

7-FIGURE **DONE FOR YOU** EMAIL TEMPLATES & FRAMEWORKS



Hey and welcome to the 7-Figure **DONE FOR YOU** Email Templates & Frameworks PDF!

My name is Sam Malsom, Founder & CEO of [Online Wealth Society. Com](https://www.onlinewealthsociety.com)



If you have access to this... you have invested into one of my coaching programs.

Inside this **FREE MASTERY BONUS**... you have full access to **3 time-tested campaigns** we walked through together during module #9 of the Client Acquisition Accelerator curriculum!

(Module #9 - Email Marketing Machine + Social Conversion Follow Up!)

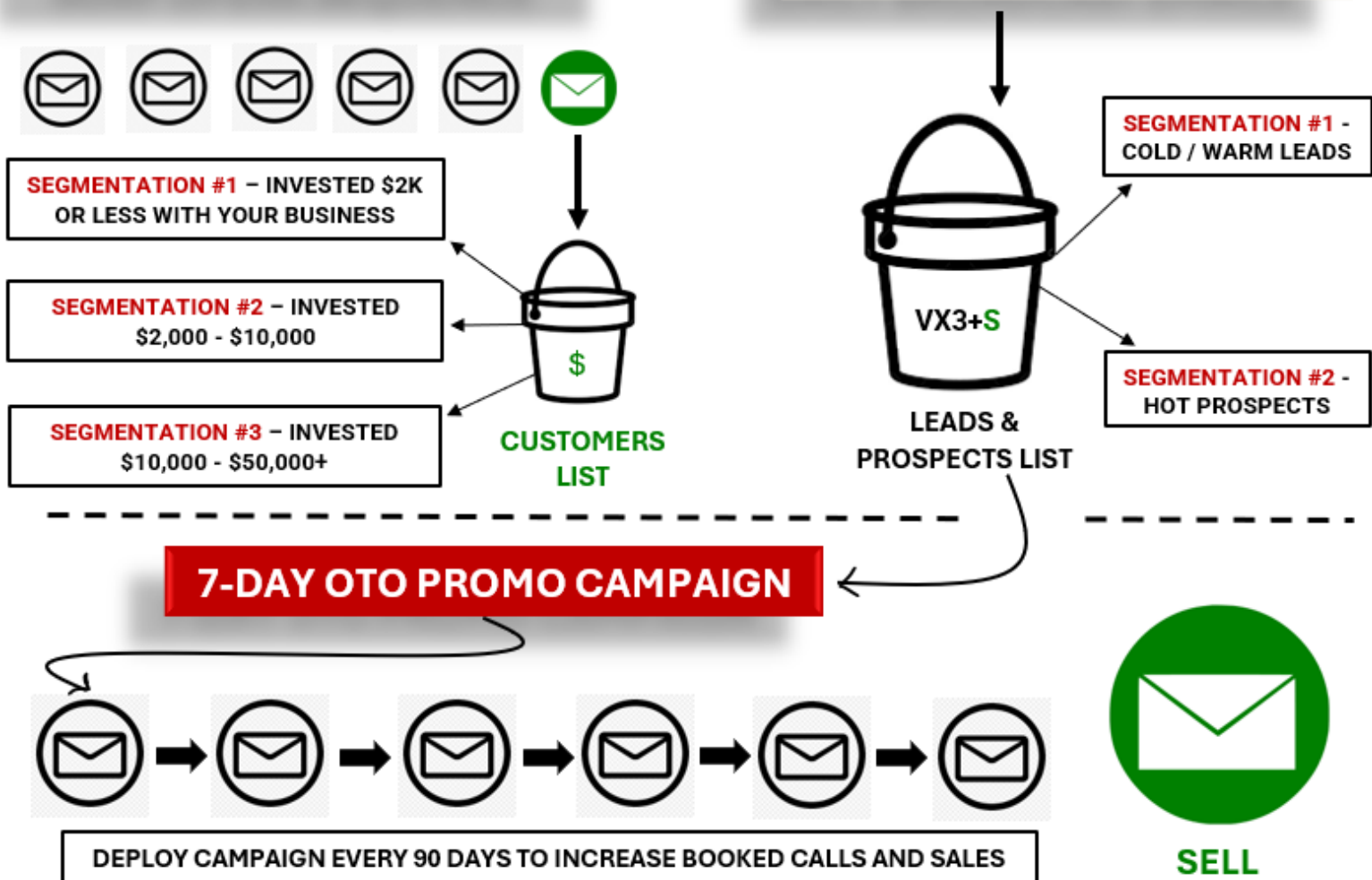
Those campaigns are as follows:

- ✓ **Campaign #1 = Email Autoresponder Soap Opera Sequence (SOS)** - This helps cold traffic and leads build a quick relationship with you... as well as helps you book qualified appointments + convert sales!
- ✓ **Campaign #2 = Daily Broadcast List System** - If leads do not convert into booked appointments and sales from the SOS campaign. You continue to email them DAILY by sharing value, stories and social proof as part of your daily broadcast list. Here you apply the **Value, Value, Value Sell** framework!
- ✓ **Campaign #3 = 7-Day OTO Promo Campaign** - The leads that still haven't booked an appointment or bought from you... after going through your SOS campaign + Daily Broadcast Emails will get sent 7 emails with 4 videos every 90 days - 6 months to encourage them to book a call and buy an OTO (**One Time Offer!**)

EMAIL AUTO-RESPONDER

SOAP OPERA SEQUENCE

DAILY BROADCAST EMAILS



We will begin with campaign #1 (The SOS Autoresponder = Soap Opera Sequence)

I have given you 2 SOS email sequences you can use. Pick one, edit and personalize the DFY emails for your niche & offer and then upload them into your email autoresponder management software.

SOS EMAIL AUTHORITY AUTORESPONDER

SEQUENCE #1

DONE FOR YOU EMAILS - 6 DAY FOLLOW UP

Email 1 - Introduction – To You & Your Personal Brand + FREE LEAD MAGNET Access + Reply Back!

Email 2 – High Drama – Backstory – Wall + Value Stack – CTA = Free Training That Pre-Sells Free Call!

Email 3 – Your Ah-Ha Lightbulb Moment – Introduce The ONE THING + Twist The Pain Knife!

Email 4 – The Hidden Benefits That Your Offer Provides You!

Email 5 – The Value Recap!

Email 6 – The ONE THING - Position Your Product OFFER As The Solution, Sell The END-RESULT & Use Real Urgency + Scarcity – CTA – Book Application Call Now!

SOS EMAIL 1 – INTRO + BRAND STORY + LEAD MAGNET + REPLY BACK!

Subject Line: FR-EE [LEAD MAGNET NAME] Download...

Hey [NAME], would you like to get [END RESULT] without [BIG PROBLEMS] just like I've helped many of my clients?

[Click here now to access your FR-EE \[LEAD MAGNET NAME\]](#)

Can you reply back to this email with... “Yes Got It” to let me know if you got access to your fr-ee gift ok?

My name is [ADD YOUR FULL NAME HERE], Founder & CEO of [ADD YOUR COMPANY NAME HERE].

I've helped my clients [ADD OVERALL CLIENT RESULTS + YOUR OWN AUTHORITY CREDENTIALS & RESULTS]

You've subscribed to my **[ADD EMAIL NEWSLETTER NAME e.g. Daily Online Business Secrets]** email newsletter and I am going to do everything in my power to serve you and help you.

You're here because you want to grow your **[COACHING / CONSULTING / COURSE / SERVICE]** business... without wasting months testing strategies that don't move the needle.

That's exactly what I help **[YOUR AUDIENCE]** do.

My mission:

[EXPLAIN YOUR MISSION & BENEFITS e.g. Helping my clients scale their results from \$3.4M+ to \$100M by helping you turn strangers into qualified booked appointments.

Turn appointments into automatic high-ticket buyers using my DONE FOR YOU AI Funnels + C.A.L.V.O Method!

And position YOU as the authority in the **[ADD YOUR NICHE]** space.

👉 **Download Your Free Lead Magnet: "[YOUR LEAD MAGNET NAME] >>"**

Let's grow together!

Talk tomorrow,

Appreciate ya!

— **[YOUR NAME + ADD YOUR AUTHORITY CREDENTIALS]**

[ADD CTA]

P.S. If you want some 1:1 help getting **[END-RESULT]** so you can **[ADD BIG BENEFITS]**

👉 **Click here right now, watch the video and book your FR-EE [ADD RESULTS DRIVEN NAME e.g. Client Magnet] strategy call here >> [LINK TO VSL FUNNEL PAGE]**

P.P.S

Look out for an email tomorrow with subject line: *I Failed For Years... Then Everything Shifted...*

Inside this email I will show you how I **[ADD BIG BENEFIT]**

SOS EMAIL 2 – HIGH DRAMA / BACKSTORY / VALUE STACK / FREE TRAINING!

Subject Line: I Failed For Years... Then Everything Shifted...

Hey *[NAME]*,

Back when I was trying to grow my *[NICHE]* business, I was doing everything “right” — *[e.g. POSTING DAILY / RUNNING ADS / DM’ING / CONTENT CREATION / TAKING CALLS / CLIENT DELIVERY]*

Putting in the time, effort and energy.

Working hard but nothing felt predictable.

No leverage.

No consistency.

The foundations of my business was broken!

I hit what I call the **WALL PHASE** — *[DESCRIBE YOUR WALL MOMENT e.g. I was frustrated, struggling and failing.*

Working 8-12 hours per day and still not getting the results that I desired.

There was a point where I felt like quitting. Maybe you can relate?]

Everything changed when I invested into a coach that could hold my hand and guide me.

Instead of guessing my way to success *(like the 97% that fail miserably)* ... I had a proven **ROAD-MAP** to follow, with the ability to get my questions answered in real time.

This was an absolute game changer in my online journey.

Looking back... without making this crucial decision... there’s no way I could have done it on my own.

Fast forward to today... I have *[FUTURE PACE = ADD RESULTS + CLIENTS RESULTS + AUTHORITY CREDENTIALS + EMOTIONAL BENEFITS]*

During this process... this is where I discovered the *[ADD YOUR U.M / M – Unique Mechanism / Method]*, built on *[5-7]* pillars:

1. *[PILLAR 1: e.g. AI MAGNETIC CLIENT ATTRACTION]*

2. *[PILLAR 2: e.g. LEAD FLOW ENGINE / FAST-TRACK DM FUNNEL]*

3. **[PILLAR 3: e.g. THE AUTOMATIC FOLLOW-UP SYSTEM THAT BOOKS QUALIFIED APPOINTMENTS]**

4. **[PILLAR 4: e.g. HIGH-TICKET OFFER POSITIONING]**

5. **[PILLAR 5: e.g. NO PRESSURE SELLING SYSTEM]**

This is what helps you get **[END-RESULT + EMOTIONAL BENEFIT]** FAST!

To show you this in action, here's a powerful fr-ee training to help you:

👉 Click Here To Watch The FR-EE Training: “[ADD NAME & LINK TO VSL FREE TRAINING PAGE] >>”

Hope you get some value!

Talk soon,

— **[YOUR NAME]**

Founder & CEO **[ADD YOUR COMPANY NAME + AUTHORITY CREDENTIALS]**

[CTA]

P.S. If you haven't booked your FR-EE **[RESULTS DRIVEN NAME]** Strategy Call yet...

👉 Click Here Now & Book Your Spot So You Can [ADD BIG EMOTIONAL BENEFIT]

P.P.S

Look out for an email tomorrow with subject line: *My 3am Realisation! (THE ONE THING)*

Inside this email I will show you how I **[ADD BIG BENEFIT]**

SOS EMAIL 3 — AH-HA MOMENT + THE ONE THING + TWIST THE PAIN KNIFE!

Subject Line: My 3am Realisation! (THE ONE THING)

Hey **[NAME]**,

[ADD STORY e.g.

It was 3am on a cold, wet winters morning.

My heart was beating like a kick drum at a techno rave. 😞

Rain was splashing down, hitting the glass pane of my bedroom window.

I felt sick to my stomach with stress and anxiety... because another year had gone by and I had not hit my goal, again!

My brain went into overdrive...

“How was I going to pay my credit card bill this month?”

“What am I going to do with my life, if my business doesn't take off soon?”

“I'm working so God damn hard, but nothing seems to work!”

Something had to shift.]

Here's the truth...

My entire business changed when I realised:

👉 **Scaling doesn't come from doing more.**

It comes from making ONE system work better.

Most **[NICHE]** entrepreneurs stay stuck juggling **[TACTICS, CHANNELS, PLATFORMS & OUT-DATED STRATEGIES]**...

...but the only thing you actually need is:

👉 **ONE THING: A Client Acquisition System that leverages AI AGENTS so you can turn attention into trust... trust into qualified appointments and appointments into consistent and reliable HIGH-TICKET CLIENTS, SALES & CA-SH!**

This is the engine behind every predictable, scalable 7-Figure business as we move into the future.

WITHOUT this... you're always going to be running on a hamster wheel.

When we deploy this into your business, you not only get amazing results just like many of my clients, but you get your time back and it allows you and your family to live a life of more FREEDOM & SECURITY!

Not only that... you also become a WINNER of the game of life!

You can spend the next 5+ years of your precious life trying to figure this stuff out on your own and continue to struggle & fail... while your family secretly thinks you're a LOSER, due to your failing business.

(They will never tell you this, but deep down you know that's what their thinking. Maybe they've even told you to go back to your dead-end 9-5 job to pay the bills)

F that!

Or

You can let me help you identify the ONE THING inside your **[NICHE]** business that's holding you back...

...because I have been through the journey you are going on and have overcome the big problems you're currently facing...

If you're serious about **[ADD END-RESULT]** and you're sick and tired of **[ADD BIG PROBLEMS]** without **[ADD THINGS YOUR NICHE DISLIKES]** let's map this out together on a fr-ee **[RESULTS DRIVEN NAME]** consult.

On the call you'll get to ask me any questions you like about growing and scaling your business after being online for over 7+ years!

At the end of the call there may or may not be an opportunity to work with me, where my team and I will do all the hard work completely DONE FOR YOU... depending on whether we're both a good fit to work together.

(We only take on serious clients we 100% believe we can help)

This is why our client success rate is so high!

[ADD SOFT CTA: Feel free to click here and check out some of my amazing clients results and video testimonials >>

Talk soon!

— **[YOUR NAME + AUTHORITY CREDENTIALS]**

[ADD CTA:]

👉 Book Your FR-EE [RESULTS DRIVEN NAME] Strategy Call Here >>

P.S

Look out for an email tomorrow with subject line: *The Hidden Benefits of [ADD END-RESULT]*

Inside this email I will show you how to *[ADD BIG BENEFIT]*

SOS EMAIL 4 – THE HIDDEN BENEFITS

Subject: The Hidden Benefits of **[ADD END RESULT]...**

Hey *[NAME]*,

Everyone wants *[ADD RESULT e.g. “more clients.”]*

But they never think about what happens when my *[U.M / M e.g. C.A.L.V.O Method]* actually works.

Here are the hidden benefits: *[ADD BENEFITS]*

- 🔥 **You stop chasing... clients come to YOU.**
- 🔥 **You raise your prices and sell with 100% confidence & conviction.**
- 🔥 **You regain your TIME back because your AI system handles the work.**
- 🔥 **You build automatic authority in your niche.**
- 🔥 **You attract better, more committed clients that pay you what you're worth.**
- 🔥 **You get predictable PROFITS and consistent GROWTH.**

And the biggest one...

🔥 **You shift from hustling like an overworked donkey lol to engineered, controlled scaling, while becoming the best version of yourself!**

When this happens: *[ADD EMOTIONAL BENEFITS]*

- **You can spend more TIME with family and loved ones!**
- **You'll create way more FREEDOM in your life!**

- You'll gain real fulfilment & meaning by genuinely HELPING OTHERS!

[ADD SOFT CTA:] [Feel fr-ee to click here and check out a bunch of my clients results and video testimonials >>](#)

That's what happens when your business is built & aligned correctly.

Theres no guesswork!

Just predictable and reliable high-ticket clients coming to you asking to buy from you!

[ADD SOCIAL PROOF SCREENSHOTS]

Let's build your AI Client Attraction System that unlocks this together.

Talk soon,

Appreciate ya.

— [ADD YOUR NAME]

[ADD CTA:]

P.S Want some help?

👉 [Click Here Now & Book Your FR-EE \[RESULTS DRIVEN NAME\] Strategy Call So You Can \[END-RESULT / BIG BENEFIT\] >>](#)

P.P.S

Look out for an email tomorrow with subject line: *I Am Here For You...*

Inside this email I will show you how I [ADD BIG BENEFIT]

SOS EMAIL 5 — VALUE RECAP

Subject Line: I Am Here For You...

Hey [NAME],

Just want to let you know... I am here for you.

If you've been reading my previous emails, you are starting to see and feel that I am different to other internet business owners that only care about making a quick buck.

I'm genuinely here to help you!

To serve you!

And most importantly... to help you get unstuck... finally breakthrough and get the BIG RESULTS that you deeply desire, deserve and dream about.

Let's recap what you've got access to for FR-EE for being a valued subscriber of my Online Business Secret DAILY newsletter:

- ✓ FR-EE access to my **[LEAD MAGNET NAME + ADD LINK]**
- ✓ FR-EE access to the **[FREE VSL TRAINING TITLE + ADD LINK]**
- ✓ The **ONE THING** that scales your business FASTER & EASIER!
- ✓ The hidden benefits your AI Client Attraction System unlocks!
- ✓ The **[END-RESULT]** blueprint behind predictable PROFITS!

All of it points to ONE outcome:

👉 Predictable **[BIG BENEFIT e.g. CLIENT ACQUISITION]** without **[BIG PROBLEMS]**.

This is the foundation of every 6–7 figure **[NICHE]** business.

Now it's time to turn everything you've learned for FR-EE into a personalised plan that's customized for your specific business.

[ADD CTA:]

👉 **Click Here Now To Book Your FR-EE CALL >>**

Talk tomorrow,

— **[ADD YOUR NAME + AUTHORITY CREDENTIALS]**

P.S

Look out for an email tomorrow with subject line: **[LAST CHANCE] If You're Serious About [END-RESULT]... Read This NOW...**

Inside this email I will show you how I *[ADD BIG BENEFIT]*

SOS EMAIL 6 — THE OFFER = END-RESULT SOLUTION + URGENCY + SCARCITY!

Subject: [LAST CHANCE] If You're Serious About *[END-RESULT]*... Read This NOW...

Hey *[NAME]*,

During the previous 5 emails I've sent you, you've now seen:

— The ONE THING every *[NICHE]* business needs which is an optimized AI Client Acquisition System, so you can take yourself out of the daily operations of your business and free up your time.

— The *[END-RESULT]* blueprint

— The FR-EE *[VSL NAME / LEAD MAGNET NAME]* training

— My *[U.M/M e.g. C.A.L.V.O Method]* responsible for *[OVERALL CLIENTS RESULTS]*

— The hidden benefits of hitting *[END-RESULT]*

— The full scaling strategy that allows you to *[EMOTIONAL BENEFIT]*

Now you've got two choices:

👉 **Keep guessing for another 12+ months, while pulling your hair out, going round in circles and continue to feel frustrated and FAIL...**

or

👉 **Get a DONE FOR YOU *[BIG BENEFIT e.g. optimized AI Client Acquisition System that brings clients to you daily]* with my personal help, without *[BIG PROBLEMS!]***

Right now, I have 7 FR-EE *[RESULTS DRIVEN NAME]* STRATEGY CALL slots available, and this email is going out to 55.401 leads and followers on my list.

Spots will fill up fast and when they're gone... they're gone.

No exceptions.

If you want a personalised **[END-RESULT]** growth plan valued at **[ADD YOUR HOURLY RATE / \$\$\$ VALUE OF YOUR FREE CALL]** ...

[Click Here Right Now & Book In Your FR-EE Spot Before It's Too Late >>](#)

— **[YOUR NAME + AUTHORITY CREDENTIALS]**

P.S

[QUICK STORY + BIG BENEFITS CTA:]

When I first set out on this journey to achieving **[END-RESULT]** over 7+ years ago I was struggling with **[BIG PROBLEMS + PAIN]**

I would've ran through a brick wall to hop on a [fr-ee consult like this here >>](#)

[ADD AUTHORITY COMPONENT e.g. BTW this is the same fr-ee consult a 9-Figure FORBES entrepreneur booked, where I helped him with his strategic client acquisition system.]

Here's what we will go over on the call together:

[ADD BIG BENEFITS]

- 1) We will quickly figure the number #1 bottleneck that is holding you back from getting to the next level in your business / life.
- 2) I'll show you behind the scenes of the 5-7 step **[U.M/M e.g. C.A.L.V.O. Method]** that's been responsible for helping my clients hit **[ADD OVERALL CLIENTS RESULT]...**

...so you can optimize your offer, get traffic, book 50 – 100 qualified appointments per month and convert high-ticket clients on DEMAND, that pay you what you're worth.
- 3) We will map out a customized PROFIT PLAN specifically for you and your business, so you can live a life of more **[ADD EMOTIONAL BENEFITS e.g. Time, Location & Financial FREEDOM while providing security for you and your families future!]**

[FUTURE PACE e.g. Just imagine what life will be like when you [ADD END-RESULT]

[ADD FINAL CTA]

[👉 Book Your FREE \[RESULT DRIVEN e.g. client magnet\] Strategy Call Now, Before The Spots Disappear >>](#)

SOS EMAIL AUTHORITY SOS EMAIL AUTHORITY

AUTORESPONDER SEQUENCE TEMPLATE #2

#EMAIL FOLLOW UP #1

WELCOME + RE-AFFIRM + REPLY – LOCK THEM INTO YOUR SYSTEM

SUBJECT LINE: re: Welcome To The [ADD YOUR COMPANY / BRAND NAME e.g. Online Wealth Society] Family...

✓ EMAIL FOLLOW UP #2

U.S.S.P + USP - TELL THEM YOUR STORY + BENEFITS

(UNIQUE STORY SELLING PROPOSITION + UNIQUE SELLING PROPOSITION)

SUBJECT LINE: My STORY – From [PAIN POINT] To [DESIRED END-RESULT]

✓ EMAIL FOLLOW UP #3

SHOW THEM SUCCESS – YOUR SUCCESS AND OTHER CLIENT SUCCESS CASE STUDIES

SUBJECT LINE: re: REAL STUDENT SUCCESS CASE STUDIES...

✓ EMAIL FOLLOW UP #4

SHOW THEM PROOF – TESTIMONIALS

SUBJECT LINE: Student CASE STUDY – [SPECIFIC RESULT] In [TIMEFRAME]

✓ EMAIL FOLLOW UP #6

STUDENT CASE STUDY

SUBJECT LINE: re: [BIG CASE STUDY RESULT – e.g. "\$1M Case Study..."]

✓ EMAIL FOLLOW UP #7

ASK + ANSWER THEIR QUESTIONS AND OVERCOME OBJECTIONS – RESEARCH THEIR TOP QUESTIONS AND OBJECTIONS

SUBJECT LINE: This is Why You Are FAILING...

✓ **EMAIL FOLLOW UP #8**

URGENCY & SCARCITY – TIME IS RUNNING OUT

SUBJECT LINE: re: LAST CHANCE To Book Your FR-EE Business Growth Consult...

8-PART EMAIL AUTHORITY AUTORESPONDER SEQUENCE!

This Email Sequence Is High-Impact. Direct. Plug-And-Play For Any Coaching, Consulting, Course or Service Offer.

EMAIL FOLLOW UP #1 – WELCOME & RE-AFFIRM + REPLY - LOCK THEM INTO YOUR SYSTEM

SUBJECT LINE: re: Welcome To The [ADD YOUR COMPANY / BRAND NAME e.g. Online Wealth Society] Family...

Hey [*FIRST NAME*], great to connect.

Click here to access your FR-EE [*LEAD MAGNET / TRAINING / GUIDE NAME*],

Can you reply back to this email saying “YES” to let me know you got access to your fr-ee gift ok?

You made a smart decision today.

By grabbing fr-ee access to my [*LEAD MAGNET / TRAINING / GUIDE NAME*], you’ve officially stepped into a system designed to help you get [**END-RESULT**] faster, easier, and without all the [*COMMON INDUSTRY FRUSTRATION*] most people get stuck with.

[*QUICK BEFORE & AFTER AUTHORITY STORY INTRO* e.g.

My name is [ADD YOUR NAME], I started online over 7+ years ago. For the first 12 months I didn’t make a single dollar and went into nearly \$20,000 worth of credit card debt trying to figure the online business puzzle out.

I struggled with traffic, lead gen, offer creation, appointment booking and converting high-ticket sales.

Maybe you can relate?

After years of trial and error and lots of hard lessons learnt. Something shifted!

I've now made more money than I know what to do with, helped my clients make \$3.4M+ in sales in rapid time & consulted with a 9-Figure FORBES entrepreneur worth £102M...

I live a life of complete FREEDOM... because my automated AI Funnel does the heavy lifting for me.]

If you'd like to **read my full story** of how I went from dead broke & suffering with depression to UEFA Europa League Pro Footballer & Internet Super Consultant Success, you can **[click here >>](#)**

Here's what you can expect from me and my DAILY *[EMAIL NEWSLETTER NAME* e.g. *Online Business Secrets]* newsletter :

- ✓ Clear, actionable guidance that helps you get **RESULTS** & **PROFITS** fast with zero fluff.
- ✓ Time-tested strategies that actually move you toward ***[END-RESULT]***
- ✓ A proven path to ***[ULTIMATE TRANSFORMATION]***

Welcome to the OWS family.

Talk tomorrow,

Appreciate ya!

[ADD YOUR NAME]

P.S

[CTA] → **[Click Here Now To Watch The FR-EE \[VSL TRAINING NAME\] & Book Your FR-EE \[RESULT DRIVEN NAME\] Strategy Call >>](#)**

P.P.S. Tomorrow I'm gonna share a story of how I ***[BIG BENEFIT]***

Look out for an email from me with subject line: *My STORY – From [PAIN POINT] To [DESIRED END-RESULT]*

EMAIL FOLLOW UP #2 – U.S.S.P + USP (YOUR STORY + BENEFITS)

SUBJECT LINE: My STORY – From [PAIN POINT] To [DESIRED END-RESULT]

Hey [FIRST NAME],

Here is FR-EE access to my [LEAD MAGNET NAME] - [click here >>](#)

If you'd like to read my full story of how I went from broke & suffering with depression... to UEFA Europa League Pro Footballer & Internet Super Consultant Success, you can [click here >>](#)

I wasn't always the person [AUTHORITY + YOUR NICHE TOPIC e.g. helping 6, 7 and even 9-Figure entrepreneurs build wildly profitable coaching, consulting and service-based businesses online.]

I was STUCK!

Dealing with [PAST PAINFUL STRUGGLE], trying to figure out how to fix [BIG PROBLEM YOU NOW SOLVE], and honestly... feeling like nothing was going to change.

Until I discovered [ADD YOUR UNIQUE STORY BREAKTHROUGH e.g. the smart decision to get 1:1 coaching from an expert that could guide me... where I could get my questions answered in real time.]

I've since gone onto [ADD RESULTS + OVERALL CLIENTS RESULTS]

That shift led me to develop what is now known as the [U.M / M - UNIQUE MECHANISM / METHOD NAME]

This is the exact process that helps people just like you go from:

✘ [PAIN POINT 1 - e.g. struggling to attract the right high-ticket clients because your foundational business infrastructure is broken.

You can't hit [END-RESULT] with a broken system. Period! All you end up doing is working harder than you need to while scaling the problems within the business.

✘ [PAIN POINT 2 – e.g. frustrated because you're unable to book a consistent daily flow of qualified appointments on your calendar that convert into ca-sh.]

✘ [PAIN POINT 3 – e.g. sick and tired of working 8-12 hours per day IN your business, instead of working ON your business WITHOUT getting the profits that you deeply desire]

To:

✓ **[DESIRED RESULT 1 - e.g. having an optimized *Client Attraction AI System* that allows you to FR-EE up you TIME!]**

✓ **[DESIRED RESULT 2 – e.g. deploying our *AI Appointment Booking System* that drives 50 – 100 qualified appointments on your calendar each month]**

✓ **[DESIRED RESULT 3 – e.g. allows you to take yourself out of the daily operations of your business so you can work & create within your Z.O.G (Zone of Genius)]**

And ultimately hit **[END-RESULT]** EASIER & FASTER than ever before, so you can **[EMOTIONAL BENEFITS - e.g. live a life of more FREEDOM with your family, while traveling the world!]**

This **AI Client Attraction Funnels System** exists for one reason:

To help people like you get BIG PROFITS **without** the confusion, overwhelm, or wasting time on non-income producing activities.

If you want some 1:1 help getting **[END-RESULT]** so you can finally **[BIG EMOTIONAL BENEFITS]...**

[CTA] → [Click Here Now To Watch The FR-EE \[VSL TRAINING NAME\] & Book Your FR-EE \[RESULT DRIVEN NAME\] Strategy Call >>](#)

Talk soon,

[ADD YOUR NAME]

P.S

Tomorrow I'm gonna share some real **CLIENT SUCCESS CASE STUDIES** with you.

Look out for an email from me with subject line: *re: REAL STUDENT SUCCESS CASE STUDIES...*

EMAIL FOLLOW UP #3 – SHOW THEM SUCCESS (YOUR RESULTS + CLIENT RESULTS)

SUBJECT LINE: re: REAL STUDENT SUCCESS CASE STUDIES...

Hey *[FIRST NAME]*, its *[ADD YOUR FULL NAME]* from *[ADD YOUR COMPANY / BRAND NAME]*

[ADD YOUR OVERALL CLIENTS RESULTS + AUTHORITY CREDENTIALS]

If you're wondering whether my *[U.M / M - UNIQUE MECHANISM / METHOD NAME]* that you won't find anywhere else online actually works...

Let me show you what's possible.

Here's what happened when I applied this system for myself:

→ *[YOUR PERSONAL RESULT #1]*

→ *[YOUR PERSONAL RESULT #2]*

→ *[YOUR PERSONAL RESULT #3]*

And here's what happened for others who followed the same steps:

◆ *[CLIENT NAME]* went from *[BEFORE STATE OF DISCOMFORT]* to *[AFTER STATE OF SPECIFIC RESULT]* in *[TIMEFRAME]*

◆ *[CLIENT NAME]* generated *[SPECIFIC RESULT]* using *[ONE COMPONENT OF YOUR METHOD]*

◆ *[CLIENT NAME]* hit *[END-RESULT]* even though they were struggling with *[OBJECTION THEY HAD]*

My clients aren't "getting lucky."

They're following an optimized DONE FOR YOU system + the correct critical knowledge that works.

Now I know you may be skeptical about these results, which you should be... there a lot of fake gurus out there!

So, to prove to you that I know what I'm doing when it comes to helping people just like you...

...I've created a special page specifically to show case my client video testimonials and results.

[Click Here Now & Check Them Out If You Like >>](#)

Talk soon,

Appreciate ya!

[ADD YOUR NAME]

P.S.

Ready to have a chat with me personally and get the ROAD-MAP to **[END-RESULT]** for FR-EE?

[CTA] → [Click Here Now To Watch The FR-EE \[VSL TRAINING NAME\] & Book Your FR-EE \[RESULT DRIVEN NAME\] Strategy Call >>](#)

P.P.S. Tomorrow I'm gonna share a story of how I **[BIG BENEFIT]**

Look out for an email from me with subject line: *Student Case Study – [SPECIFIC RESULT] In [TIMEFRAME]*

EMAIL FOLLOW UP #4 – SHOW THEM MORE PROOF (TESTIMONIALS)

SUBJECT LINE: Student Case Study – [SPECIFIC RESULT] In [TIMEFRAME]

Hey **[FIRST NAME]**,

Let me show you undeniable proof.

Meet **[CLIENT NAME]**.

They started with **[PAIN POINT & PROBLEM]**, had no **[RESOURCE THEY THOUGHT THEY NEEDED]**, and didn't believe they could achieve **[BIG RESULT]**.

And then... they followed my **[ADD UNIQUE MECANISM / METHOD NAME]** step-by-step.

Here's what happened:

→ **[SPECIFIC METRIC RESULT]**

→ **[SPECIFIC TRANSFORMATION]**

→ **[EMOTIONAL LIFESTYLE RESULT]**

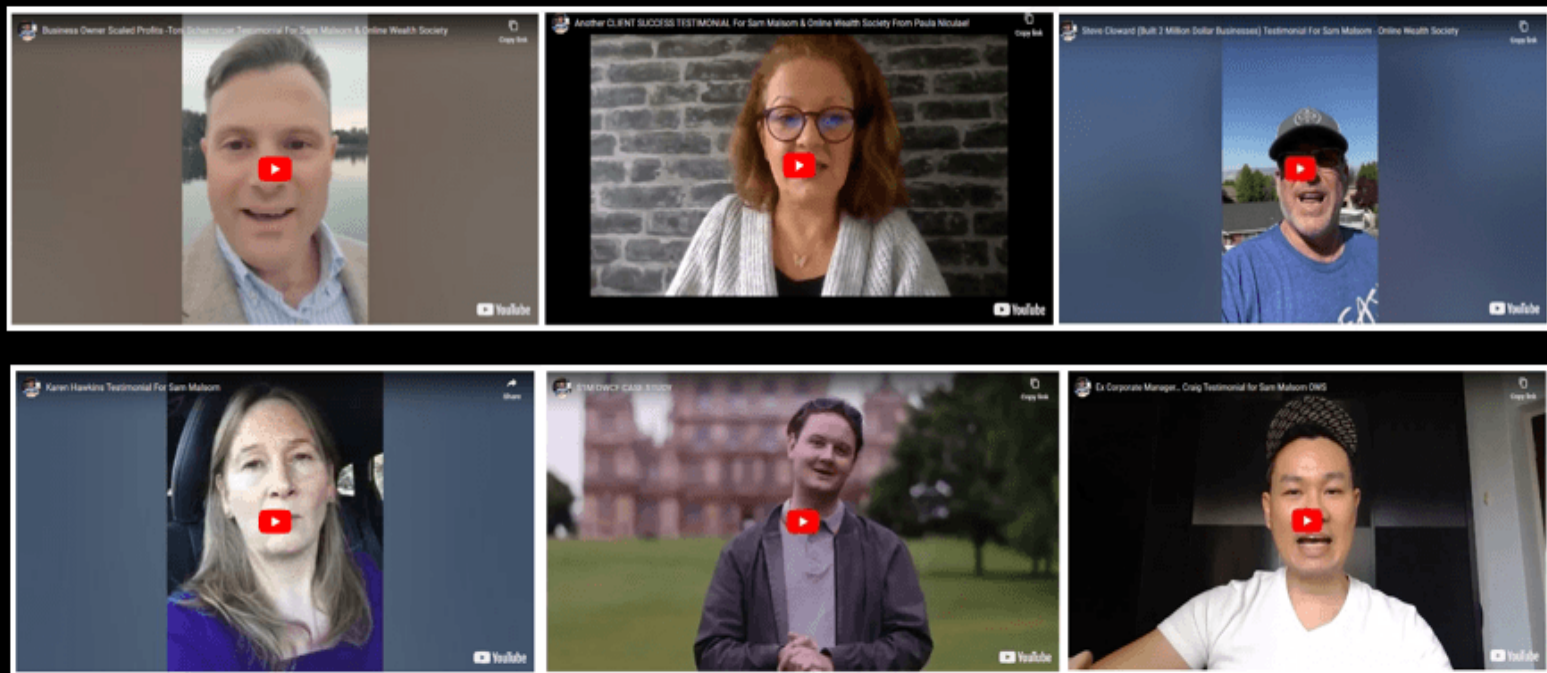
This isn't theory.

This is repeatable.

And you could be next.

[ADD CLICKABLE GRAPHIC OF CLIENTS VIDEO TESTIMONIALS + PHOTOS]

CLIENT VIDEO TESTIMONIALS



I've created a special page specifically to show case my client video testimonials and results.

[Click Here Now & Check Them Out If You Like >>](#)

Talk soon,

Appreciate ya!

[ADD YOUR NAME]

P.S.

Want to FAST-TRACK your results & **[END-RESULT]** without **[BIG PROBLEM]**?

[CTA] → Click Here Now To Watch The FR-EE [VSL TRAINING NAME] & Book Your FR-EE [RESULT DRIVEN NAME] Strategy Call >>

P.P.S. Tomorrow I'm gonna share how you can **[BIG BENEFIT]**

Look out for an email from me with subject line: **[BIG CASE STUDY RESULT – e.g. “\$1M Case Study”]**

EMAIL FOLLOW UP #6 – STUDENT CASE STUDY

SUBJECT LINE: re: [BIG CASE STUDY RESULT – e.g. “\$1M Case Study”]

Hey **[FIRST NAME]**,

Let's talk about one of my most powerful case studies.

[CLIENT NAME] used the exact same system... the **[YOUR UNIQUE MECHANISM / METHOD NAME]** ...

...and went from **[BEFORE STATE OF PAIN]** to **[AFTER STATE OF RESULTS & TRANSFORMATION]**, scaling to **[BIG RESULT]** in **[TIMEFRAME]**.

Here's what made the difference:

- ✓ **[HE / SHE]** followed the SIMPLE process with all the hard work **DONE FOR YOU!**
- ✓ **[CLIENT NAME]** didn't second-guess the steps or try to figure things out by themselves!
- ✓ **[HE / SHE]** executed even when it felt uncomfortable

Success isn't random.

Success is engineered.

This **AI Client Acquisition System** is built to engineer **[DESIRED END-RESULT]** for people who follow it.

If you want to have a chat with me personally so you can **[BIG BENEFIT]**, instead of failing miserably and feeling frustrated...

[CTA] → Click Here Now To Watch The FR-EE [VSL TRAINING NAME] & Book Your FR-EE [RESULT DRIVEN NAME] Strategy Call >>

P.P.S. Tomorrow I'm gonna share exactly why you're not getting the results that you desire. And it's not what you think.

Look out for an email from me with subject line: *This Is WHY You Are FAILING...*

EMAIL FOLLOW UP #7 – ASK + ANSWER QUESTIONS + OVERCOME OBJECTIONS.

SUBJECT LINE: This Is WHY You Are FAILING...

Hey *[FIRST NAME]*,

Let me be brutally honest with you... the reason WHY most people fail to achieve *[DESIRED END-RESULT]* isn't because they're not capable.

It's because they're stuck in:

✘ *[LIMITING BELIEF / COMMON OBJECTION]*

✘ *[ANOTHER OBJECTION]*

✘ *[ANOTHER OBJECTION]*

You don't rise to your goals...

You rise to the capability of your systems.

Right now, you're most likely trying to reach *[BIG GOAL]* with a broken system built for *[LOWER-LEVEL RESULT]*.

Here's what I recommend for you:

Instead of guessing your way to success... follow my proven *[END-RESULT]* roadmap.

Instead of trial-and-error... shortcut the process with expert support.

Instead of doing it alone... get the help, guidance, accountability and support you need.

CTA → [Click Here Now To Book Your FR-EE *\[RESULT DRIVEN NAME\]* Strategy Call >>](#)

On our fr-ee call together, you'll get to ask any questions you are stuck with, so you can **[BIG BENEFIT e.g. grow your business & [BIG EMOTIONAL BENEFIT e.g. live a life of more FREEDOM with your family by taking you out of the daily operations of the business!]**

I'll also share how we can help you...

[BIG BENEFIT #1]

[BIG BENEFIT #2]

[BIG BENEFIT #3]

With all the hard work completely **DONE FOR YOU!**

Talk soon,

[ADD YOUR NAME]

CTA → [Click Here Now To Book Your FR-EE \[RESULT DRIVEN NAME\] Strategy Call >>](#)

P.P.S. Tomorrow I'm gonna share why waiting to action is the biggest risk of all.

Look out for an email from me with subject line: *re: LAST CHANCE To Book Your FR-EE [RESULT DRIVEN NAME CALL / STRATEGY SESSION / AUDIT / CONSULT]*

EMAIL FOLLOW UP #8 – URGENCY & SCARCITY – TIME IS RUNNING OUT!

Key Focus Of This Email =

- *The opportunity cost of staying stuck and failing for the next 6-12 months*
- *The emotional toll of continuing to do things the wrong way*
- *How it's going to affect themselves and their family in the future if they continue to struggle & fail*
- *The surface level **BENEFITS** of booking a call with you*
- *The **deep emotional benefits** of booking a call with you.*

SUBJECT LINE: re: LAST CHANCE To Book Your FR-EE [RESULT DRIVEN NAME CALL / STRATEGY SESSION / AUDIT / CONSULT]

Hey *[FIRST NAME]*, its *[ADD YOUR FULL NAME]*

[Click here to learn how I've helped my clients make *\[ADD OVERALL CLIENTS RESULTS + ADD LINK TO VSL FUNNEL PAGE\]*](#) >>

If nothing changes over the next **6–12 months**, the real cost of staying stuck in *[BIG PROBLEM / SITUATION]* isn't just *[MISSED INCOME / RESULTS]*... it's the time, momentum, and opportunities you don't get back.

And continuing to try and fix it the same way can be exhausting.

This leads to frustration, second-guessing, and feeling like you're working hard but still not getting the results you deeply desire.

Over time that pressure doesn't just stay in your work... it starts affecting every areas of your life. Your confidence, stress levels, your relationships, your health and even the future you want for yourself and your family.

How do I know this?

Because I have been on the journey you are currently going on!

That's why I offer a quick *[RESULTS DRIVEN NAME]* Clarity Call.

On the call we'll:

- Identify what's actually causing *[BIG PROBLEM]*
- Map out the simple next steps to get *[RESULT]* in the fastest time possible.

Students leave the call with **real clarity, relief, and confidence** again, because they finally have a clear path forward.

And the clear path allows them to *[ADD BIG EMOTIONAL BENEFITS]*

This is your **final reminder**.

Spots for the *[RESULT DRIVEN CALL NAME]* close tonight, and once they're gone, they're gone.

If you want:

✓ *[DESIRED END-RESULT]*

✓ *[SPECIFIC TRANSFORMATION]*

✓*[PATH TO A FASTER OUTCOME]*

Then now is the time to **take action**.

Most people wait until it's too late.

Winners act before the window closes.

For the next 24 hours only.... just for booking (*if you qualify*) I'm giving away [\$\$\$\$] worth of FR-EE BONUSES to help you get ***[END-RESULT]***.

CTA → [Click Here Now To Book Your FR-EE \[RESULT DRIVEN NAME\] Strategy Call So You Can \[BIG EMOTIONAL BENEFIT\] Before Spot Are Gone >>](#)

Look forward to having a chat with you.

Talk soon,

[ADD YOUR NAME + AUTHORITY CREDENTIALS]

LIVE DAILY EMAIL BROADCAST **TEMPLATES & FREAMWORKS!**

VALUE EMAIL FRAMEWORK

When creating your value emails... **You have 2 options**

Option #1 – you can create a video or a blog post and provide a CTA (*Call To Action*) within the email. This is where your subscribers are taken to an external page (e.g. *Your Website / YouTube etc*) where they can consume the content piece.

Option #2 – you can provide the free value within the email itself as written text.

I personally like to leverage both options.

The value email copy below is specifically for option #1 – directing subscribers to an external page (*Your website / YouTube*) via a CTA... where they can consume the content.

Subject Line Examples:

[FR-EE VIDEO] How To [TOPIC BIG BENEFIT] Without [TOPIC BIG PROBLEM]

Want to know how a [BIG RESULT] was built step-by-step?

How [CLIENT NAME] went from [POINT A] to [POINT B] in [TIMEFRAME]

The [UNIQUE MECHANISM / METHOD NAME] Breakdown (Watch this)

[FR-EE TRAINING] Easiest / Simplest / Better / Fastest Way To Get [SPECIFIC RESULT]

Email Body Copy :

Hey,

Want to know how a **[SPECIFIC HIGH-LEVEL RESULT: e.g., \$1M Portfolio / 50lb Weight Loss / 100k Followers / 50 – 100 Appointment Booking System]** was built step-by-step?

Imagine being able to **[OUTCOME e.g., scale your business to 6/7-Figures / live a life of FREEDOM / lose weight / grow your traffic / get a consistent flow of qualified appointments for your business]** with reliability & predictability.

I'm going to walk you through the whole process in this **fr-ee video** so you can see exactly how it works.

Every single step is covered so you can copy it and apply it to your own **[BUSINESS / LIFE]**

[CTA:] Click Here Now To Watch The FR-EE Video >>

[ADD SHORT VIDEO TITLE: e.g. How To Book 50 - 100 Qualified Appointments / Month For Your Biz - ADD LINK TO VIDEO] >>

Hope you get some value,

Talk soon!

[ADD YOUR NAME + COMPANY NAME]

P.S

Reply Back CTA Examples (Pick One)

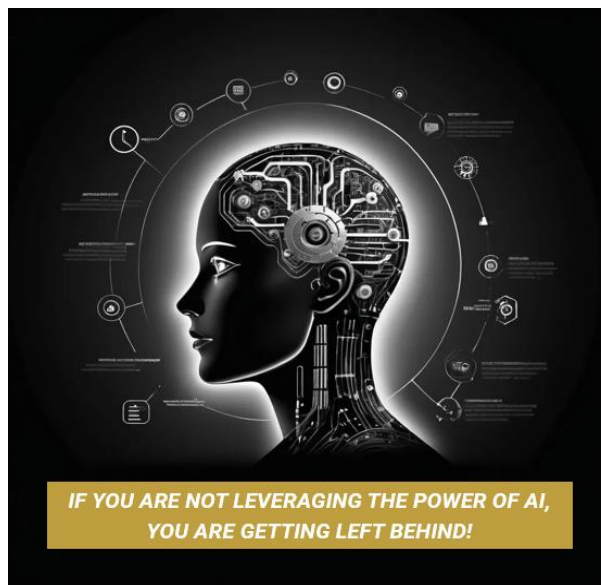
- “Reply back to this email if you want some help solving **[BIG PROBLEM]**”

- “Out of curiosity, tell me... what are you doing right now to solve this problem?”
- “Reply back to this email right now and let me know what your biggest challenge is?”
- “Reply back to this email if you want some help **[BIG BENEFIT / END-RESULT]**”



**APPLY CONTEXTUAL FOLLOW UP TO WHOEVER REPLIES...
ADD THEM ON SOCIAL MEDIA, DIRECT MESSAGE THEM &
BOOK APPOINTMENT!**

AI EMAIL BROADCAST PROMPT



**IF YOU ARE NOT LEVERAGING THE POWER OF AI,
YOU ARE GETTING LEFT BEHIND!**

*“Act as a world class direct response email copywriter for **[SPECIFIC NICHE & OFFER]** with a focus on psychological triggers **[AUTHORITY, URGENCY, SCARCITY, SOCIAL PROOF, LOSS AVERSION, OPPORTUNITY COST & BIG BENEFITS]** using the following framework **[COPY & PASTE EMAIL BROADCAST FRAMEWORK HERE]**”*

LIVE BROADCAST EMAIL FRAMEWORK #1

Long-Form Email Components:

- ✓ **INTRO**
- ✓ **QUESTION**
- ✓ **LESSON**
- ✓ **POLARISATION**
- ✓ **AUTHORITY + UNIQUE MECHANISM**
- ✓ **CTA + SELLING**
- ✓ **UNIQUE ANGLE = YOU**
- ✓ **CTA #1 - UNIQUE ANGLE = MALE CLIENT**
- ✓ **OFFER**

HERE'S WHAT I GOT

HERE'S WHAT IT CAN DO FOR YOU = BIG BENEFITS

- ✓ **SCARCITY**
- ✓ **MASTERY BONUSES**
- ✓ **CTA #2 - UNIQUE ANGLE = FEMALE CLIENT**
- ✓ **REPLY BACK**
- ✓ **APPLICATION / SURVEY - FIBS - CALENDAR**

FILL-IN-THE-BLANK EMAIL FRAMEWORK

(TEMPLATE / EXAMPLE TO MODEL)

**INTRO → QUESTION → LESSON → POLARISATION → AUTHORITY → CTA
(MULTIPLE ANGLES) → OFFER → BENEFITS → SCARCITY → BONUSES → FINAL
CTAs**

Hey *[FIRST NAME]*, read this email in full if you want to get the ultimate FAST-TRACK to *[END-RESULT]*

INTRO

Most people come into *[YOUR NICHE / INDUSTRY]* thinking they need *[FALSE BELIEF / COMMON MYTH]* to finally get *[BIG BENEFIT]*.

But that's not how this game actually works.

QUESTION

Tell me...

Would you like to *[BIG RESULT]* without *[BIG PROBLEM]*?

This simple *[SYSTEM / FRAMEWORK / PROCESS NAME = ADD LINK TO VSL FUNNEL PAGE]* is the FASTEST & EASIEST way to grow your *[NICHE]* business online.

LESSON

Here's the lesson I learned the hard way:

Until you fix *[BIG PROBLEM]*, you will always struggle with *[PAIN POINT]*, no matter how hard you work or how much time you put into your business.

It's the foundation of your entire growth.

Because without specific *[INGREDIENTS e.g. qualified leads and appointments]* your business dies a slow death.

[ADD AUTHORITY CREDENTIALS BASED OFF THE SPECIFIC INGREDIENTS
e.g. I've built my email list + social media list to 55,401+ subscribers / followers & booked over 1,179+ qualified appointments with high-ticket clients!

So... we can definitely help you if you struggle with this challenge, you may be facing right now.

POLARISATION

Listen...

There are two types of people in this space:

1. The ones who keep doing *[OLD BROKEN STRATEGY]* and stay stuck.

2. And the ones who switch to **[YOUR UNIQUE MECHANISM / METHOD]**... and win FAST.

People in category #1 FAIL, regardless of how hard they work.

Smart people in category #2 SCALE and create **[ADD BIG EMOTIONAL BENEFITS]**

You get to choose which category you want to be in today.

AUTHORITY + UNIQUE MECHANISM

I created the **[UNIQUE MECHANISM / METHOD NAME]** to solve **[CORE BIG PROBLEM]** once and for all.

It's the same system that helped me go from **[BEFORE STATE]** to **[AFTER STATE]** and has now worked for **[NUMBER]** business owners across **[NUMBER]** industries.

And we're only just getting started.

[ADD YOUR VISION / MISSION e.g. My vision for the next 10 years is to help my clients scale to \$100M in sales, and I would love for you to be part of this movement!]

CTA + SELLING – UNIQUE ANGLE = BUSINESS OWNER

If you're a business owner looking to simplify everything and scale faster...

Click Here To Learn More → **[CTA LINK >>]**

This will show you how to plug **[YOUR UNIQUE MECHANISM / METHOD]** directly into your business without adding more work, complexity, or burnout.

Which will save you 3-5+ YEARS of wasted time, effort and mon-ey!

CTA #1 – UNIQUE ANGLE = STUDENT (MALE)

Take my client **[ADD MALE CLIENT NAME]** he started in the **[ADD THEIR INDUSTRY]** and wanted to shortcut his success, which is exactly what he did when he partnered with me.

He was struggling with *[SPECIFIC BIG PROBLEM]* and suffering with *[DESCRIBE THE BEFORE PAIN HE WAS IN]*...

He made the smart decision to join my *[ADD YOUR OFFER NAME HERE e.g. 1:1 GET CLIENTS Coaching Program]* and *[ADD RESULT HE ACHIEVED + TIMEFRAME]*

[CLIENT NAME] now lives a life of *[DESCRIBE AFTER TRANSFORMATION + LIFESTYLE AFTER WORKING WITH YOU]*

[Click Here To Learn More](#) → *[CTA LINK TO CLIENT RESULTS & VIDEO TESTIMONIAL PAGE >>]*

OFFER — HERE'S WHAT I GOT FOR YOU

Here's what I've built for you:

A complete *[PROGRAM / SYSTEM / COACHING OFFER NAME]* that gives you the exact steps, tools, and support to achieve *[END-RESULT]* in *[TIMEFRAME]*...

...without the confusion, overwhelm, or guesswork.

HERE'S WHAT IT CAN DO FOR YOU

When you implement this with my personal help, you can expect:

✓ *[RESULT #1]*

✓ *[RESULT #2]*

✓ *[RESULT #3]*

✓ *[TRANSFORMATION]*

✓ *[TIME + MONEY SAVED = OPPORTUNITY COST]*

This is engineered to help you win & get *[END-RESULT]*.

And the best part?

A lot of the hard work is completely **DONE FOR YOU!**

SCARCITY

I'm only taking *[NUMBER]* new people this month and *[NUMBER]* of spots have already been taken by the smart *[ADD YOUR NICHE]* entrepreneurs.

Once the spots are full the FR-EE MASTERY BONUSES which you can learn more about below...disappear and we won't be taking on any new clients for the time being... because I want to focus on getting my current client roster AMAZING RESULTS!

No exceptions.

If you want in, now is the right time to take action and commit to yours & your families future.

MASTERY BONUSES

When you join now, you also unlock: *[ADD 3-7 SUPER VALUABLE BONUSES]*

 *[BONUS #1 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #2 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #3 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #4 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #5 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #6 NAME] – [QUICK BONUS DESCRIPTION]*

 *[BONUS #7 NAME] – [QUICK BONUS DESCRIPTION]*

(Total Bonus Offer Value: *[ADD TOTAL \$\$\$\$ VALUE]* Included For FR-EE To Help FAST-TRACK Your Success & Results!

CTA #2 – UNIQUE ANGLE = FEMALE

If you're still not convinced...

Here's my client *[ADD FEMALE CLIENT NAME]*... she started in the *[ADD THEIR INDUSTRY]* and wanted to FAST TRACK her results, which is exactly what she did when she partnered with me.

She was struggling with *[SPECIFIC BIG PROBLEM]* and suffering with *[DESCRIBE THE BEFORE PAIN SHE WAS IN]*...

She made the decision to join my *[ADD YOUR OFFER NAME HERE e.g. 1:1 GET CLIENTS Coaching Program]* and *[ADD RESULT SHE ACHIEVED + TIMEFRAME]*

She now lives a life of *[DESCRIBE AFTER TRANSFORMATION AFTER WORKING WITH YOU]*

[Click Here To Learn More](#) → *[CTA LINK TO CLIENT RESULTS & VIDEO TESTIMONIAL PAGE >>]*

This is built to support you step-by-step.

REPLY BACK

If you have any questions you'd like me to answer...

Just reply with the word "**HELP**" and I'll point you in the right direction.

CTA #3 – VSL FUNNEL PAGE / APPLICATION / SURVEY / CALENDAR

Or if you're ready to move now...

[Here's Access To My FR-EE](#) *[VSL TRAINING NAME e.g. Client Attraction Secrets Video]* → *[ADD VSL FUNNEL PAGE LINK] >>*

[Click Here To Book Your FR-EE](#) *[RESULT DRIVEN NAME]* [Call On My Calendar](#) → *[ADD CALENDAR LINK] >>*

Choose your time, and let's have a chat to see how I can help you get *[END-RESULT]*...just like I've helped many of my previous clients achieve.

Talk soon,

Appreciate ya!

[ADD YOUR NAME HERE]

Founder & CEO: *[ADD YOUR COMPANY NAME HERE + AUTHORITY CREDENTIALS]*

P.S

Every year you delay the decision by NOT knowing *[BIG BENEFIT + LOSS AVERSION e.g. how to make \$1M is costing you \$1M per year in lost revenue!]*

[Click Here Now To](#) *[ADD EMOTIONAL BENEFIT]*

LIVE BROADCAST EMAIL FRAMEWORK #2

- ✓ **INTRO – TAPPING INTO THE CONVERSATION THAT IS ALREADY GOING ON IN THE PROSPECTS HEAD BY TALKING ABOUT WORLD NEWS / EVENT / RISING TREND!**
- ✓ **CTA – CALL TO ACTION #1**
- ✓ **VALUE PROPOSITION #1 – OFFERING MY OWN TIME FOR SERIOUS CLIENTS ONLY**
- ✓ **PRE-SELLING / EDUCATING USING THE WHAT + HOW + WHY METHOD**
- ✓ **VALUE PROPOSITION #2 – FREE EDUCATION OF VALUE + AUTHORITY**
- ✓ **CTA #2 – CALL TO ACTION**

FILL-IN-THE-BLANK EMAIL TEMPLATE / EXAMPLE (WORLD-EVENT ANGLE + AUTHORITY + PRE-SELLING)

Hey *[FIRST NAME]*,

INTRO – TAPPING INTO THE CONVERSATION ALREADY IN THEIR HEAD (WORLD NEWS / EVENT / RISING TREND)

With everything happening in the world... *[ADD CURRENT EVENT / NEWS STORY / MARKET SHIFT / RISING TREND]* ... a lot of people are starting to realise that relying on *[OLD WAY OF DOING THINGS]* is no longer safe.

The economy is changing.

Consumer behaviour is shifting.

And the people who adapt now will become the ones who dominate **[YOUR INDUSTRY]** over the next 12–36 months.

The question is... will you be one of them?

CTA #1 – CALL TO ACTION

If you already know you need to move faster, get clearer, and implement **[YOUR SOLUTION / UNIQUE MECHANISM / METHOD]**...

[Click Here To Learn More](#) → **[CTA LINK TO VSL FUNNEL PAGE #1]** >>

VALUE PROPOSITION #1 – OFFERING YOUR TIME (SERIOUS CLIENTS ONLY)

Listen... I don't do this often.

But for the next **[NUMBER]** days, I'm opening a few slots on my calendar for people who are serious about fixing **[CORE PROBLEM]** and finally achieving **[BIG DESIRED END-RESULT]**.

[ADD OVERALL CLIENT RESULTS e.g. I've helped my client make \$3.4M+ in sales and were only just getting started]

I challenge you to become my next success story.

This isn't for "information collectors" that do nothing...

It's for serious action-takers who want to implement **[YOUR UNIQUE MECHANISM / METHOD]** with precision so you can **[BIG BENEFIT]**.

If that's you, I'll give you some of my precious my time valued at **[ADD YOUR HOURLY RATE \$\$\$\$]** to map out your exact next steps.

PRE-SELLING / EDUCATION USING THE WHAT + HOW + WHY METHOD

Here's exactly what you need to understand for you to be successful online:

[WHAT]

You need a **[SYSTEM / PROCESS / FRAMEWORK]** that eliminates **[PAIN POINT]** and creates predictable **[RESULT]**.

[HOW – High Level Overview]

Using my proprietary **[YOUR METHOD NAME]**, we help clients implement **[KEY MECHANISM]** so they can get **[DESIRED END-RESULT]** even if they've tried **[FAILED PAST ATTEMPT]** before.

[WHY]

The marketplace is shifting FAST... and the people who don't adapt will get left behind due to **[RISE OF NEW INDUSTRY TREND e.g. AI]**

Those who implement this now will win... while everyone else is still trying to “*figure things out scrambling for scraps.*”

Eventually those people will go out of business and get wiped out by the winners who partner with me!”

Because we help you DOMINATE your niche.

VALUE PROPOSITION #2 – FREE EDUCATION + AUTHORITY

(Remember To Use 'WOW NOT HOW' Value Education)

To help you get ahead of the pack, I created a fr-ee **[TRAINING / GUIDE / BREAKDOWN]** that walks you through:

✓ **[VALUE POINT #1]**

✓ **[VALUE POINT #2]**

✓ **[VALUE POINT #3]**

✓ The exact steps my clients and I used to go from **[BEFORE STATE]** to **[AFTER STATE / BIG RESULT]**

✓ And why most people fail... even when they're “*putting in the hours each day & doing the work*”

Maybe you can relate?

This alone will save you *[TIME / MONEY / TRIAL & ERROR / EFFORT]* and give you the clarity you've been missing.

Talk soon,

Appreciate ya

[ADD YOUR NAME + COMPANY NAME]

CTA #2 – FINAL CALL TO ACTION

P.S

If you want the full breakdown + want me to personally help you implement it...

Click Here Now & Get The Keys To Unlock *[BIG BENEFIT]* → *[CTA LINK #2 TO VSL FUNNEL PAGE]* >>

Or if you're ready to move forward...

Grab a Spot On My Calendar Here Now >> → *[ADD CALENDAR LINK]*

This is the moment where the winners separate from everyone else.

I look forward to having a chat with you soon. 😊

LIVE BROADCAST EMAIL FRAMEWORK #3

- ✓ **HERE'S WHO I AM** (AUTHORITY & CREDIBILITY POSITIONING)
- ✓ **HERE'S WHAT I GOT**
- ✓ **CLIENTS RESULTS & TESTIMONIALS** (SOCIAL PROOF)
- ✓ **CTA #1**
- ✓ **QUICK STORY** (BUILDS RAPPORT & RELATIONSHIP) + **VALUE PROPOSITION – 1 - 3 SECRETS / INSIGHTS = RECIPRICATION**
- ✓ **HERE'S WHAT IT CAN DO FOR YOU – BENEFITS OF BENEFITS**
- ✓ **HERE'S HOW TO GET IT – CTA#2 - SCARCITY – LIMITED AVAILABILITY**
- ✓ **HERE'S WHY YOU NEED TO BUY NOW / BOOK CALL NOW – BONUSES + URGENCY – CTA #3**

FILL-IN-THE-BLANK EMAIL TEMPLATE #3 / EXAMPLE TO MODEL

(AUTHORITY → PROOF → SECRETS → CTA → URGENCY)

Hey *[FIRST NAME]*,

Let me break this down quickly so you understand exactly who I am, what I've built, and how I can help you hit *[DESIRED END-RESULT]* faster than anything you've tried before.

✓ **HERE'S WHO I AM** (AUTHORITY & CREDIBILITY POSITIONING)

If you've been opening and reading my emails. You already know my name is *[ADD YOUR NAME]*, and I help *[YOUR NICHE / AUDIENCE]* solve *[CORE PROBLEM]* using my proven *[UNIQUE MECHANISM / METHOD NAME]*.

I've been doing this for *[NUMBER]* years and have helped clients achieve results they didn't think were possible... even when they struggled for months or years before working with me.

HERE'S WHAT I GOT

I built a complete *[PROGRAM / SYSTEM / OFFER NAME]* that shows you exactly how to go from *[BEFORE STATE]* to *[AFTER STATE / DESIRED RESULT]*, step by step.

It gives you the framework, tools, accountability, software and clarity you need to finally breakthrough to the next level in your *[BUSINESS / LIFE]*.

CLIENT RESULTS / TESTIMONIALS (SOCIAL PROOF)

Here's what others just like you have achieved using this same system:

✓ *[BEGINNER CLIENT NAME]* went from *[BEFORE]* to *[AFTER]* in *[TIMEFRAME]*

✓ *[INTERMEDIATE CLIENT NAME]* generated *[RESULT]* after trying *[FAILED ATTEMPTS]*

✓ *[ADVANCED CLIENT NAME]* hit *[BIG RESULT]* using *[YOUR METHOD NAME]*

Real people. Real results. Real transformations.

CTA #1

If you want to see exactly how the system works...

[Click Here Now & Get The Unfair Advantage >>](#) → *[CTA LINK #1]*

QUICK STORY (BUILDS RAPPORT & RELATIONSHIP) + VALUE PROPOSITION (1- 3 SECRETS / INSIGHTS)

Before creating *[YOUR UNIQUE METHOD NAME]*, I struggled with *[PAIN POINT]* just like most people in *[YOUR NICHE]*.

I spent years going round in circles, struggling, frustrated and failing!

I tried *[FAILED STRATEGY #1]*, *[FAILED STRATEGY #2]*, and *[FAILED STRATEGY #3]*, but nothing worked.

Maybe you can relate?

Everything changed when I discovered 3 core secret insights:

SECRET INSIGHT #1: *[WHAT THEY REALLY NEED TO UNDERSTAND]*

SECRET INSIGHT #2: *[WHAT THEY MUST STOP DOING]*

SECRET INSIGHT #3: *[THE REAL REASON THEY ARE STUCK / FAILING]*

These three insights became the foundation of *[ADD YOUR UNIQUE MECHANISM / METHOD]*.

Nowadays I get to *[ADD BIG EMOTIONAL BENEFITS + RESULTS]*

HERE'S WHAT IT CAN DO FOR YOU (BENEFITS OF BENEFITS)

When you implement this system, you don't just get *[SURFACE RESULT]* ... you unlock the deeper benefits that actually matter:

✓ *[BIG BENEFIT BEHIND BENEFIT #1 — e.g. FREEDOM, CONFIDENCE, CLARITY, ETC.]*

✓ **[BENEFIT BEHIND BENEFIT #2 — e.g. PREDICTABILITY, CONSISTENCY, SECURITY, CONTROL]**

✓ **[BENEFIT BEHIND BENEFIT #3 — e.g. LESS STRESS, MORE TIME, BETTER QUALITY OF LIFE]**

This is about long-term capability and leverage... not short-term “gimmicks.”

HERE'S HOW TO GET IT – STRONG EMOTIONAL CTA #2! (SCARCITY – LIMITED AVAILABILITY)

I'm opening **[NUMBER]** new spots this week for people who want to implement **[YOUR SYSTEM]** the right way.

If you're reading this, you're early... but these openings fill FAST.

Once the limit is hit, the mastery bonuses I'm giving away for FR-EE valued at **[ADD TOTAL VALUE OF BONUSES \$\$\$\$]** disappear and the opportunity closes.


If you want to change your life, your income, or your results in **[TIMEFRAME]**, this is your moment to take action.


Click here to book your fr-ee [RESULTS DRIVEN NAME] call & secure your spot so you can [ADD EMOTIONAL BENEFIT] → [CTA LINK #2] >>


HERE'S WHY YOU NEED TO BOOK CALL NOW / BUY NOW (BONUSES + URGENCY – CTA #3)


To reward fast action taker, you'll also unlock these amazing fr-ee bonuses when you join today:


[ADD 3-7 MASTERY BONUSES]


 **[BONUS #1 NAME] — [QUICK DESCRIPTION]**


 **[BONUS #2 NAME] — [QUICK DESCRIPTION]**

 **[BONUS #3 NAME] — [QUICK DESCRIPTION]**

 **[BONUS #4 NAME] — [QUICK DESCRIPTION]**

 **[BONUS #5 NAME] — [QUICK DESCRIPTION]**

 **[BONUS #6 NAME] — [QUICK DESCRIPTION]**

 **[BONUS #7 NAME] — [QUICK DESCRIPTION]**

(Value: **[TOTAL BONUS VALUE]**) — included FR-EE for fast decision-makers.

These bonuses make it way FASTER & EASIER for you to get **[BIG BENEFIT]** but they disappear once the spots are gone.

If you're serious about getting **[DESIRED END-RESULT]**, then now is the time to move.

Click Here Right Now To Fast-Track Your [BIG BENEFIT] → [CTA LINK #3]

IMPORTANT: I have given you 1 Value Email Template + 3 LONG-FORM email broadcast templates + frameworks you can use to book qualified appointments and pre-sell your offer!

Each component titled in the colour red within the 3 broadcast email frameworks can also be turned into SHORT-FORM emails.

For example, lets go back to the 4th section of email broadcast framework #1...

POLARISATION

(Here's how you can leverage this section into a short-form email)

Hey **[FIRST NAME]**

Listen...

There are two types of people in this space:

3. The ones who keep doing **[OLD BROKEN STRATEGY]** and stay stuck.
4. And the ones who switch to **[YOUR UNIQUE MECHANISM / METHOD]**... and win FAST.

People in category #1 FAIL, regardless of how hard they work.

Smart people in category #2 SCALE and create *[ADD BIG EMOTIONAL BENEFITS]*

You get to choose which category you want to be in today.

Talk soon,

[ADD YOUR NAME]

Founder & CEO: *[ADD COMPANY NAME]*

P.S.

If you want to FAST-TRACK your results and make client acquisition SIMPLE, EASY & EFFORTLESS...

[Click Here Right Now & Book Your FR-EE *\[RESULT DRIVEN NAME\]* Call On My Calendar >>](#)

STORY EMAIL FRAMEWORK

How To Create Your U.S.S.P –



This 7-Figure selling framework that you can implement into your marketing strategy... sells your audience subconsciously through YOUR STORY or a 3rd parties story causing

PART 1 - The Authority Based Character Backstory!

What was your backstory that started you on the journey to achieving the end-result so people can relate to you?

What's UNIQUE about YOU & your STORY?

What life struggles have you been through?

What COOL things have you achieved?

Share your personal side and then position yourself as an AUTHORITY EXPERT by sharing your credentials, skills sets, results, client results and real proof!

PART 2 - Your Deep Desires + End-Result!

What is / was the end-result?

This should be the same end-result your clients want to achieve based off your market research if you're entering a new market or what you have already achieved in your existing market.

What did you want to accomplish – Explain the BENEFITS!

Example in the online business space

EXTERNAL – *“All I wanted to do was make \$10,000 - \$100k per month, work in my zone of genius & live a life of more FREEDOM!”*

INTERNAL – *“I was unemployed, struggled with depression and nothing seemed to work. Deep down all I really wanted was to help my family financially!”*

PART 3 - The Problems / Struggles You Faced On Your Journey!

What were the internal and external problems you were struggling with?

(Again, these should be the same problems your target core client avatar is going through that is stopping them from achieving the end-result on their journey!)

Example in the online business space?

EXTERNAL – *Traffic, lead generation, booking qualified appointments, conversion, offer creation, high ticket sales, automation, follow up, cash flow, business infrastructure, hiring, scaling etc.*

INTERNAL – *“I felt like a failure because of society's programming system – Work 40 hour per week for 40+ years in a dead end 9-5 job, struggling with mortgage payments, credit card bills, car payments, limited travel, no time freedom to spend with family and enjoy the luxury things life has to offer etc.”*

PART 4 - The Big Light Bulb Moment > The New Way To Get The End Result!

After going through the problems and struggles what was the LIGHT BULB MOMENT you had and what was the new process that you implemented into your NEW OFFER!?

PART 5 - The Action Plan – Introduce Your Million Dollar New Irresistible Offer!

Reveal your million-dollar irresistible offer (**M.D.I.O**) to provide the solutions to the problems clients will face towards achieving the end-result IF they don't buy now!

What was the step-by-step plan / proof of concept you created & implemented to achieve the end-result that you desired?

This is the action plan / proof of concept that your clients will take to achieve the same end-result that you desired! Make sense?

PART 6 – Dive Into The PAIN + The Number #1 BIG PROBLEM That Stopped You From Achieving The End Result! Introduce The U.M/M! (Unique Mechanism / Method) (Think Faster, Easier & Better etc!)

We touched on the problems in part 3, however whenever creating a new offer the marketing message must be built around 1 BIG MARKETING IDEA that overcomes the BIG PROBLEM clients will face.

Reveal your U.M (Unique Mechanism / Method) and show people how it helps them achieve the end-result FASTER, EASIER, more EFFICIENTLY & more EFFECTIVELY!

PART 7 – Show How The Story Character Achieved The End Result – Stack The Offer BENEFITS!

Show proof of you / the story character achieving the end-result + all the BENEFITS that comes with it!

Also think of the benefits of the benefits.

Share how DIFFERENT life is and how it FEELS after you / the story character has achieved the end-result.

Here's some ideas that most offers in the big 3 industries help client with...

More FREEDOM, SECURITY, HAPPINESS, ABUNDANCE, WEALTH, IMPROVED STATUS, IMPROVE HEALTH, IMPROVED RELATIONSHIPS etc!

Stack the offer and give away 10X – 100X the value compared to the price!

PART 8 - The New Self Identity Transformation! (What did it allow you to do? Example: More FREEDOM + Better Person That Helps Others!)

After you go through the journey to achieving the end-result... How did it transform you or the story character as a person and help you create a NEW SELF IDENTITY so you can become the best version of yourself while helping others!?

Example: *Online Business Space*

"After hitting my income goal and living a life of freedom with my family, I realised that helping others create financial freedom was massively rewarding, I now get to create income on demand, travel the world and help people just like you achieve your goals and dreams!"

Example: *Health & fitness / weight loss space*

"After losing 21lbs in 3 months I not only feel & look great, but I also have a lot more energy to spend time and play with my kids! After going through this transformation, I realised I have a passion to help others just like you hit your weight loss and fitness goals in the fastest time possible!"

Example: *Relationship & Dating Space*

"After finding the love of my life and getting married to my soul mate after years of dating nightmares, I now have a passion to help others just like you find your dream partner and fall in love!"

HARD SELL EMAIL FRAMEWORK

Hey,

I hope you've been getting value from my emails and videos!?

Are you still interested in *[END-RESULT]*?

I'm taking on 7 new clients this week with all the hard work **DONE FOR YOU!**

[Click Here Now, Watch The Video & Read The Page In Full >>](#)

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

I've helped my clients *[ADD OVERALL CLIENT RESULTS + YOUR VISION FOR THE FUTURE]* and I want you to be my next success story.

[Click here now if you want the fastest, easiest and simplest way to *\[END-RESULT\]* >>](#)

CLEINT CASE STUDY EMAIL

SUBJECT LINE EXAMPLES:

How [CLIENT NAME] went from [POINT A] to [POINT B] in [TIMEFRAME]

How [CLIENT NAME] got [SPECIFIC RESULT] in [TIMEFRAME]

My client was struggling with [PAINFUL BEFORE MOMENT] then hit [END-RESULT]

EMAIL BODY COPY:

Hey,

Meet my client **[ADD CLIENT NAME + ADD CLIENT RESULT + TIMEFRAME]** _____ . e.g. *He made \$50,000 in a single month and hit 6-figures in rapid time after working with me.*

When **[CLIENT NAME]** _____ connected with me... he had traffic, content, and an offer already...

But leads were inconsistent and his mind-set needed upgrading.

He felt stuck, overwhelmed, and doubted himself & his current process.

After hopping on a Client Magnet + Profit Booster call with him... I quickly realised the issue wasn't traffic or effort.

[CLIENT NAME] _____ was serious, hardworking and a massive action taker.

The real problem was the lack of an **optimized sales system** to convert interested leads into quality conversations that produce high-ticket buyers.

He realized more tactics wouldn't fix his big problem... his client attraction system had to change.

And he made the decision to work with me on a 1:1 basis, **even though the economy was bad**. Because he understood the power of investing in himself and his future.

After working with me... leads turned into qualified appointments & quality conversations.

DM's + booked calls turned into high-ticket sales with consistency and reliability.

His business started to become **FUN & EASY!**

Instead of draining his soul like the majority of people who think they can figure this stuff out on their own.

Which by the way... is about as easy as learning quantum physics while blind folded... lol!

More importantly, he felt calm, confident, and in control again!"

That's what you want too, right?

Here's some proof of our conversation on **[ADD SOCIAL MEDIA CHANNEL e.g. Facebook, LinkedIn, Instagram etc]**

[ADD PROOF OF RESULTS + WRITTEN SOCIAL PROOF – use DM conversation screenshots and result based proof screenshots]

“He followed my C.A.L.V.O Method and now knows exactly where sales come from... because he has an optimized client attraction system working for him 24/7... and isn't playing the guessing game with up and down roller coaster income anymore.

On top of that he's actively becoming the best version of himself every day... after I helped him with his mindset... & investing a % of his profits from his business into crypto, giving him daily passive income WITHOUT having to work like a 9-5 slave.

[CLIENT NAME] _____ now lives a life of more TIME, LOCATION & FINANCIAL FREEDOM in Thailand in his penthouse apartment looking over the city skyline.

[ADD PICTURES OF CLIENTS NEW LIFE AFTER THE TRANSFORMATION HAPPENED!]

Click here now to see what **[CLIENT NAME] _____ had to say about working with me **[ADD VIDEO LINK TO TESTIMONIAL FROM CLIENT]****

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

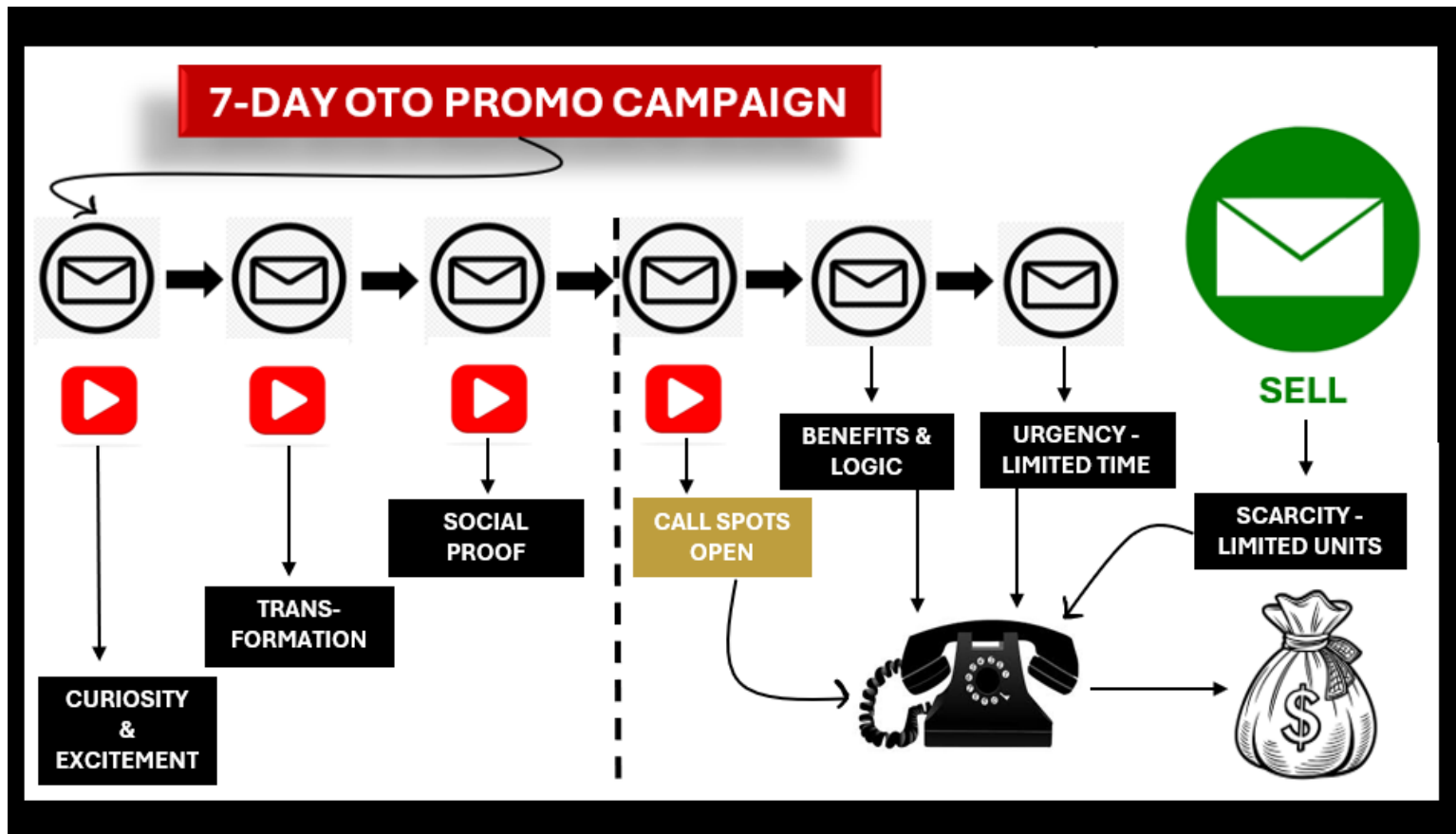
P.S.

If any of these problems sound familiar, it's because you're facing the same bottleneck.


And you need to fix them FAST if you want to ***[ADD BENEFIT]***

If you want **[DESIRED END-RESULT] + **[EMOTIONAL BENEFITS]** _____ **click here now & book your FR-EE Application Call >>****

7 DAY OTO PROMO CAMPAIGN DONE FOR YOU EMAILS + VIDEO SCRIPTS



Here's the overview of **HOW** this works...

- 
Email + Video #1 – Wow Not How >>> Big Marketing Idea + U.M/M + Story & Value >>>
 Explain Opportunity To 'Work With You' Discount Offer Or Raising Offer Price After Certain Date.
- 
Email + Video #2 – Transformational Education & Secret Insights >>>
 Destroy Internal And External Beliefs!
- 
Email + Video #3 – Mass Social Proof! (You + Clients Results + Case Studies)
- 
Email + Video #4 – Offer Teaser – CTA = Book Your FREE 'Results Driven' Call Now!
- 
Email #5 – CTA Benefits + Logic – (Offer Stack Reinforcement!) CTA = VSL Or Link To Calendar!
- 
Email #6 – CTA Urgency + Fear – CTA = VSL Or Link To Calendar!
- 
Email #7 – CTA = Scarcity x Urgency + Bonus Stack + Hard Sell = **Hyper Responsive Buyer!**

OTO PROMO CAMPAIGN - EMAIL #1

Wow Not How >>> Big Marketing Idea + U.M/M + Story & Value >>>

Explain Opportunity To 'Work With You' = OTO (One Time Offer).

Subject Line: [VIDEO 1] Something HUGE Is Happening Over The Next 7 Days...

Hey,

If you've been reading my emails & watching my fr-ee content for a while... I genuinely hope you're getting value and its helping you. 😊

[Click here to watch video 1 of 4 \[ADD SHORT VIDEO TITLE e.g. 7-Figure Client Acquisition Fr-ee Training Series\] >>](#)

Over the next **7 days** I'm going to be releasing a short **4-part video series for FR-EE** to help you get **[END RESULT]** faster & easier than doing everything on your own.

Inside I'm going to show you something that has created a huge shift in my own **[BUSINESS / RESULTS / NICHE]**... and the results of my **[CLIENTS / STUDENTS / MEMBERS]**.

And no...

This isn't another **[TACTIC / TREND / QUICK HACK]**.

It's not another complicated **[SYSTEM / STRATEGY / TOOL]** you need to figure out on your own.

Instead, I'm going to introduce you to a completely new & different way of approaching **[DESIRED END-RESULT]** that most people in **[NICHE / INDUSTRY]** are still completely missing.

Once you see & feel the power of this... a lot of the things you've previously been taught about **[PROBLEM AREA – leads, appointments, clients, growth, health, money, relationships etc.]** will start to make a lot more sense.

In fact, you may even realise the reason things haven't worked the way you expected before has **nothing to do with your effort... your skill... or even the market.**

It comes down to something far more important.

The **method.**

Inside today's video I'm going to break down the **Big Idea** behind this approach and introduce you to the '*insiders only secrets*' of my **[NAME OF YOUR UNIQUE METHOD / SYSTEM / FRAMEWORK]** that only my premium paying clients know about.

This is the exact mechanism responsible for helping me and many of my [CLIENTS / STUDENTS] move away from things like:

- [COMMON FRUSTRATION #1]

- [COMMON FRUSTRATION #2]

- [COMMON FRUSTRATION #3]

...and instead move into a position where *[DESIRED END-RESULT]* becomes far more predictable and consistent.

Now... over the next few days I'm going to go deeper into this... so make sure you open all my emails and watch all 4 videos if you want to get unstuck & FAST-TRACK your success!

I'll also show you:

- Why most people in *[NICHE]* struggle to achieve *[DESIRED END-RESULT]!*
- The hidden beliefs that silently stop people from progressing!
- And real examples of how my *[ADD UNIQUE MECHANISM / METHOD NAME]* has produced amazing results for myself and my students!

Then later in the week I'll also explain how a small number of people... will have the opportunity to work with me directly on a 1:1 basis, to implement this inside their own *[BUSINESS / LIFE / SITUATION]*.

This is a special limited One-Time-Offer that is not available to the general public.

Only a select few that are part of my *[ADD EMAIL NEWSLETTER NAME e.g. Online Business Secrets daily newsletter.]* If you're reading this, you're on the inside.

But for now...

Your only job is to watch the first video.

 [Click Here To Watch Video #1 Now >>](#)

Make sure you pay close attention, because what I explain inside this first video sets the foundation for everything I'll be revealing over the next few days... and it's going to massively help you *[BIG BENEFIT]*.

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

Tomorrow's video is where things start to get really interesting...

Because I'm going to show you why so many people in *[NICHE]* stay stuck even though they're trying hard... and the hidden beliefs that silently block them from achieving *[DESIRED END-RESULT]*.

Once you see this, a lot of things will start to click for you and make way more sense.

So go ahead and watch the first video now.

 [Watch Video #1 Here](#)

OTO PROMO CAMPAIGN - EMAIL #2

Transformational Education & Secret Insights! *(Destroy Internal And External Beliefs!)*

Subject Line: [VIDEO 2] This Is Where Everything Clicks For You...

Hey *[FIRST NAME]*,

Did you watch the first video sharing how to *[BIG BENEFIT / END-RESULT]* without *[BIG PROBLEM]* using my time-tested *[U.M / M – UNIQUE MECHANISM / METHOD]?...*

If 'YES' read this email in full and [watch video #2](#).

If 'NO' [click here to watch video #1](#) and then come back to this email to watch video #2

Today's fr-ee video is the one that changes everything for you.

Because if you don't fix this... nothing else works when *[BIG BENEFIT]*.

Inside Video #2, you'll discover:

1 Why You've Been Stuck Getting *[BIG BENEFIT]!* *(And It's Not What You Think!)*

It's not lack of time, skill, or effort...

It's the hidden subconscious beliefs running in the background that are killing your results without you even realising.

2 How To Eliminate Self-Doubt Instantly So You Can Create Real TRANSFORMATION!

Not hype or motivational woo-woo garbage.

A simple shift that replaces “*this won't work for me*” with “*this actually makes sense...*”

3 The Exact Framework That Removes Resistance Completely!

So you stop overthinking...

You stop second-guessing yourself...

And finally start moving forward to achieving **[END-RESULT]** with certainty, confidence & conviction.

This is where most people either...

Stay stuck.

Or finally break through to the next level in their **[BUSINESS / LIFE]**.

Click below and watch Video #2 now:

 [\[WATCH VIDEO #2\] >>](#)

Don't skip this one.

This is the turning point for you.

Hope you get some value. 😊

Talk tomorrow,

[ADD YOUR NAME + COMPANY NAME]

P.S

Tomorrow's video is where I'll show you endless PROOF that I can help you achieve **[END RESULT + EMOTIONAL BENEFITS]**.

Just like I've helped many of my previous clients & students.

Look out for an email in your inbox from *[ADD YOUR NAME]* with subject line: *[VIDEO #3] Proof This Actually Works...*

[Click Here Now & Watch Video #2 >>](#)

OTO PROMO CAMPAIGN - EMAIL #3

Mass Social Proof! (You + Clients Results + Case Studies)

Subject Line: *[VIDEO #3] Proof This Actually Works...*

Hey,

If you've watched **video #1** [\[LINK TO VIDEO 1\]](#) and **video #2** [\[LINK TO VIDEO 2\]](#) of my 4-part video training series that you have access to for FR-EE.

You've now seen & can feel the power of...

[ADD BIG MARKETING IDEA / HEADLINE e.g. How I Can Help You [END-RESULT] Without [BIG PROBLEM] Using My Time-Tested [U.M/M] that you'll not find anywhere else online...

And the **hidden belief shifts** that make this work better, faster and easier than ever before.

But there's still one question most people have:

"Does this actually work for people like me?"

That's exactly what today's video uncovers for you.

Inside **Video #3**, you'll see:

1 Real Results From Real People Just Like YOU:

Case studies and client wins showing how ordinary, intermediate and advanced people used this exact process to get *[ADD OVERALL CLIENTS RESULTS]* and achieve *[SPECIFIC TRANSFORMATION / EMOTIONAL BENEFITS]*.

2 What Your Life Could Look Like After This Works For You:

I'll show you what changes when you finally have **[KEY COMPONENTS THEY NEED TO SUCCEED]** and stop wasting time **[DOING THINGS THEY DISLIKE]**.

3 Whether You Actually Qualify To Work With Me:

Not everyone gets accepted.

In the video I explain exactly who this is for... and who it's not for.

Because the truth is...

When people see **real proof**, everything changes.

So if you're serious about achieving **[END-RESULT]**...

Watch the video now and hopefully it inspires you.

 [\[CLICK HERE NOW TO WATCH VIDEO #3\] >>](#)

Talk soon,

Appreciate ya!

[ADD YOUR NAME + COMPANY NAME]

P.S

Pay close attention.

Because tomorrow I'm gonna open a **limited number of [RESULT DRIVEN NAME] call spots** for serious people who want help implementing this with ALL the hard work...

DONE FOR YOU!

And these spots always go fast, because this email is going out to **[ADD TOTAL SUBSCRIBERS & FOLLOWERS COUNT e.g. 55,401]** subscribers & followers.

[Click Here Now To Watch Video #3 – Real Client Testimonials & Results Revealed >>](#)

Also keep an eye out on your email inbox tomorrow for subject line: **[VIDEO #4] [END-RESULT] Made Easy...**

OTO PROMO CAMPAIGN - EMAIL #4

(Offer Teaser - CTA = Book Your FREE 'Results Driven' Call Now!)

Subject Line: [VIDEO #4] [END-RESULT] Made Easy...

Hey *[FIRST NAME]*

If you've been following my **FR-EE [END-RESULT] video training series [LINK TO VIDEO #4]** over the last few days.

You already know what's possible.

You've seen what works.

You've heard about my amazing client results and video testimonials.

You feel how powerful my [U.M/M] really is.

And you've probably started thinking...

"Okay [YOUR NAME]... this actually makes sense."

But here's the truth...

This is the moment that separates people who stay stuck & fail... from the ones who actually move the needle and get BIG PROFITS!

Because inside video #4, I'm breaking down:

- The BIG benefits you'll experience when you implement my *[U.M/M]*
- The simple path to go from where you are now, (*struggling & frustrated*) with **[BIG PROBLEMS]** to **[END-RESULT]** rapidly!
- And how to get 1:1 direct help from me (*if it's a good fit*) with all the hard work completely...

DONE FOR YOU

No fluff.

No overwhelm.

Just clarity & **[BIG BENEFIT]** made EASY for you.

As you may already know I've helped my clients **[ADD OVERALL CLIENT RESULTS + AUTHORITY CREDENTIALS]**

At the end of video #4...

You'll have the opportunity to book a **FR-EE application call...** where I will personally audit your business and map out the fastest way you can hit...

...**[END-RESULT]** without **[BIG PROBLEMS]** so you can **[ADD BIG EMOTIONAL BENEFITS]**.

I'm only opening **[ADD NUMBER e.g. 20]** call spots.

And this opportunity is only available for the next 4 days.

So if you're serious about getting results and **[ADD EMOTIONAL BENEFITS]...**

Watch Video #4 now and take the next step.

 **[\[CLICK HERE TO WATCH VIDEO #4\] >>](#)**

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

For those of you that have watched videos 1, 2 & 3 + are ready to have a chat with me to see how I can help you...

[Click here right now and book a FR-EE \[RESULTS DRIVEN NAME\] strategy call on my calendar. \[Limited Spots Available\] >>](#)

The first 5 people that book a fr-ee call get my **[ADD BONUS e.g. book... titled the Digital 7-Figure Blueprint]** valued at **[ADD \$ VALUE OF BONUS]** as a special FR-EE BONUS to help you! 😊

If you're not ready to book a call yet, but you have some questions you like me to answer, [reply back to this email](#) or DM me on **[ADD MAIN SOCIAL MEDIA PLATFORM e.g. Facebook.]**

OTO PROMO CAMPAIGN - EMAIL #5

CTA = Benefits + Logic (Offer Stack Reinforcement!)

QUICK NOTE: This is a long-form email.

You can send the email as one email or split it into 2 emails on the same day.

Send the first half of the email in the morning and the second half in the afternoon.

SUBJECT LINE: The Vehicle To Help You **[END-RESULT]**...

Hey, if you're serious about **[ADD BIG END-RESULT]**...

Read this email in full.

Because at this point, you don't need more motivation...

You need **clarity** on why this works...

...and why now is the time to take action so you can stop doing **[THINGS CORE CLIENT AVATAR HATES]**.

Here's the reality for you:

If you're currently struggling with...

- **[INSERT BIG PROBLEM #1]**
- **[INSERT BIG PROBLEM #2]**
- **[INSERT BIG PROBLEM #3]**

Then what you actually want is:

[ADD CORE DESIRED END-RESULT / BMI e.g. In the online business space = predictable traffic / leads / qualified appointments / clients / profits / revenue / results etc] without [BIG PROBLEM] in specific [TIMEFRAME]

Over the last few days, I've broken this down for you step-by-step for FR-EE as part of my **[RESULT BASED TRAINING SERIES: e.g. 7-Figure Client Acquisition Fr-ee Training Series]**

👉 **Video #1** – **[INSERT LINK]**

(I explained the 3-7 key components you need in place to get **[END-RESULT]** + why you're stuck! If any one of these components is broken, you will FAIL! Period!)

👉 **Video #2** – **[INSERT LINK]**

(We walked through the hidden shift that changes everything for you and HOW to overcome subconscious false beliefs that are keeping you stuck!)

👉 **Video #3** – *[INSERT LINK]*

(I showed you real proof this works + real client case studies of normal people just like you that got amazing results)

👉 **Video #4** – *[INSERT LINK]*

(I introduced you to my new *[DISCOUNTED / PRICE INCREASE / OFFER NAME]* offer + how to get BIG results faster & easier with my personal 1:1 help)

If you've missed any of these value packed videos ...

Go back and watch them.

Call spots are now open.

And the clock is ticking.

Now let me show you WHY this actually works...

And why it's different to everything else you've tried.

It comes down to this ONE THING:

[ADD YOUR UNIQUE MECHANISM / METHOD NAME]

Here's the SIMPLE path:

[ADD 3-7 HIGH LEVEL STEPS SHOWCASING THE PATH TO END-RESULT]

1 *[STEP 1 – HIGH LEVEL OVERVIEW]*

2 *[STEP 2 – HIGH LEVEL OVERVIEW]*

3 *[STEP 3 – HIGH LEVEL OVERVIEW]*

No fluff. No guesswork.

Just a proven & time-tested path with all the hard work completely **DONE FOR YOU** to go from:

[CURRENT PAINFUL SITUATION] to *[DESIRED END-RESULT]*

Now let's talk about what this actually does for you...

Because this is what matters.

When you implement this, you'll be able to:

✓ **[BIG BENEFIT #1 – SPEED / RESULT]**

✓ **[BIG BENEFIT #2 – CERTAINTY / SIMPLICITY]**

✓ **[BIG BENEFIT #3 – LEVERAGE / SCALE]**

✓ **[BIG BENEFIT #4 – TIME / FREEDOM]**

✓ **[BIG BENEFIT #5 – INCOME / IMPACT + TRANSFORMATION]**

Imagine waking up knowing:

[EMOTIONAL BENEFIT – SECURITY / CONFIDENCE]

[EMOTIONAL BENEFIT – CONTROL / FREEDOM]

[EMOTIONAL BENEFIT – LIFESTYLE SHIFT]

That's the real outcome for you.

Now you might be thinking...

“This Sounds Amazing [ADD YOUR NAME], But Will This Actually Work For Me?”

And I totally get it...

The answer is simple:

This isn't theory.

This is a structured, repeatable system that's already helped people just like you get **[BIG RESULT / OVERALL CLIENT RESULT]**.

If you haven't yet...

Go watch video #3 to see the amazing clients I've worked with + helped so you can see & hear the proof for yourself:

👉 [Click Here Now To See Clients Video Testimonials & Results](#) *[INSERT VIDEO #3 LINK]* >>

Here's what you get when you book a call and partner with me today:

Introducing the *[INSERT OFFER NAME]*

When you're on the inside, you'll get:

[ADD 3 - 7 CORE COMPONENTS OF YOUR OFFER]

[CORE COMPONENT #1]

[CORE COMPONENT #2]

[CORE COMPONENT #3]

Total Value: *[INSERT TOTAL \$\$\$\$ VALUE]*

Here's why this just makes complete sense for you:

- 1** It's proven & time-tested across multiple different niches and industries — with zero guesswork
- 2** It's simple to follow — no overwhelm + I'll shift you into a focused WINNER!
- 3** It's designed for BIG results — not just information where your left on your own to figure things out. You get my personal expertise, time, accountability, 1:1 help and support.

Now the next step is simple.

👉 [Book your FR-EE](#) *[OFFER NAME]* [application call here:](#) *[INSERT BOOK CALL LINK]* >>

On this call, we'll:

- 1) Look at where you currently are right now and figure out the biggest bottleneck that's holding you back from getting to the next level in your *[BUSINESS / LIFE]*.
- 2) Map out the fastest ROAD-MAP to *[END-RESULT]* specifically customized for you and your *[BUSINESS / LIFE]*
- 3) See if we're both a good fit to work with each other, so you can massively speed up your profits and results (*Only if you qualify*)

There's no pressure. No hard sell.

Just a friendly conversation to bring you clarity and see how I can help you.

But understand this...

🕒 Call spots are limited to **[ADD X NUMBER OF CALLS SPOTS AVAILABLE]**

🕒 **[DISCOUNT / PRICE INCREASE]** ends in **[ADD X NUMBER OF DAYS LEFT]**

🕒 This opportunity is closing fast!

So if you've been thinking about this...

Now's the time to take action & move forward.

Or you will MISS OUT and you'll stay stuck!

👉 **Click Here Right Now & Book Your FR-EE [RESULT DRIVEN NAME] Application Call [INSERT CALL CALENDAR LINK / VSL FUNNEL PAGE LINK HERE] >>**

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

If you want to stop failing and struggling at life and business...

...this is the ultimate FAST-TRACK for you with all the hard work completely...

...**DONE FOR YOU!**

You and your family deserve to live a better life of **[ADD EMOTIONAL BENEFITS e.g. time, location and financial FREEDOM!]** and I can help you do that.

[ADD OPPORTUNITY COST e.g. every year you put off not knowing how to make 7-Figures is costing you 7-Figures in lost revenue.]

Really think about that for a moment!

Then take action...

Click Here Now, Watch The Short Video Presentation In Full & Book Your FR-EE Call Now [LINK TO VSL FUNNEL PAGE] >>

OTO PROMO CAMPAIGN - EMAIL #6

Urgency + Fear – CTA = VSL Or Link To Calendar!

Subject Line: Waiting Is The Only Risk & Costs You More Than You Think...

Hey, *[FIRST NAME]*,

If you've been thinking about *[INSERT BIG DESIRED RESULT]*, it's time to face the reality: every day you wait, *[INSERT BIG CURRENT PAIN OR STRUGGLE]* continues.

Here's the truth:

The **special limited time offer** I shared in *[VIDEO #4 / LINK TO VSL]* expires in *[X DAYS]*, and after that...

- *[INSERT DISCOUNT OR PRICE INCREASE DETAIL]*
- *[INSERT MASTERY BONUS OR EXTRA VALUE THAT DISAPPEARS AFTER THE CUT OFF POINT]*
- Doors close completely, and the opportunity to work 1:1 with me so you can *[INSERT BIG END-RESULT]* vanishes.

This isn't hype.

It's just the real cost of waiting:

[INSERT OPPORTUNITY COST – e.g., “another 12 months stuck struggling with [BIG PAIN]”, “losing clients & lost profits... while pulling your hair out & spinning your wheels going round in circles.”]

If you've been on the fence, the time to **take action** is NOW.

Because when you partner with me today, you can:

- ✓ *[BENEFIT 1 – e.g., lock in the [U.M/M] system that gets clients FAST]*
- ✓ *[BENEFIT 2 – e.g., start seeing amazing results in [TIMEFRAME]]*
- ✓ *[BENEFIT 3 – e.g., finally take control of [AREA OF LIFE / BUSINESS + EMOTIONAL BENEFIT]]*

Imagine what life will be like when you are *[END-RESULT ACHIEVED]*

After the deadline, all of this disappears and you're left exactly where you are today.

Stuck. Frustrated. Struggling.

Wishing you acted sooner.

No one is coming to save you!

You either make the decision to do whatever it takes to win & get results or live a life of mediocrity & regret!

Don't let procrastination cost you another **[MONTHS / YEAR]** of wasted effort doing the wrong things at the wrong time.

This is a sure-fire way to FAIL!

However, if you want to SUCCEED with ease, speed + my personal help... let's have a quick chat.

Click here now to book your FR-EE [ADD RESULT DRIVEN NAME] application call before it's too late: [INSERT CALL CALENDAR LINK / VSL FUNNEL PAGE LINK]
>>

This is your chance to finally **[INSERT BIG DESIRED RESULT]** but time is running out.

Tomorrow the special **[DISCOUNT / PRICE INCREASE]** offer + mastery bonuses valued at **[ADD BONUS PACK VALUE]** that I will explain on the call goes away.

Never to be seen again.

This is not fake urgency!

Waiting is the only risk... and it's one you can't afford.

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

[ADD AUTHORITY CREDENTIALS]

P.S

If you want to stop failing and struggling at life and business...

...this is the ultimate FAST-TRACK for you with all the hard work completely...

...**DONE FOR YOU!**

You and your family deserve to live a better life of *[ADD EMOTIONAL BENEFITS e.g. time, location and financial FREEDOM!]*

[ADD OPPORTUNITY COST e.g. every year you put off not knowing how to make 7-Figures is costing you 7-Figures in lost revenue.]

Really think about that for a moment!

Then take action...

[Click Here Now, Watch The Short Video Presentation In Full & Book Your FR-EE Call Now \[LINK TO VSL FUNNEL PAGE\] >>](#)

OTO PROMO CAMPAIGN - EMAIL #7

CTA = Scarcity x Urgency + Bonus Stack + Hard Sell = Hyper Responsive Buyer!

During the last day of the OTO campaign, I like to send out 3 emails.

One in the morning. One in the afternoon and one 3 hours before the calendar page & OTO cart closes.

Day #7 Email #1 – Morning Email = The “Hard Deadline” Close + Client Testimonial Stack

Day #7 Email #2 – Afternoon Email = Offer Stack + Reveal FAST ACTION Mastery Bonus Pack.

Day #7 Email #3 – Evening Email - 3 Hours Before OTO Cart Closes = Final CTA + Scarcity x Urgency!

Day 7 – Email #1: Morning Hard Deadline Close + Client Testimonial Stack

Subject Line Options:

- “Last Chance: Only 12 Hours Left...”
- “Special Offer Closes in 12 Hours – Don’t Miss Out...”
- “Are You In or Out? 12 Hours Left...”

Email Body:

Hey *[FIRST NAME]*,

We’re down to the **final 12 hours**.

After today, this amazing opportunity will **close**, and your chance to get **[BIG END-RESULT]** without **[BIG PROBLEMS]** using my **[U.M/M]** + my personal 1:1 help and guidance with all the hard work DONE FOR YOU disappears.

We even guarantee your results so there's absolutely zero risk for you. **[EXPLAIN YOUR GUARANTEE WITHOUT MAKING INCOME CLAIMS]**

If you're thinking about getting started in the future... the investment will be significantly more if you wait.

[Click here & book your FR-EE \[OFFER NAME\] application call >>](#)

Here's the truth:

For **[TARGET AUDIENCE]** like you, the problem isn't effort... it's the lack of an optimized Client Acquisition system to **[SOLVE BIG PROBLEMS]** for you.

That's why I created **[OFFER NAME]** to get you from **[CURRENT PAIN / PROBLEM]** to **[DESIRED END-RESULT]**.

Don't just take my word for it... here's what others have achieved:

- **[CLIENT NAME]** went from **[BEFORE SITUATION]** to **[AFTER RESULT]** in **[TIMEFRAME]**
- **[CLIENT NAME]** booked **[X]** appointments / made **[X]** revenue after getting started inside my coaching program.
- **[CLIENT NAME]** finally solved **[BIG PROBLEM]** and achieved **[DESIRED RESULT]** in rapid time

Imagine what your life would be like if you got **[SPECIFIC BIG RESULT]**

What would your perfect day look like... from the moment you wake up to the moment you go to bed at night?

Where would you live?

What car would you drive?

Where would you travel to?

*How would yours and your family's life change if you were **[END-RESULT]**?*

This is all possible when you book your fr-ee call, get started and commit to yourself and your families future.

If you're still on the fence...

[Click here to check out my clients video testimonials & results >>](#) [ADD LINK TO CLIENT TESTIMONIAL STACK PAGE OR LINK TO VIDEO #3]

✔ Spots are limited & call slots are filling up FAST.

[Click here to secure your FR-EE call and claim your spot now before it's too late:](#)
[ADD LINK TO CALENDAR]

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

Later today, I'll send another email revealing the full **Mastery Bonus Pack** valued at [\$\$\$\$ VALUE] that only people who act now will get for FR-EE!

Time is running out...

You have been warned.

Day 7 – **Email #2: Afternoon Offer Stack + Fast-Action Mastery Bonus Pack Revealed**

Subject Line Options:

- “Your FR-EE [TOTAL VALUE \$\$\$] Bonus Pack Revealed...”
- “Here’s Everything You Get Today (Valued at [\$\$\$\$ VALUE]...)”
- “FR-EE Fast-Action Mastery Bonuses Ending Soon...”

Email Body:

Hey [FIRST NAME],

By now, you've seen how [OFFER NAME] can take you from [CURRENT PAIN / PROBLEM] to [DESIRED END-RESULT].

Here's exactly what you get when you take action today: [ADD OFFER STACK]

Recap of Everything You're Getting So You Can Get High Ticket Clients & Grow Your Business To 6 & 7-Figures FAST...

- ✓ Client Acquisition Accelerator **[VALUE \$10,000]**
- ✓ C.A.L.V.O Journey (Operation \$100K/Month Road Map) **[VALUE \$10,000]**
- ✓ FREE MASTERY BONUSES - SCALING Mastery + DFY Scripts, Plug & Play Templates, Systems & 7-Figure Infrastructure! **[VALUE \$10,000]**
- ✓ 1 Day V.I.P Implementation & Coaching Workshop **[VALUE \$15,000]**
- ✓ 1:1 Coaching, ~~Not Group Coaching~~ ... With Expert Super Consultant... Sam Malsom **[VALUE \$25,000]**

If You Have Not Made a 3X ROI On Your Investment After 90 Days of Promotion, After We've Helped You Set Your Client Acquisition System Up...

...We Continue To Work With You For FREE... Until You Are Hitting Your Income Goal

1 *[CORE OFFER / PROGRAM COMPONENT] – [\$VALUE]*

2 *[SECOND COMPONENT / SERVICE] – [\$VALUE]*

3 *[THIRD COMPONENT / TOOL / SERVICE] – [\$VALUE]*

...(add more if applicable)

But that's not all.

I've also added a FR-EE **Fast-Action Mastery Bonus Pack**, ONLY for the smart action takers who move forward today:

 *[MASTERY BONUS #1] – [\$VALUE]*

 *[MASTERY BONUS #2] – [\$VALUE]*

 *[MASTERY BONUS #3] – [\$VALUE]*

 *[MASTERY BONUS #4] – [\$VALUE]*

 *[MASTERY BONUS #5] – [\$VALUE]*

 *[MASTERY BONUS #6] – [\$VALUE]*

 *[MASTERY BONUS #7] – [\$VALUE]*

These bonuses solve *[BIG PROBLEMS]* and ensure you get results faster, easier, and with zero guesswork. Here's a snapshot of everything you're gonna get.



✓ **TOTAL VALUE = \$70,000**

This offer is designed to save you time, energy, effort, money, and frustration.

Consider the cost of waiting another 12 months stuck in *[CURRENT PAINFUL PROBLEM]* ... the losses add up fast.

Your two options are simple:

OPTION 1 Do nothing → Stay stuck → Keep struggling → Miss out on the opportunity of a lifetime to *[ADD BIG BENEFIT]*...

→ Continue failing for the next 12 – 24 months → Get stressed that your business isn't working → Quit and go back to your dreaded 9-5 job stuck being a slave in the matrix.

OPTION 2 Take action now → Book your fr-ee call → Get my *[OFFER NAME]* + the FR-EE Mastery Bonus Pack to help you FAST-TRACK your results...

→ Solve your big problem → achieve *[END-RESULT]* with my personal 1:1 help → Live a life of *[EMOTION BENEFITS]*!

The cost of not getting started today... is exponentially more than what you're investing in relation to the results you will get in the next 6 months, 12 months, 3 years and 5 years into the future!

On top of that, my Better Than Risk Fr-ee Guarantee means there's absolutely ZERO RISK for you. You either get the results that you deeply desire within the next **[ADD TIMEFRAME]** or we continue to work with you.

If you're still not happy... you get your full investment back + you get to keep all of my amazing bonuses that I'm giving you for FR-EE.

Now I had to create these bonuses for myself & my internal team to help them improve the speed and ease in terms of us getting results.

But then I thought... why not give all of them away to my clients... to help fast-track your success... so you too can get the unfair advantage.

If you have any questions you'd like me to answer.

Reply back to this email,

DM me on **[ADD MAIN SOCIAL MEDIA CHANNEL e.g. Facebook LinkedIn or Instagram]** or...

Book a call on my calendar now.

Have an amazing day! 😊

Talk soon,

[ADD YOUR NAME + COMPANY NAME]

P.S

Remember...once the call spots are gone, this amazing **[DISCOUNT / PRICE INCREASE]** offer and mastery bonuses disappear in 6 hours from now, and you will MISS OUT!

Imagine what life will be like when you **[ADD END-RESULT]**

You and your family deserve a better life.

Let's go make it happen together!

Click here now to secure your FR-EE [RESULTS DRIVEN NAME] call now: [ADD CALL CALENDAR LINK]

Day 7 – Email #3: Evening Email - 3 Hours Before OTO Cart Closes = Final CTA + Scarcity x Urgency!

Subject Line Options:

- “LAST CHANCE To Get **[DESIRED END-RESULT]**...”
- “3 Hours Left – Doors Are Closing...”
- “**[OFFER NAME]** Closing In 3 Hours!...”
- “You Do Not Want To Miss This!...”
- “Final Call: Your Chance To **[DESIRED END-RESULT]** Ends Tonight!...”
- 3 Hours Left To Get **[DESIRED END-RESULT]**...”

Email Body:

Hey *[FIRST NAME]*,

This is it... over the last 7 days I have shared 4 value packed videos for FR-EE to help you, as part of my *[ADD VIDEO TRAINING SERIES NAME]*

You have **3 hours** to take action and claim *[OFFER NAME]*.

This is NOT fake scarcity or urgency!

Here's what's happening:

- Only *[X]* free call spots remain
- The special offer + fast-action mastery bonuses will **expire** in 3 hours
- After that, the price rises and this opportunity is gone!

People like *[ADD CLIENT NAMES / SOCIAL PROOF]* already made the decision to transform their *[BUSINESS / LIFE / HEALTH / FINANCES / RELATIONSHIPS]*.

Don't be the one left wondering...

“What if I joined *[ADD YOUR FULL NAME]* + *[OFFER NAME]*?”

Here's your final chance to:

- *[BIG BENEFIT #1]*

- *[BIG BENEFIT #2]*
- *[BIG BENEFIT #3]*
- *[BIG EMOTIONAL BENEFIT]*

Click here to book your free *[RESULTS DRIVEN NAME]* strategy call before the doors close: *[ADD CALENDAR CALL LINK]* >>

After 3 hours, it's over.

If you wait, you **MISS OUT forever** on the chance to solve *[BIG PROBLEM]* and achieve *[DESIRED END-RESULT]* at the current discounted pricing.

Time is ticking!

And this is the time to **make a decision** and **take action**.

Don't let it slip away from you.

Appreciate ya!

[ADD YOUR NAME + COMPANY NAME]

P.S

On the fr-ee call you will be speaking directly with me. I have *[ADD AUTHORITY CREDENTIALS + OVERALL CLIENT RESULTS]*

I look forward to having a chat with you and hopefully working with you on a 1:1 basis so you can *[ADD BIG EMOTIONAL BENEFIT]*

Click Here Now To Book Your FR-EE Call or MISS OUT! *[ADD CALENDAR CALL LINK]* This is Your LAST CHANCE! >>

7-DAY OTO PROMO CAMPAIGN VIDEO **SRCIPTS**

7-Day OTO Promo Campaign **DONE FOR YOU** Video Scripts

Below are **4 DFY, fill-in-the-blank video scripts** engineered specifically for the **7-Day OTO (One-Time Offer) Promo** sequence.

They are written in **my voice & copywriting style** which is: direct, persuasive, clean, psychologically precise & action orientated.

The scripts are designed to **SHIFT BELIEF** + get your audience excited for the offer... so you can book more calls + DM conversations with serious leads and prospects.

Each script is **plug-and-play for any niche / offer**.

I've done ALL the hard work for you. All you need to do is edit them, personalize them to you and your niche / offer by filling in the blank spaces.

Let's take a look at how each of these videos is scripted to book appointments so you can make sales. The following scripts will show you exactly what to say in each video.

As we go through the scripts together, try to understand the copywriting strategies I taught you during module #7 of C.A.A (**Neuroscience Copywriting Mechanics + Ethical Influence & Persuasion Strategies**)

The videos can be as long as they need to be, a good length is around 15 - 20+ minutes.

You can make them longer if you need to. Use a PowerPoint / Keynote presentation by recording your laptop screen with a mic or create a talking head with you talking and a whiteboard when shooting your videos.

VIDEO #1 SCRIPT – WOW NOT HOW

(Big Marketing Idea > Unique Mechanism / Method > False Belief Destruction > One-Time Offer Frame + STORY & VALUE)

Would you like to DISCOVER how to [BIG BENEFIT] _____ using my [U.M/M] _____ without [BIG PROBLEM] _____ in less than [SPECIFIC TIME FRAME] _____.

Hey, my name is [ADD YOUR NAME HERE] _____. Founder & CEO of [ADD YOUR COMPANY NAME HERE] _____.

I've helped my clients [ADD CLIENTS RESULTS + YOUR RESULTS + CREDENTIALS TO INCREASE AUTHORITY POSITIONING] _____.

Welcome to part 1 of this 4-part video series. Let me be clear about ONE THING before we go any further.

*You do **NOT** need to [THINGS YOUR NICHE + CORE CLIENT AVATAR HATES]*

_____ to get **[THINGS YOUR NICHE + CORE CLIENT AVATAR WANTS & DESIRES]** _____.

*That's the lie most people in the **[ADD YOUR NICHE]** _____ are operating from.*

*The real lever... the one that actually gets real results... is **[ADD YOUR UNIQUE MECHANISM / METHOD]** _____.*

And once you understand this, everything you've been struggling with starts to make sense.

*Now... most people think they need to **[ADD FALSE BELIEFS THAT PEOPLE IN YOUR NICHE THINK THEY ARE SUFFERING WITH]** _____, _____, or _____ to get results.*

That used to be true but it's not anymore.

[ADD A QUICK BEFORE AND AFTER STORY THAT SHARES YOUR JOURNEY FROM FAILING TO ACHIEVING THE DESIRED END-RESULT]

*I've personally used this exact method to **[ADD RESULTS & CREDENTIALS]** _____ without **[BIG PROBLEMS]** _____.*

*And more importantly, I've seen it work across **[DIFFERENT CLIENT AVATARS]** _____, _____, and _____.*

*For example... meet **[CLIENT NAME #1]** _____.*

*He / She was **[EXPLAIN CLIENT CURRENT SITUATION BEFORE WORKING WITH YOU]** _____, struggling with **[BIG PROBLEMS]** _____, and convinced that **[FALSE BELIEF]** _____ was the problem.*

*Once he / she applied my **[UNIQUE MECHANISM / METHOD]**, he / she got **[SPECIFIC RESULT]** _____ without **[BIG PROBLEM]** _____.*

*Here's **[ADD CLIENT NAME #2]** _____.*

*He / she used my proprietary **[BIG BENEFIT]** _____ system and achieved **[BIG EMOTIONAL BENEFIT]** _____.*

Once set up correctly... he / she didn't have to work harder.

Which made everything way more FUN & EASIER for him / her!

*He / she simply changed [1-2 BIG THINGS CLIENTS STRUGGLE WITH] _____
, _____ and he / she got [SPECIFIC RESULT IN SPECIFIC TIME FRAME]
_____.*

Now here's the key thing to understand.

If you're serious and you're ready to take action. I can take you from where you are now to the [DESIRED END-RESULT CLIENTS WANT TO ACHIEVE] _____ because I've helped many of my previous clients / students do the same.

*Here's the steps to go from failing to [BIG BENEFITS + EMOTIONAL BENEFITS]
_____, _____.*

[ADD WOW NOT HOW VALUE CONTENT IN RELATION TO THE BMI / HEADLINE THAT YOU MENTIONED AT THE START OF THE VIDEO – 5+ MINUTES DURATION – THEN INTRODUCE YOUR SPECIAL OFFER =

e.g. FREE CLIENT RESULTS DRIVEN STRATEGY CALL + OPPORTUNITY TO WORK WITH YOU IF THEY QUALIFY... FOR A 20% DISCOUNT OR PRICE IS RISING IN 7 DAYS - DO NOT MENTION THE PRICE OF YOUR OFFER DURING THE VIDEO] _____

This isn't something I normally make available to the general public.

*However, in **2 days** from now, you can book a free application call with me, where I will answer any questions you may have about achieving the [END-RESULT] _____.*

On the call you'll be talking directly with me. Not some glorified coach, & you'll get a complete ROAD-MAP to go from your [CURRENT SITUATION] to your [DESIRED SITUATION] for FREE!

Call spots will open up in 48 hours from now and they are limited to 30 spots.

These spots will fill up fast because this is going out to tens of thousands of people on my list & social media followers + the special DISCOUNT / PRICE INCREASE to work 1:1 with me... will only be available for 4 days.

*After that, you will MISS OUT and it will **never** be available at this level again, because my clients are getting amazing results and this special offer is an absolute no brainer if you want to get [END RESULT].*

Tomorrow, I'll show you why most people fail at [DESIRED END-RESULT] _____
even when they're "doing everything right" ...and how to avoid that mistake, so keep an
eye out in your email inbox for an email from [ADD YOUR FULL NAME] _____ at
3pm GMT!

Hope you got some value from this video.

See you tomorrow.

Appreciate ya

VIDEO #2 SCRIPT – TRANSFORMATIONAL EDUCATION & SECRET INSIGHTS!

(Internal + External Belief Destruction • Simple Framework + Authority Positioning)

Welcome to video 2 of this 4-part video series.

During this free training I'm gonna show you 3 insights on how you can [BIG BENEFIT]
_____ using my [U.M/M] _____ without [BIG PROBLEM] _____ in
less than [SPECIFIC TIME FRAME] _____.

Hey, for those of you that don't know me... my name is [ADD YOUR NAME HERE]
_____. Founder & CEO of [ADD YOUR COMPANY NAME HERE] _____.

I've helped my clients [ADD CLIENTS RESULTS + YOUR RESULTS +
CREDENTIALS TO INCREASE AUTHORITY POSITIONING] _____.

**[ADD & SHARE FREE VALUE CONTENT – WOW NOT HOW - THAT TALKS
ABOUT 3 SECRETS OR 3 INTELLECTUALLY INTERESTING INSIGHTS ABOUT
YOUR NICHE SO YOU CAN MOVE THEM 1 STEP CLOSER TO ACHIEVING
THE END-RESULT YOUR LEADS & PROSPECTS DESIRE!]**

*[This is known as **ADVANCING THE SALE**]*

**[AFTER SHARING FREE VALUE FOR 5-10 MINUTES – TRANSITION INTO
OBLITERATING THE MAIN INTERNAL & EXTERNAL FALSE BELIEFS YOUR
TARGET MARKET CURRENTLY SUFFERS WITH... VIA **STORY** BY
FOLLOWING THIS SCRIPT]**

“Now you may be thinking...

This sounds interesting, but it probably won't work for me... Good!

That's exactly what we need to address first.

There are two reasons people STAY STUCK & don't get RESULTS in this space.

REASON #1 - Internal False Beliefs:

These are repeated false beliefs & scripts you maybe thinking in your head unconsciously... that is holding you back from achieving everything that you deeply DESIRE!

How do I know this?

Because I was once in your shoes.

I have been through the challenges, struggles, problems and frustrations you are going through right now. And I have overcome them, so you don't have to continue going down the path of FAILURE!

You may be thinking things like...

[ADD INTERNAL FALSE BELIEF #1] e.g. *“I'm not good enough.”*

[ADD INTERNAL FALSE BELIEF #2] e.g. *“This won't work for me.”*

[ADD INTERNAL FALSE BELIEF #3] e.g. *“I'm too busy and don't have the time.”*

Let's debunk these false beliefs together right now...

[SHARE A PERSONAL STORY THAT DESTROYS ALL OF THESE FALSE BELIEFS] Here's an example of how I do this in relation to the first false belief of *“I'm not good enough”*...

E.g. Many years ago, when I first started online, I would see these gurus making \$100k - \$500k+ per month and compare myself to them. One guy made \$1M in a single day. I just couldn't seem to wrap my head around it.

Maybe you can relate?

*This created a negative unconscious script in my head of... *“I'm not good enough.”**

But then I had a realization...

These guys were way further along on the journey than me. And some of them started 10 years earlier than I did.

From that day I said to myself...

“I’m never going to compare myself to others.

The only person I’m going to compete with is yesterday’s version of me. And I am going to strive to become the best version of myself every single day moving forward.”

I advise you to do the same!

*Because... **YOU ARE GOOD ENOUGH!***

When you have the correct ROAD-MAP and you are following a solid plan... Step-by-step you get ahead.

Thinking to yourself that you are not good enough is a CONFIDENCE issue.

And confidence comes from doing the things you say you’re gonna do by taking daily action on the right things.

Over time this creates RESULTS!

And when results start to come, which they will if you partner with me... this false belief will shift from...

*I’m not good enough... to **I AM GOOD ENOUGH** as time elapses.*

Does that make sense?

[WHEN YOU’VE DESTROYED ALL 3 INTERNAL FALSE BELIEFS THEN ITS TIME TO DESTROY... ALL EXTERNAL BELIFS VIA STORY!]

Now the next reason people fail in the [ADD YOUR NICHE] is because of...

REASON #2 - External False Beliefs:

These are repeated false thoughts & scripts you may be thinking in your head unconsciously about the world around you... that is holding you back from achieving everything that you deeply DESERVE!

People that fail think thoughts like...

[ADD EXTERNAL FALSE BELIEF #1] e.g. “The market is too saturated.”

[ADD EXTERNAL FALSE BELIEF #2] e.g. “I’ve tried a program like this before, and it didn’t work.”

[ADD EXTERNAL FALSE BELIEF #3] e.g. “The economy is bad.”

Let’s debunk these false beliefs together right now...

[SHARE A **PERSONAL STORY** THAT DESTROYS ALL OF THESE FALSE BELIEFS] Here’s an example of how I do this for external false belief #1... “The market is too saturated.”...

E.g. “I remember when I first got into internet marketing.

Everyone said the same thing:

“The markets saturated.”

“It’s too competitive.”

“You’re too late.”

I could see plenty of people were already making a lot of money... and this is what scared a lot of people I was connected to in the beginning.

Here’s what they didn’t understand.

*They thought the internet marketing space was crowded because **money was already flowing.***

Ads were running.

Offers were converting.

People were buying high-ticket every single day.

*That’s **NOT** a red flag... that’s proof there is serious **DEMAND!***

If a market is quiet, with little to no competition... it’s usually quiet for a reason. And that reason is because there’s little to no money being spent on a daily basis!

I didn’t win by trying to be different for the sake of it.

I won by understanding the game better than most.

✓ *Better positioning.*

✓ *Clearer messaging.*

✓ *Stronger follow-up.*

✓ *Real trust built.*

Competition didn't stop me... it validated that there is OPPORTUNITY.

Because competition means:

- *Buyers already exist with people spending big money!*
- *Wallets are already open with hungry clients that need their big problem solved FAST!*

*At the end of the day... you don't need to "create" demand... you just need to **redirect it***

The only people who complain about market saturation are the ones doing the same thing as everyone else... hoping for a different result.

Markets don't get saturated.

Offers, tactics and execution do.

Take Alex Hormozi when he was running gym launch. He made \$100,000,000 and in one of his videos he said he had only tapped into 10% of the market.

Markets within the big 3 industries...

(Wealth Building / Make Money / Business)

(Health, Fitness / Weight Loss) &

(Dating & Relationships)

...are so MASSIVE it's impossible for them to become saturated because there will always be people who are looking to get their problems solved. This is the essence of DEMAND!

So, if you're seeing competition everywhere?

That's a GOOD thing!

That's the market telling you there's money on the table... for the person willing to play the game properly.

When you book your free Client Magnet application call... I will show you how to DOMINATE your niche and print profits on demand from your laptop!

[WHEN YOU HAVE DESTROYED ALL 3 EXTERNAL FALSE BELIEFS THEN ITS TIME TO TRANSITION INTO HOW YOUR U.M/M [Unique Mechanism / Method]

CAN HELP YOUR LEADS & PROSPECTS ACHIEVE THE END-RESULT THEY DESIRE IN A SIMPLIFIED WAY!

All of the beliefs... both internal and external are false and maybe the reason WHY you are not where you want to be in terms of getting the RESULTS you deserve, desire and dream about...

Let me walk you through my simple [ADD U.M/M / STEP-BY-STEP PROCESS] .

Every time I work with a new client and they feel stuck, it always comes down to three things:

Step 1: _____

Step 2: _____

Step 3: _____

That's it. Simple, right?

No guesswork.

No struggle.

No frustration or failure.

This is exactly how I've been able to [ADD YOUR RESULTS, ACHIEVEMENTS + CREDENTIALS] _____ consistently.

And it's how I've helped my clients [ADD CLIENTS OVERALL RESULTS]

In tomorrow's video. I am gonna show you a bunch of CLIENT SUCCESS CASE STUDIES, so you can see how this has worked for others just like you.

*I'm also going to show you what this looks like **in real life**, so you can see how SIMPLE this actually is when it's done right.*

Making your [BUSINESS / LIFE] way more FUN & EASIER!

So, be sure to keep an eye out in your email inbox for an email from [ADD YOUR FULL NAME] _____ at 3pm GMT!

Hope you got some value from this video

See you tomorrow

Appreciate ya!

VIDEO #3 SCRIPT — MASS SOCIAL PROOF! (You + Clients Results + Case Studies)

(Future Pacing >>> Social Proof >>> Expectation >>> Polarisation >>> Pre-Decision)

✓ Start off by quickly recapping the **VALUE + INSIGHTS** that you shared in the previous 2 videos

Hey, its [ADD YOUR NAME] _____ ...inside video #3 of this 4-part video series we're going to walk through some *CLIENT CASE STUDIES* of normal people just like you who [ADD BIG BENEFITS] _____ & achieved [END-RESULT] _____.

I've worked & helped my clients [ADD OVERALL CLIENT RESULT] _____.

Before we do that together, let's quickly *RECAP* the last 2 videos.

Day #1 - WOW Not HOW Value

During video #1 I taught you how to [ADD WOW NOT HOW VALUE TOPICS YOU SHARED IN VIDEO #1] _____, _____ & _____.

Day #2 - Transformational Education & Secret Insights! (Internal And External Beliefs Destroyed)

During video #2 I shared [ADD TRANSFORMATIONAL EDUCATION TOPICS / INSIGHTS YOU SHARED IN VIDEO #2] _____, _____ & _____.

We also talked about how to destroy your internal and external beliefs!

The same beliefs that are currently holding you back from achieving everything you desire!

✓ Quickly share your own results + proof + **AUTHORITY POSITIONING!**

As you already know... I've [ADD YOUR RESULTS & CREDENTIALS] **[BACK IT UP WITH PROOF]**

✓ **FUTURE PACE** your leads and prospects. By getting them to imagine what their business / life will be like after you've helped them solve their problem + get the **END-RESULT!**

Now... I want you to pause for a second and watch this video until the end.

Imagine what life will be like when you [ADD END-RESULT]

What changes for you if **[BIG BENEFIT]** _____ becomes normal.

What would your life look like if **[BIG PROBLEMS]** _____ was no longer a challenge?

How would you show up differently if you knew you could **[ADD EMOTIONAL BENEFIT]** _____ whenever you wanted?

Now picture this...

You wake up.

You **[DESCRIBE THEIR PERFECT DAY AFTER ACHIEVING THE END-RESULT WITH BIG PROBLEMS SOLVED AND EMOTIONAL BENEFITS EXPERIENCED]** _____. You _____.

And instead of **[ADD THINGS THEY HATE DOING]** _____, you're **[ADD THINGS THEY LOVE DOING]** _____.

That's alignment and its way easier, fun and fulfilling than spending the next 6-12 months failing and feeling frustrated.

This is the exact process you'd be following: **[ADD 3 - 7 STEP PROCESS TO GET END RESULT WITHOUT GOING INTO TOO MUCH DETAIL. JUST SHARE AN OVERVIEW OF YOUR PROCESS IN A VERY SIMPLIFIED WAY]**

First, you _____.

Then, you _____.

And finally, you _____.

Notice how **SIMPLE** that feels when you can see the path ahead clearly?

You don't just need more information.

You need the **right environment, help, guidance, support** and the **right systems** so you can **[ADD BIG BENEFITS + EMOTIONAL BENEFITS]**_____.

✓ **1st segment of CLIENT RESULTS**, video testimonials and case studies. (3 Client Case Studies + Soft CTA #1)

But don't take my word for it...

Meet my client **[ADD CLIENT NAME + ADD CLIENT RESULT + TIMEFRAME]** _____. e.g. He made \$50,000 in a single month and hit 6-figures in rapid time after working with me.

When [CLIENT NAME]_____ connected with me... he had traffic, content, and an offer already...

But leads were inconsistent and his mind-set needed upgrading.

He felt stuck, overwhelmed, and doubted himself & his current process”

After hopping on a Client Magnet + Profit Booster call with him... I quickly realised the issue wasn't traffic or effort. [CLIENT NAME]_____ was serious, hardworking and a massive action taker.

The real problem was the lack of an **optimized sales system** to convert interested leads into quality conversations that produce high-ticket buyers.

He realized more tactics wouldn't fix his big problem... his client attraction system had to change.

And he made the decision to work with me on a 1:1 basis, **even though the economy was bad**. Because he understood the power of investing in himself and his future”

After working with me... leads turned into qualified appointments & quality conversations.

DM's + booked calls turned into high-ticket sales with consistency and reliability.

His business started to become **FUN & EASY!**

Instead of draining his soul like the majority of people who think they can figure this stuff out on their own.

Which by the way... is about as easy as learning quantum physics while blind folded lol!

More importantly, he felt calm, confident, and in control again!”

That's what you want too, right?

Here's some proof of our conversation on [ADD SOCIAL MEDIA CHANNEL e.g. Facebook, LinkedIn, Instagram etc]

[ADD PROOF OF RESULTS + WRITTEN SOCIAL PROOF – use DM conversation screenshots and result based proof screenshots]

“He followed my C.A.L.V.O Method and now knows exactly where sales come from because he has an optimized client attraction system working for him 24/7 and isn't playing the guessing game with up and down roller coaster income anymore.

On top of that he's actively becoming the best version of himself every day... after I helped him with his mindset... & investing a % of his profits from his business into crypto, giving him daily passive income WITHOUT having to work like a 9-5 slave."

[CLIENT NAME] _____ *now lives a life of more TIME, LOCATION & FINANCIAL FREEDOM in Thailand in his penthouse apartment looking over the city skyline.*

[ADD PICTURES OF CLIENTS NEW LIFE AFTER THE TRANSFORMATION HAPPENED!]

"Here's what [CLIENT NAME] _____ had to say about working with me..."

[ADD VIDEO TESTIMONIAL FROM CLIENT]

"If any of these problems sound familiar, it's because you're facing the same bottleneck.

And you need to fix them fast if you want to [ADD BENEFIT]

Tomorrow I am opening up [X AMOUNT] _____ of call spots for serious people that want personal help achieving [DESIRED END-RESULT] + [EMOTIONAL BENEFITS] _____ so stay tuned.

[ADD CLIENT CASE STUDY #2, IDEALLY FOCUSING ON DIFFERENT PROBLEMS THAT YOU KNOW YOUR AUDIENCE IS SUFFERING WITH]

[ADD CLIENT CASE STUDY #3, AGAIN FOCUSING ON DIFFERENT PROBLEMS THAT YOU KNOW YOUR AUDIENCE IS SUFFERING WITH]

✓ Set clear **EXPECTATIONS** by explaining to your viewers that they must **QUALIFY** to work with you, and that you do not take on everyone (**PSYCHOLOGICAL REACTANCE THEORY**) ...

*(Share **What You Stand For** and **What You Stand Against** to create some form of **POLARISATION + Soft CTA #2!**)*

*When you book a [RESULTS DRIVEN] _____ application call... when spots open tomorrow. I want you to be aware that we **DO NOT** take on everyone!*

*To get the kind of **RESULTS** my clients get and work directly with me on a 1:1 basis so I can help you [ADD BIG BENEFITS] _____ you must qualify!*

If you're [ADD WHAT YOU STAND AGAINST] _____ please do not book a call.

However, if you're a [ADD WHAT YOU STAND FOR] _____ this is the perfect solution for you!

✓ OPTIONAL – Add **SECRET TRANSPARENCY & TRUST COMPONENT** –

If you're more advance and have a decent roster of past clients. I'm sure you have 1 or 2 that were not a good fit to work with you. Debunk any negative reviews on Google & YouTube if you have any + add 'negative client experience' quick case study to **build unconscious trust**.

This is usually if you're a bit more advanced and already have over 75 – 100+ clients! If you have a great program 1-2 out of every 100 still won't be happy regardless of how good your offer is.

This is known as the **LAW OF AVERAGES!** Do not hide this from your subscribers.

The key here is to be fully **transparent** and let them be aware of it... by using **POLARISATION** to draw your best prospects even closer towards you while setting the correct **EXPECTATIONS**.

“Now I want to be fully transparent with you.

[ADD NEGATIVE CLIENT EXPERIENCE IF YOU HAVE ONE]

As you've seen... we have a lot of positive client experiences from serious people that followed my advice, took action and got amazing results.

However here is an example of a client we took on... who was a nightmare to work with.

[DO NOT SHARE THEIR NAME OR PHOTO - HOWEVER YOU CAN SHARE SCREENSHOTS OF SOCIAL MEDIA CONVERSATIONS YOU HAD WITH THEM IF YOU HAVE THAT INFORMATION BUT MAKE SURE YOU BLOCK THEIR NAME & PHOTO OUT]

I'm not gonna share their name or photo because I don't think that would be fair.

He / She got started working with me but was extremely difficult to work with.

(Maybe you can relate if you have an offer already selling and have worked with a difficult client in the past?)

He / She was rude, didn't take action, didn't follow the training program and had an excuse for virtually every bit of advice I gave him / her.

[SHARE CONVERSATION SCREENSHOTS IF YOU HAVE ANY WIHOUT SHARING NAME OR PHOTO!]

In the end we gave them a full refund, I let him/her keep all my amazing mastery bonuses and we parted ways...

If this sounds like you please DO NOT BOOK A CALL WITH ME TOMORROW!

Like I previously said... my program works fantastically well for people who are...

(WHAT YOU STAND FOR e.g. action takers, positive, optimistic, go getters, winners etc)

But will NOT work for you if you're...

(WHAT YOU STAND AGAINST e.g. lazy, complainers, time wasters, rude, negative minded and people that don't consistently take action etc.

This is NOT a 'magic wand' program because they do not exist.

Any guru telling you that you can get [DESIRED END-RESULT]_____ without putting in some effort is 100% lying to you.

You can continue to stay stuck in this vortex of delusion, or you can wake up and make the decision to change.

Does that make sense?

✓ **2nd segment of your positive CLIENT RESULTS, video testimonials and case studies (4 Client Case Studies or 4 Client Video Testimonials.)**

Here's even more of my super successful clients that took action, stopped making excuses and achieved amazing RESULTS...

[ADD CLIENT CASE STUDY #4 / VIDEO TESTIMONIAL]_____.

[ADD CLIENT CASE STUDY #5 / VIDEO TESTIMONIAL]_____.

[ADD CLIENT CASE STUDY #6 / VIDEO TESTIMONIAL]_____.

[ADD CLIENT CASE STUDY #7 / VIDEO TESTIMONIAL]_____.

✓ **CTA #3 = Finish with what they can expect when they book a free call. Notify them that tomorrow... call spots will open. And that there is a cap on how many spots are available.**

*Tomorrow, I'll show you how to take this from idea to reality — **and how to secure your spot before this one-time window of opportunity closes.***

If any of these problems that my clients were previously struggling with and have now solved with my help sounds familiar, it's because you're facing the same bottleneck.

*And you need to **fix it FAST** if you want to [ADD BIG BENEFIT]_____.*

[X AMOUNT]_____ Client Magnet + Profit Booster call spots will open tomorrow on my personal calendar... for serious people that want my personal help achieving [DESIRED END-RESULT]_____ + [EMOTIONAL BENEFITS]_____ so stay tuned.

On the FREE CALL you will be talking directly with me... not my business coaches that usually take my calls for me.

On the free call I will ask you some questions about your business and what you want to achieve within the next 90 days, so I can get a better understanding of your current situation.

That way I can better help you out.

We will figure out the number #1 constrain that is holding you back in terms of getting the results YOU desire.

*You'll get a complete ROAD-MAP to get [END-RESULT]_____for FREE, which will give you complete **clarity and confidence**.*

At the end of the call depending on how you answer the questions + if I believe I can help you...

...I may or may not give you a special offer to work directly with me on a 1:1 basis... so I can help FAST TRACK your success for a SPECIAL ONE TIME ONLY DISCOUNT / PRICE IS RISING IN 3 DAYS!

If this sounds just a little bit interesting to you... call spots will open tomorrow at [ADD TIME + TIME ZONE] _____.

At the same time, I will also email you with subject line [ADD SUBJECT LINE] _____ and share the link to the last video in this FREE training series + my personal calendar link so you can book a free call with me.

Call spots will fill up fast because this email is going out to my entire email list + social media audience of [ADD AUDIENCE SIZE TOTAL NUMBER e.g. 55,301]_____ people.

And there are only [X AMMOUT e.g. 30]_____ calls spots available.

See you tomorrow

Talk soon

Appreciate ya

[YOUR NAME]

✓ **OPTIONAL – Add extra client video testimonials REEL at end of the video if you have more CLIENT VIDEO TESTIMONIALS & RESULTS to share!**

As you advance and get more client results and testimonials, I like to add a client testimonial reel at the end of the video that plays with the following CTA layered at the bottom of video reel:

**This Is Not Fake Scarcity! "X" FREE Client Magnet Call Spots
Open Tomorrow At [ADD TIME + TIME ZONE e.g. 3PM GMT]**

This provides even more **social proof** and gets leads and prospects even more **excited** for when video #4 hits their inbox and call spots open tomorrow.

VIDEO #4 SCRIPT – OFFER TEASER + CTA (BOOK A CALL)

(Story > One-Time Offer > Value Framing > Decision Compression)

1 **START WITH A STORY** (Pains + Problems → Desire → Future Pace)

Hey, its [ADD YOUR NAME], during yesterday's video I walked you through real client case studies of how I helped my clients [ADD OVERALL CLIENT RESULT]

A few years ago, I remember what it felt like to be stuck.

I was [CURRENT PAINFUL SITUATION] _____.

Frustrated because [BIG PROBLEM #1] _____.

Overwhelmed because [BIG PROBLEM #2] _____.

And honestly questioning whether [INTERNAL DOUBT / FALSE BELIEF] _____.

Maybe you can relate?

Working hard... but not moving forward.

Putting in the effort... but not seeing results.

Watching others win... wondering when it's gonna be your turn to get [END RESULT] _____.

And then something shifted.

I stopped trying to [OLD WAY THAT DOESN'T WORK] _____.

And I started focusing on [NEW UNIQUE MECHANISM / METHOD] _____.

Fast forward to today...

[DESCRIBE END-RESULT IN DETAIL] _____.

Consistent, Predictable, Controlled & Reliable.

Waking up knowing [EMOTIONAL OUTCOME] _____.

That feeling?

Certainty.

Momentum.

Positive Power.

Security.

Abundance.

Gratitude.

And that's exactly what I want for you.

Imagine what life would be like when you have [ADD BIG BENEFIT YOUR CORE CLIENT AVATAR DEEPLY DESIRES] _____.

Would you [ADD THING #1 CORE CLIENT WANTS] _____.

Would you [ADD THING #2 CORE CLIENT WANTS] _____.

Maybe you'd [ADD THING #3 CORE CLIENT WANTS] _____.

2 **INTRODUCE YOUR SPECIAL OFFER** (*Scarcity / Discount or Price Increase*)

Now listen carefully.

For the last few days, I've been showing you exactly how to [BIG BENEFITS] _____.

And today, I'm officially opening the door to work with me on a 1:1 basis.

But here's the deal.

In [X DAYS] _____ the price is increasing / the special discount disappears.

This is not staying at this level.

Because the results we're getting for my clients are too strong to keep this accessible forever at the current pricing.

So, if you've been watching and thinking...

"This makes sense."

Now is your window of opportunity.

Click the button below and book yourself in for a FREE Client Magnet Application Call

3 SHARE THE BIG BENEFITS (Tie It To Pain, Problems + Timeframe)

When you join [NAME OF OFFER] _____, here's what's gonna happen.

You'll be able to:

- ✓ [BIG BENEFIT #1 – Solves Big Painful Problem #1] _____
- ✓ [BIG BENEFIT #2 – Solves Big Painful Problem #2] _____
- ✓ [BIG BENEFIT #3 – Speeds Up Timeline To Results & Makes Things Easier] _____

Here's big benefit examples from my Client Acquisition Accelerator offer:

BENEFIT #1

- ❖ Inside the Client Acquisition Accelerator, you'll get instant access to my **DONE FOR YOU VSL** script so you can effortlessly convert ice cold leads into qualified appointments & **BUYER CLIENTS** FAST... with credit card in hand!

BENEFIT #2

- ❖ You'll see how my **7-Figure C.A.L.V.O appointment booking system** works that's been responsible for booking 1,179+ calls with high-ticket clients that spend big money & how you can deploy this for your business in less than 7 days!

BENEFIT #3

- ❖ You'll feel the power of my 'insiders only' **D.A.O organic traffic strategy** that made me \$100,681 in rapid time... + the secrets I acquired from the **top 1% paid ad media buyers** that invested over **\$400M** into paid traffic profitably!

Without:

- ✗ [BIG PROBLEM THEY HATE] _____
- ✗ [TIME-WASTING ACTIVITY] _____
- ✗ [OVERWHELM / CONFUSION] _____

And most importantly...

You'll move from [CURRENT SITUATION] _____

To [DESIRED END-RESULT] _____

In as little as [SPECIFIC TIMEFRAME] _____ when you execute properly with my guidance.

This is not just theory.

This is structured execution & accountability with an expert super consultant that has a proven track record of helping people just like you.

4 SHOW THE STEPS + YOUR U.M/M (Clear Path To End-Result & Differentiation)

Let me simplify the path for you...

Every client I work with goes through this exact framework:

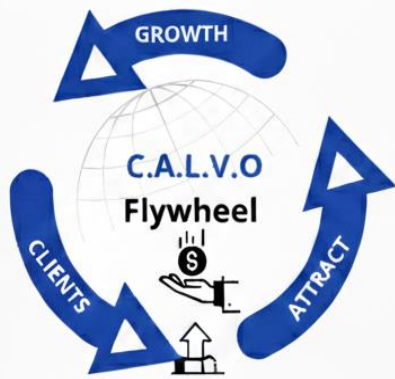
[ADD 3-7 STEPS IN RELATION TO YOUR U.M/M]

Step 1: [STEP 1] _____



Step 2: [STEP 2] _____

Step 3: [STEP 3] _____






- 1 Killer Niche Secrets + Customer Avatar Immersion System
- 2 Offer Optimization System
- 3 High-Ticket Sales System
- 4 AI Appointment Booking System
- 5 7-Figure Traffic System
- 6 AI Automated Follow Up System

CONSISTENT FLOW OF CLIENTS + SCALING TO \$10K - \$100K+/MONTH!

AI

AUTONOMOUS AGENT



IF YOU ARE NOT LEVERAGING THE POWER OF AI, YOU ARE GETTING LEFT BEHIND!

That's it. SIMPLE, right?

No random tactics.

No suffering from shiny object syndrome.

Just the [NAME OF UNIQUE MECHANISM / METHOD] _____ working for you.

Even while you sleep.

This is different because...

Most people [SHARE WHAT COMPETITORS DO] _____.

I focus on [WHAT YOU DO DIFFERENTLY THAT WORKS] _____.

They give you information... and hand you off to a glorified coach who's not done what you're trying to achieve... or worse just leave you on your own to figure things out.

I give you 1:1 coaching, implementation & accountability.

And I do everything in my power to help you succeed.

They give you motivational garbage that makes you feel good in the moment... but leaves you stuck, frustrated and failing in the long-term.

I give you my [END-RESULT] _____ roadmap that gets BIG results FAST without [BIG PROBLEMS] _____!

That's why this works.

And why things you may have tried in the past simply did not!

5 SELL THE EMOTIONAL BENEFITS (*Future Pace & Identity Shift*)

Now imagine this.

You wake up and [DESCRIBE DAILY REALITY AFTER SUCCESS] _____.

No stress about [OLD PAIN] _____.

No anxiety about [OLD FEAR] _____.

Instead...

You feel:

- *In Control*
- *Clear*
- *Focused &...*
- *Confident*

Your business becomes EASIER, FUN & EXCITING again.

Your life becomes fully aligned because you are genuinely helping others.

You stop doubting yourself.

You stop second-guessing every move.

And you finally become the person you know you're capable of becoming.

That's what this really gives you.

Not just more profit.

Identity Expansion.

Momentum.

FREEDOM &...

Security for you and your family.

That's what you want, right?

Here's some of my client results, video testimonials and what you can expect when you partner with me...

[ADD CLIENT #1 RESULT + VIDEO TESTIMONIAL – BEGINNER]

[ADD CLIENT #2 RESULT + VIDEO TESTIMONIAL – INTERMEDIATE]

[ADD CLIENT #3 RESULT + VIDEO TESTIMONIAL – ADVANCED]

6 HANDLE TOP 3 OBJECTIONS + RISK REVERSAL

Before you book your FREE [RESULTS DRIVEN NAME] _____ application call.

Let's quickly address why you may not be where you want to be, in terms of results.

Reason #1: You may be thinking...

"This sounds amazing but what if it doesn't work for me?"

I get it... I've been in your shoes many years ago and I can relate to how you feel.

When I invested into a coaching program back when I was first starting out on this journey. I thought the exact same thing.

But I took a leap of faith and made the decision that no matter what happens, I will make it work. It's amazing what results you get when you go 100% all in and COMMIT to yourself and your future!

Since then, I've... [ADD YOUR RESULTS, AUTHORITY, CREDENTIALS + CLIENT RESULTS THAT YOU'VE HELPED / WORKED WITH] _____.

The [ADD OFFER NAME] _____ works when you follow what I teach you and take action.

That's why we only accept serious applicants.

Plus, you're covered by my [BETTER THAN RISK FREE GUARANTEE NAME – e.g., 90-Day Action-Based Guarantee / Results Guarantee] _____.

If you follow the roadmap and don't see measurable progress & [SPECIFIC RESULT] _____, we [EXPLAIN RISK REVERSAL TERMS] _____.

The risk isn't on you.

It's on me, because I'm taking all the risk away from you.

You either get [SPECIFIC RESULT IN SPECIFIC TIME FRAME] _____ or I continue to work with you until you do get results, or you get your money back.

Reason #2: "I don't have the time."

You don't have time *NOT* to fix this.

Because staying stuck costs *WAY* more than moving forward when you look back in 12 - 24 months from now.

Every year you put off learning how to [SPECIFIC RESULT e.g. make 6/7-figures] _____, is costing you [SPECIFIC RESULT] _____ in lost revenue.

This is designed to fit around [ADD THEIR CURRENT SITUATION] _____.
It's Structured.

It's Efficient.

And when set up correctly, allows you to buy back your time!

Reason #3: "I've tried something like this in the past, and it didn't work."

At the end of the day... you didn't fail.

The strategy failed you.

Most programs give you surface-level tactics.

The [U.M/M] _____ gives you:

Clarity.

Confidence.

Structure.

1:1 Accountability &

Execution with all of the hard work DONE FOR YOU...

...so you can create the business / life you deserve, desire and dream about.

7 STRONG CTA (Free Application Call Benefits + Scarcity + Urgency)

If solving **[BIG PROBLEMS]** _____ and getting **[END-RESULT]** _____, sounds just a little bit interesting to you.

Here's what to do next.

Click the link below right now.

Fill out the short application form.

And book your time slot for a complimentary free **[RESULT DRIVEN NAME]** call on my calendar... valued at **[ADD \$ VALUE OF THE CALL IN TERMS OF YOUR HOURLY RATE]** _____,

On this free call, we'll:

- Diagnose the number #1 bottleneck that is currently holding you back from getting to the next level in your business / life.
- Map out your fastest path to **[END-RESULT]** _____, tailored specifically for you and your business.
- And if you qualify, I'll show you how to implement this with us on a 1:1 basis so you can massively FAST TRACK your success.

We are only opening **[LIMITED NUMBER]** _____ spots.

Once they're gone... they're gone and you'll MISS OUT forever, because we will never be returning to the current pricing structure.

And remember...

The **[DISCOUNT / CURRENT PRICE]** _____ disappears in **[X DAYS / HOURS]** _____.

So, you have two choices.



OPTION #1 – You can do nothing and stay STUCK where you are, frustrated and failing.

Or

*OPTION #2 – You can step into the version of you that finally breaks through so you can get **[END-RESULT!]** _____*

You can either continue to make excuses, or you can get big results and change your family's life.

But you can't have both!

You choose!

Click the button below this video right now.

Apply.

*And let's build this properly together so you can **[ADD EMOTIONAL BENEFITS]** _____.*

I look forward to having a chat with you.

Appreciate ya.

[ADD YOUR NAME + AUTHORITY BASED CREDENTIALS] _____.

If you're still not convinced this can help you, here's what a bunch of my clients have to say.

[ADD CLIENTS VIDEO TESTIMONIAL REEL WITH A WRITTEN CTA ON THE SCREEN TO BOOK A FREE CALL USING SCARCITY & URGENCY] _____.

That's the end of the **OTO 7-Day Promo Campaign** + the **DONE FOR YOU scripts**.

During the action steps of this module, you'll also get access to a link with the **DONE FOR YOU emails**.

I've done all the hard work for you. :)

It's taken me over 1 month to create the OTO campaign content + scripts and emails for you. Most people don't even spend 1 month on their entire course curriculum.

Like I previously mentioned... this campaign is for when you're more advanced with a targeted list size and you want to create a surge of qualified appointments and buyers FAST!

It works fantastically well.

The scripts are best used with warm or hot traffic.

These are people that already know, like and trust you.

I advise you to send people to the videos from a link in an email. You can also send them via the DM's to prospects you've previously done a call with and were on the fence to buying... but for some reason did not convert.

The campaign allows you to break down your sales presentations into more digestible chunks by splitting it into 4 components consumed over 4 days, with the final 3 days composed of hard selling (*7 days in total*) ... using the psychological strategies (**BENEFITS, REAL URGENCY & REAL SCARCITY**) I have shared with you.



If you're a bit more advanced and already have an **AUDIENCE** that is targeted!

This audience can be in the form of an...

- Email List
- Social Media Audience (*Facebook, Instagram, LinkedIn, X / Twitter, YouTube etc...*)

Send out the following email copy or send direct outreach message copy...

"Hey [NAME]... would you like some help with [ENTER NICHE BASED DESIRED END-RESULT]WITHOUT [BIG PROBLEMS]

Reply back to this message and let me know?"

MESSAGING COPY EXAMPLE

"Hey [NAME] ...would you like some help growing your coaching, consulting or course creation business to \$10k - \$100k+ per month WITHOUT wasting your time on hope marketing, non-serious leads that don't convert and time wasters?"

Reply back to this message and let me know?"

You can even shoot a quick personal talking head video using the same copy I just shared with you and send the video file in a message on any of the social media channels mentioned above or upload it to your YouTube channel if you have an audience!

OR

You can send it as a voice message!

Ideally the **RAPID-FIRE PROFIT METHOD** works best if you have an audience of 5,000 – 10,000 people or more that's targeted in relation to your specific niche!

If you have a list / audience of 50,000 - 100,000+ people, this very method has the potential to add **6-FIGURES** or even **MULTI 6-FIGURES** to your PROFIT MARGINS within the next 90 days!

It's that POWERFUL!

Any leads that reply back... you or a V.A (*Virtual Assistant*) / A.S (*Appointment Setter*) can book them on a FREE RESULTS BASED STRATEGY CALL using www.calendly.com ... then you need to follow the million-dollar phone sales script and convert them into a high-ticket sale for your OFFER!

All leads that do not reply to your first direct message, send the following messaging copy to re-grab their **attention...**

"Hey [NAME]... did you get my message? 😊"

[ADD 2-3 TESTIMONIALS & PREVIOUS CLIENTS RESULTS IF YOU HAVE ANY]

I helped [CLIENT #1 NAME] achieve [RESULT] after working with me!

[CLIENT #2 NAME] achieved [RESULT]

[CLIENT #3 NAME] got this **[RESULT]**

Reply back & let me know if you want some FREE help?

