night" money-back guarantee. Basically, if you sign up to the course and you don't enjoy the course for whatever reason, I will literally lose sleep over that and it's not worth me losing sleep over that. And therefore we have a "Help Ali sleep at night" money-back guarantee, which is if you go through the course and you don't enjoy it for whatever reason, you can literally just email us within 30 days and you can get a full refund.][2]

[We want this to be a completely risk-free investment and I promise that if you actually just go through the course and apply even one or two of the six different components into your life, I guarantee you'll see results almost immediately.][3]

[1]: Again, he mentions them as "testimonials" which really kills the personal and emotional connection. And honestly nobody wants to read through testimonials, not any sane person anyways.

[2]: This whole part is flawed, not because of the money-back guarantee, but because he's using his own sleep to justify it. Instead of saying it's there to make the course risk-free, he instead says it's there so that he can sleep better, which the viewers respectfully do not care about.

[3]: This part is amazing for the money-back guarantee section. It's quick, it makes a promise, and the promise sounds really good. If [2] didn't exist, the guarantee would've been perfect

How accessible is LifeOS?

[Now, LifeOS is designed to be app-agnostic, which means whether you are on an Apple device or a Google device or Windows device, or if you enjoy like pen and paper systems like I sometimes do, you can still incorporate the course into whatever system works for you.][1]

[But as part of the course, I'll also be showing you exactly how I personally incorporate LifeOS into my own personal tech stack.][2] [But we've also got examples of how you can build your own life operating system using something like Notion or even something simple like Google Docs, as I prefer to use.][3]

[The course also comes with a bunch of worksheets and templates that you can literally just copy and paste into whatever system you've got.][4]

[1]: Firstly, this part isn't necessary at all. Nobody really care if it's app-agnostic, people just assume it is. But you could mention it as a feature. This by itself is fine, nothing wrong, but it should be paired with benefits (spoiler alert its not)

[2]: This is also a pretty nice feature. Again, you need some benefits. But this is slightly more forgivable, because naturally having an example will make it easier to follow, which people can envision

[3]: This is a complete repeat of [1]. The only thing he does is tell people he prefers google docs and name Notion and Google Docs. That's not worth the few sentences that it takes up.

[4]: This implies that it'll be very easy to follow. Which is a good thing. But again, it's just an implication and the worksheets and templates are a good thing but again they're just features. No benefits.

CTA (Call to Action)

[And so if you're interested in a complete productivity system that helps you manage your time, beat procrastination, stay organized, and most importantly take consistent action towards your most important goals, then you might like to give it a shot.][1]

[So thank you for watching and I hope to maybe see you on the other side.][2]

[1]: This is a nice summary of everything, but it's missing one last motivational push like a pain point or a dream life scenario

[2]: This is completely fine as a final sentence. I personally prefer to say "see you on the call", but that doesn't work with his product and also it doesn't because he's humble, so this is completely fine.

Alternative VSL

Intro

Hi there. Since you're here, I know you're the type to procrastinate projects til the very end, the type to doomscroll until 2am, maybe even the type to start multiple projects and finish none.

But most importantly, you're the type to promise yourself change but you never keep it.

If you want to finally fulfill that promise to yourself, then continue watching this video.

Hi, I'm Ali and I'm a doctor turned entrepreneur, YouTuber and author of the bestselling book "Feel Good Productivity"

I'm the most followed productivity expert in the world and my mission to help you sketch your dream life and turn it into reality

"But Ali! I already know what I want and all I need is more motivation or more discipline to get there!"

That's what everyone I've met has told me at the start

But after watching this video, you'll know how to figure out what you ACTUALLY WANT, what you REALLY NEED TO DO, and how you can stop this cycle of getting motivated, burning out, and then feeling guilty

AUTHORITY

Normally in this point in the video, people would brag about how their clients made millions from their course.

If you want a get-rich-quick scheme, feel free to click off. Because LifeOS isn't here to make you money, it's to live your dream life

Of course, being rich is part of your dream life, but it's not everything.

Kevin, who's a student from Germany, had to balance his social life, his studies, and his side hustles

He would sleep late, waste hours on scrolling, get burnt out easily and feel demotivated after a few days of motivation

However after taking the course, he's quit all his bad habits, and he's found the time, energy and motivation to push himself toward the best version of himself.

His grades have skyrocketed to being almost the highest in the grade and his side hustles generate him over 2000/month on passive income

Most people would say it's discipline, but Kevin's enjoying every work session, every early morning, every workout and every moment he gets closer to living his dream life

That's what we all truly want, right? Being happy with ourselves and feeling a sense of accomplishment.

I mean that's kind of why we want money, because it's a vehicle to get us there, but that's a topic I'll cover somewhere else

And this course isn't just for students. Take Tricia, who's an engineer and mother of two who didn't believe that she had time for the course.

Since she's a parent and an engineer, her weekly schedule is packed with baby-care, work and other responsibilities.

Despite this, she still found an hour every weekend to check out the course.

By working with her, we found that her true passion was her business idea that she had always wanted to start.

With the help of our community, our productivity coaches and our accountability partners, she's stayed consistent for close to two years now.

Now she's a full-time entrepreneur who works when she wants, wherever she wants, and however she wants

And I could go on and on about Li, William, Jackson and all of the other students of this course, but the basic idea is that no matter who you are with whatever background, you can be fulfilled if you know what you want, you make a plan to get there, and you stick to it

OFFER

And to know what you want, you need vision.

You can't live your dream life if you don't know what your dream life is, so that's why we use a Life Compass to help you illustrate your dream life and design it according to your deepest values. We're not here to help you on the path that society tells you to walk down. We're here to show you the path that you were born for.

Then, you'll get a Future Sketch. It'll help you with deciding the goals that you'll need to achieve to live your dream life. With this you'll say "no" to all the distractions trying to take you off-course from the path to your dream life.

Finally, you have your Quarterly Quests. It'll take your dreams and deepest values and dumb them down to a goal that you can achieve within the next 3 months. This way, you'll have a clear goal of what to do next, without feeling like it's urgent. To put it in simple terms, it makes the path to your dream life a hell of a lot easier and a hell of a lot less stressful.

But after you have vision, you'll need to execute. And that's where action comes in.

Firstly, we perfect the work-life balance with a weekly rhythm that's repeatable, consistent and simple. Then we focus on the daily tasks to get you working and to conquer your procrastination problems once and for all. Then lastly, we teach you how to truly focus when you're working. Quality of work is more important than the quantity of work, and you can't have quality when you suddenly find yourself scrolling Instagram during your work session.

And on top of all that we have notion templates, calendar templates, lesson recordings, multiple coaches, a whole community dedicated to keeping you accountable and many other things to make this process as smooth as possible

We even have a money-back guarantee so that you don't risk any of your capital when you join LifeOS

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WHAT'S UNIQUE?

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CTA

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I guarantee that if you implement even only 1 or 2 of the 6 different components into your life, you'll see results immediately.

And if you don't, I guarantee you a full refund within 30 days

Anyhow, I'd love to see you during the course

That's it from me

Alternative VSL Dissection

INTRO

[Hi there. Since you're here, I know you're the type to procrastinate projects til the very end, the type to doomscroll until 2am, maybe even the type to start multiple projects and finish none.][1]

[But most importantly, you're the type to promise yourself change but you never keep it.

If you want to finally fulfill that promise to yourself, then continue watching this video.][2]

[Hi, I'm Ali and I'm a doctor turned entrepreneur, YouTuber and author of the bestselling book "Feel Good Productivity"

I'm the most followed productivity expert in the world and my mission to help you sketch your dream life and turn it into reality][3]

["But Ali! I already know what I want and all I need is more motivation or more discipline to get there!"

That's what everyone I've met has told me at the start][4]

[But after watching this video, you'll know how to figure out what you ACTUALLY WANT, what you REALLY NEED TO DO, and how you can stop this cycle of getting motivated, burning out, and then feeling guilty][5]

[1]: This hook is to hit the viewers pain point. Right as they play the video, it mentions their procrastination, their doomscrolling, and their unsuccessful multitasking. This will make them think of those things, and it'll motivate them to make a change

[2]: Then, when they get motivated to change from [1], this line mentions how they never actually change. This will motivate change even more, which can be brought by watching the video

[3]: It's similar to the intro he already has but I added a line at the end that ties it back to the viewer's wellbeing and how Ali can benefit him

[4]: Firstly, this sets up for the "you don't need to discipline your way to success" theme throughout the VSL, it also sets up to subvert the viewers expectations. And third, the voice can have people identify with it, so they'll be like "how is he reading my mind"

[5]: This finishes the expectation subverting that I mentioned in [4], and also adds one more pain point/guarantee. Just to make sure it really hits home.

Authority (Kevin)

[Normally in this point in the video, people would brag about how their clients made millions from their course.

If you want a get-rich-quick scheme, feel free to click off. Because LifeOS isn't here to make you money, it's to live your dream life

Of course, being rich is part of your dream life, but it's not everything.][1]

[Kevin, who's a student from Germany, had to balance his social life, his studies, and his side hustles

He would sleep late, waste hours on scrolling, get burnt out easily and feel demotivated after a few days of motivation][2]

[However after taking the course, he's quit all his bad habits, and he's found the time, energy and motivation to push himself toward the best version of himself.

His grades have skyrocketed to being almost the highest in the grade and his side hustles generate him over 2000/month on passive income][3]

[Most people would say it's discipline, but Kevin's enjoying every work session, every early morning, every workout and every moment he gets closer to living his dream life][4]

[That's what we all truly want, right? Being happy with ourselves and feeling a sense of accomplishment.

I mean that's kind of why we want money, because it's a vehicle to get us there, but that's a topic I'll cover somewhere else][5]

[1]: The first line is subverting expectations and it's meant to stand out. Then I mention what LifeOS isn't. This is the last round of filtering clients. I chose to put this in Authority instead of Intro because I wanted it to segway into Kevin. And then the last line is to clear up what I said in the 2nd.

[2]: I chose Kevin because his situation is the most relatable. Most viewers are probably like Kevin. The first line puts into perspective what his responsibilities are, and then the second is here to show how he's not fulfilling them. Both are supposed to be relatable to the audience.

[3]: Then, "however" will show his transformation. The first line is here to talk about his emotional changes, since that is more Ali's vibe. Then the 2nd are the material changes, things and numbers that people can set as a goal. The "Dream Life" as you will

[4]: This is to subvert people's expectations again. Now instead of subverting expectations that this is a get-rich-quick scheme, it's subverting expectations that this all balances on rock-hard discipline. Then I also mention the motivation and the dream life again, just to emphasise the dream life.

[5]: If I'll be honest, this wasn't really needed. I just added it because firstly I agree with the contents, secondly Ali does so as well, and thirdly because I wanted to break up the intensity of the VSL. Ali isn't like Andrew Tate, he's more laid-back and chill, so I wanted the VSL to reflect that. But this part is the weakest link in this section.

Authority (Tricia)

[And this course isn't just for students. Take Tricia, who's an engineer and mother of two who didn't believe that she had time for the course.

Since she's a parent and an engineer, her weekly schedule is packed with baby-care, work and other responsibilities.][1]

[Despite this, she still found an hour every weekend to check out the course.][2]

[By working with her, we found that her true passion was her business idea that she had always wanted to start.

With the help of our community, our productivity coaches and our accountability partners, she's stayed consistent for close to two years now

Now she's a full-time entrepreneur who works when she wants, wherever she wants, and however she wants][3]

[And I could go on and on about Li, William, Jackson and all of the other students of this course, but the basic idea is that no matter who you are with whatever background, you can be fulfilled if you know what you want, you make a plan to get there, and you stick to it][4]

[1]: This part is to relate to the other audience. With Kevin's example and Tricia's example, they probably relate to 95%+ of the audience. And then of course we subvert expectations that this course isn't for students, and then we mention Tricia's schedule that should hopefully relate to others.

[2] : This is a small transition. It's also here to make it more realistic, but also telling the viewer, "yeah only an hour a week can get you this far"

[3] : First line is there to set an expectation, then the 2nd line is to talk about some content and features, and then the third line is it show her "dream life" and the end of her transformation. This is more feature focused since Kevin's story is just a Before vs After but no how?

[4] : This is also again the weakest link just like [5] in Kevin's part. But then the purpose is to add some extra credibility, and then also give some forward motivation to the viewer. Honestly, not perfect.

Offer

[And to know what you want, you need vision.][1]

[You can't live your dream life if you don't know what your dream life is, so that's why we use a Life Compass to help you illustrate your dream life and design it according to your deepest values. We're not here to help you on the path that society tells you to walk down. We're here to show you the path that you were born for.][2]

[Then, you'll get a Future Sketch. It'll help you with deciding the goals that you'll need to achieve to live your dream life. With this you'll say "no" to all the distractions trying to take you off-course from the path to your dream life.][3]

[Finally, you have your Quarterly Quests. It'll take your dreams and deepest values and dumb them down to a goal that you can achieve within the next 3 months. This way, you'll have a clear goal of what to do next, without feeling like it's urgent. To put it in simple terms, it makes the path to your dream life a hell of a lot easier and a hell of a lot less stressful.][4]

[But after you have vision, you'll need to execute. And that's where action comes in.][5]

[Firstly, we perfect the work-life balance with a weekly rhythm that's repeatable, consistent and simple. Then we focus on the daily tasks to get you working and to conquer your procrastination problems once and for all. Then lastly, we teach you how to truly focus when you're working. Quality of work is more important than the quantity of work, and you can't have quality when you suddenly find yourself scrolling Instagram during your work session.

And on top of all that we have notion templates, calendar templates, lesson recordings, multiple coaches, a whole community dedicated to keeping you accountable and many other things to make this process as smooth as possible][6]

[We even have a money-back guarantee so that you don't risk any of your capital when you join LifeOS

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[1]: This is a transition from the last line of the authority to the first line of the offer.

[2]: This is just an offer, giving the viewer a teaser of what to expect. Ali does this way too much in his original VSL, and he doesn't focus on any specific thing. I wanted to focus on vision and action since it's a good selling point

[3]: First I talk about the features, then I talk about the benefits. Even though this is just a base-level benefit.

[4]: First line, I talk about what Quarterly Quests actually are. Second line, I talk about the base level benefits. Lastly, I dumb it down to the actual benefits on their lives.

[5]: This is another transition. Nothing special, nothing crazy, just a smooth transition to action

[6]: The week, day, hour analogy is there to give more offers and benefits. The doomscrolling is there as another pain point.

[7]: I mention the money-back guarantee here, and I mention the benefit to them that there's no risk. I also add urgency by implying that the price will increase, and the value will increase, so they should buy when the price is low.

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[1]: Here's when we have to stand out. The first line shows LifeOS' authority by being the most popular (humbly), then I mention other courses and explain why they're not for the customer (notice how I don't mention they're BAD, just less suited for the viewer), and also software. I chose these two because they're probably 95% of the productivity tools out there. So that's the main competition we need to beat.

[2]: This part is less impressive, but basically what I do is frame LifeOS as a solution to the viewer's problem of "I can't find what works". Then I frame a comparison to show the base-level benefits.

[3]: This IOS analogy comes from Ali's original "Operating System" analogy. And I brought the message that LifeOS can work for anyone. Even though the authority already indirectly did that, I wanted to say it out loud one more time.

[4]: After explaining how LifeOS fits everyone, I mention how LifeOS is the ONLY productivity tool that can fit everyone. Notice how I never focused on more clients or more successful students, I'm not trying to outcompete other courses or tools. I'm making my own category that only LifeOS fills, and then selling to viewers that this category works for. I'm not outcompeting, I'm making my own competition with no other competitors.

[5]: Again, I'm subverting expectations that LifeOS is another productivity tool. This line is the final stone that sets LifeOS apart from everything else.

CTA 1

[So if you want to make inevitable progress towards your goals while maintaining constant motivation and excitement to work, then click the button below and become a student of LifeOS.][1]

[There are limited spots in the course, and we won't accept many more students. So enroll now before your spot gets taken by someone else.][2]

CTA 2

[If you've entered already, I just wanna congratulate you for taking action][3]

[But if you haven't, this is just a reminder that your spot to become the best version of yourself will eventually get taken away if you don't act quick enough][4]

[I guarantee that if you implement even only 1 or 2 of the 6 different components into your life, you'll see results immediately.

And if you don't, I guarantee you a full refund within 30 days][5]

[Anyhow, I'd love to see you during the course

That's it from me][6]

[1]: I mentioned the benefits of making progress while feeling good. And then I tell them exactly what to do (hit the button)

[2]: This adds a bit of urgency. Even though I'm sure Ali has a limit for the number of students he can handle, I'm also sure he's not getting near that number anytime soon. But still, this adds urgency for people to buy.

[3]: Here I make the people who have already signed up feel good. And also I indirectly make the people who haven't signed up feel slightly guilty. I'm not guilt-tripping them, I'm just giving tell them that they'll get some gratification after they sign up.

[4]: I mention the benefit of "being the best version of yourself", which is basically the dream life. Then I also add a final hint of urgency. Urgency in the CTA is just too important.

[5]: Here I add some guarantees, just to de-risk everything and make it trivially easy for the viewer to sign up for the course. Also I add that the results will come almost immediately, which makes the end result feel like it's right behind the signup button instead of a few weeks away.

[6]: This is just a polite farewell. I add that Ali will see them in the course so that they end the video imagining them on a call with Ali or something similar while taking LifeOS.

Final Notes

All Respect to Ali

Keep in mind I'm not saying anything bad about LifeOS. I'm not critiquing Ali in any way and I actually love the stuff that he does. He has absolutely changed my life. I'm just giving constructive criticism on his VSL and suggesting an alternative.

I'm also not insinuating that I'm better than Ali or his copywriter at writing. I'm just mentioning that the end result of the VSL is not up to his standards, considering the quality of LifeOS and Ali's reputation.

Even though my language in this dissection might seem a bit harsh, I'm just giving my opinion. Also it would be way too boring if all I did was mundanely mention his flaws and offer suggestions like a robot.

Shoutout to Ali Abdaal and his content. He's the reason I started being a copywriter / started my own business in the first place.

Why do I make a summary of LifeOS?

It seems pretty out of place for a VSL breakdown since I'm not even breaking down the VSL.

It's because I want to give you guys an idea of what LifeOS truly is, and also give you some insights to the planning behind the scenes (or scripts) of a VSL.

For Myself

Contact me!

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WhatsApp: +852 55037687

Website: 559media.com

My Word

Thanks for reading this insanely long document. Check me out please. It would be a pleasure if this has helped some of you guys.

Again, this isn't a critique on Ali. It's a dissection to show you how a VSL is truly done and how a professional VSL writer would analyse/write a VSL.

Thank you so much for reading.

If you want a free audit of the type of VSL your business should have, contact me on e-mail or Whatsapp.

If you want your own VSL script written, you can do so by referring us to 3 people for us to get on a sales call with (your own sales call will be included in the 3). Also contact me on e-mail or Whatsapp.

If you want your own VSL completely done for you, then check out the website (or contact me on e-mail or Whatsapp). I'd be more than happy to help you out.