

Below is the VSL script for the sales call model.

Next week I'll talk about how to hire someone to read this out and then sync it with the slides in the other download from this week.

You'll see this is basically the same script as last week's - just with a few tweaks.

Have a nose and look out for the training next week...

Slide one:

**So you want to build an email list from scratch...**

Slide Two:

**Or maybe you just want an EASY way to add more subscribers to your current email list...**

Slide Three...

You've heard phrases like **"The Money Is In The List"** from business experts who have drummed into you that if you have an email list of subscribers then business becomes simple and profitable.

Why does having an email list of subscribers make business simple in a world of confusing marketing and business advice?

Slide Four

Because **Once you have an email list you can either promote your own products or services to your subscribers and watch sales roll in...**

Slide Five

**Or you can promote someone else's products or services for a commission on any sales you generate.**

Slide Six

Point is - if you have an email list then **You have an asset that helps you to hit your financial and business targets** without having to do so much of the confusing or even sleazy marketing tactics used online today.

But don't just take our word for it...

Nor the word of the business experts telling you "The Money Is In The List" ...

Instead consider the actual FACTS...

Slide Seven

### **There Are 4 Billion Daily Email Users...**

That means most of the world checks their email on a daily basis.

The volume of email users means money made from email marketing will hit 11 billion dollars annually by the end of 2023.

Businesses around the world use email marketing because it works and makes them money.

But how well does it work?

Well...

Slide Eight

### **Studies show that email has one of the highest returns out of any form of marketing - making \$36 or more for every \$1 invested into a subscriber list.**

Those kinds of returns...

Combined with the sheer volume of email users...

And the ability to send an email and watch sales roll in within minutes...

Are the reason why we all hear...

Time and time again...

Slide Nine

### **THE MONEY IS IN THE LIST.**

But there's a problem...

And the problem is this...

Slide Ten

### **Most People And Businesses Don't Know How To Build An Email List Even Though They Want One!**

They KNOW they should have an email list of subscribers...

They desperately WANT an email list of subscribers...

They'd LOVE the ability to type an email, or have someone else write an email (or even have A.I write it!), hit send and watch their profits increase...

But they just don't truly know how to build that email list.

So...

What do they do?

Slide Eleven

Well, **Many will spend money on expensive training courses** that promise to teach you how to build an email list using things like Facebook or Google ads or Youtube marketing or whatever else.

Here's what happens next...

Most people won't even find the time to go through the course.

They'll go through the first few videos or pages and never complete it.

Those that do complete the course will often find it too confusing and overwhelming to even implement what they've just learned.

Slide Twelve

**So yet another course gathers digital cyber dust on their computer - and they STILL don't have an email list.**

Often this person will buy another business course within the next 60 days - and the cycle of inaction due to feeling overwhelmed continues.

A very small percentage of people will go through the course AND take action.

But...

Crickets.

Slide Thirteen

**They Struggle To Get Any Subscribers At All!**

The question is - why?

We'll answer that in a second.

First though let us tell you another route people take to build a list...

They hire expensive Facebook or Google ad agencies...

Or they hire expensive search engine optimisation experts...

Slide Fourteen

**All in the hope that, if they hire a traffic agency, they'll finally see those subscribers roll in and their email list skyrocket.**

Then...

Crickets.

They see little to no subscribers come in - despite spending thousands hiring so called traffic experts.

Again...

Slide Fifteen

**Why Does This Happen So Often?**

Here's why...

You can buy courses on how to build an email list...

Or hire agencies and experts that will run traffic for you through ads or SEO or other means...

Slide Sixteen

**But they're all approaching building an email list from the TRAFFIC approach rather than the ATTENTION approach.**

Let us explain...

These courses and experts focus on the TRAFFIC side of building an email list.

A course will teach you how to run ads on Facebook, for example.

They'll show you the ins and outs of how to run an ad and get it in front of an audience.

But the problem is NOT how to get in front of an audience...

Slide Seventeen

**It's what you PUT in front of an audience in order to get their attention and stand out from all the other options they see online.**

Quite frankly, running a Facebook ad or Google ad or doing SEO is the EASY part.

Figuring out what to put in front of the audience in order to get their attention and have them DESPERATE to sign up to your email list is the hard part.

And That's What We Specialise In!

Slide Eighteen

**We are experts in the science of attention.**

And it IS a science.

You can have the best understanding in the world about how to get traffic from Facebook or Google or any other means...

...but if what you try to use to get *attention* is not done correctly...

...people will scroll past your ad or content without giving it a seconds thought.

And that's where nearly all the courses and agencies go wrong.

Trust me - we've seen them.

Slide Nineteen

**They teach methods that are focused on the traffic side, and not the attention side, and the result is that things just don't work.**

The list just doesn't build.

And before you know it you've wasted weeks or months and potentially even thousands learning from someone, or hiring someone, that has little to no impact on your business and income.

If this has happened to you - you have our sympathies.

We see it far too often.

But if it's any consolation we want to assure you, you're not alone!

Slide Twenty

**The business world has been conditioned to think that if you just run ads...or just do SEO...you'll get traffic and subscribers.**

Who benefits from that?

The big traffic networks like Facebook and Google - who benefit when you run ads or generate content, regardless if it turns into subscribers or not.

Who else benefits?

The people selling the courses or doing the agency work who can then blame you saying things like...

Slide Twenty One

**“We did our bit, it must be you that is not doing this correctly”.**

No.

No it isn't.

Slide Twenty Two

**Getting Subscribers Is About Having The Right ATTENTION Strategy...**

But nearly every course and agency out there is so focused on the running of the traffic they don't think about what will get the ATTENTION of a market enough or even at all.

Deep down, you know this is true.

Slide Twenty Three

**How many ads do you scroll past daily without giving them a moment's thought?**

Slide Twenty Four

**How many pieces of content do you ignore without reading a single line or watching a single second of video?**

You ignore things every day if they don't get your attention in the right way.

And you ignore them whether or not they're set up in the right way on the traffic side of things or not.

Someone could set up a Facebook ad perfectly...

Aim it at the perfect audience, have the right kind of image and everything else...

Slide Twenty Five

**If the ATTENTION side of the equation is off - everyone will scroll by and the ad will have zero impact on the business whatsoever.**

This is the challenge that anyone who wants to build an email list, or add to an existing one, faces.

It's not a traffic challenge.

Traffic and getting subscribers is EASY if you have the right ATTENTION strategy!

And that's where we come in.

Slide Twenty Six

**We are absolute masters in getting the ATTENTION of any market.**

**And Here's Some Undeniable Proof Of That...**

Slide Twenty Seven

This campaign that was set up using our breakthrough XYZ protocol began getting subscribers within the first 24 hours and here's the proof **(screenshot)**

Slide Twenty Eight

Within the first week the campaign got XX subscribers **(screenshot)**.

And here's another example...

Slide Twenty Nine

In a totally different market using the same strategy we were able to get subscribers within the first 4 hours of going live and here's the proof **(screenshot)**.

Slide Thirty

Within the first week that specific campaign got XX subscribers **(screenshot)**.

And here's one last example just so you can see the power of what we do...

Slide Thirty One

In another different market and using the same strategy we will help you to implement we were able to get subscribers within the first hour of the ad going live and here's the proof of that one **(screenshot)**.

Slide Thirty Two

In just the first week alone that specific campaign got XX subscribers **(screenshot)**.

We are able to get these results because our focus is not on any specific traffic network - Google, Facebook, Youtube or anything else.

Slide Thirty Three

**Our Focus Is On A Very Specific Way Of Getting The ATTENTION Of Prospects In Any Market Using Very Specific And Proven Yet Little Known Psychological Principles...**

And, no, this doesn't involve you doing silly things on the internet to get attention like some insecure teenager.

Our strategies are focused around putting together a very simple but impactful process that will have people desperate to get on your email list and GRATEFUL to be there.

Slide Thirty Four

**Now, let us teach you how we think about list building so that, even if you don't choose to hire us to do the work for you, you learn something today...**

Slide Thirty Five

**Think about list building success like this...**

Slide Thirty Six

**Facebook, Google or whatever traffic source you use is like the runway at an airport (picture of an airport runway).**

Slide Thirty Seven

**Now imagine you have an airplane sat on that runway...without any fuel in it.**

You can have the best, smoothest runway in the world.

You can have the best, most modern plane.

But if there's no fuel in the plane...it's not moving off that runway.

Slide Thirty Eight

**In this example the traffic source, such as Facebook, is the runway...**

Slide Thirty Nine

**The plane is the ad or piece of content that you are using...**

**Slide Forty**

**And the idea BEHIND the ad or piece of content - is the fuel.**

**Slide Forty One**

**Most of the business world focuses on the runway (traffic source) or airplane (content piece or ad) in order to try to build a list.**

But that's where they go wrong.

Slide Forty Two

We focus on the fuel that drives the plane engine off and up the runway - which is **The idea that goes into the ad or content piece that stops people in their tracks!**

So how do we actually do that?

How do we stop people in their tracks?

Well, we need to ensure that when people see the ad or content piece that their reaction is...

Slide Forty Three

**"I've never heard that before".**

We cannot stress this enough.

If you want to build an email list, the easy way, you cannot put out content pieces or ads that are similar to what your market has heard of before.

That's what most people do.

They're copycats.

And they think that if they put out the same ideas that other advertisers or content creators do - they'll get subscribers.

No.

They won't.

Slide Forty Four

**Because when a market has heard a message time and time again - they ignore it.**

See here's something that is super important to understand.

And this will get a little deep for a second but it will change the way you view marketing and list building.

Slide Forty Five

**Our brains have evolved to spot things that are different far more easily than things that are the same.**

Back in caveman times things that were different equalled potential danger.

So imagine a caveman walking across a large grassy knoll...

And up ahead...

He see's something that is a different colour to the grass and tress.

His brain will pick that up in milliseconds because different equalled potential danger.

Now whilst we're not in caveman times anymore...

Slide Forty Six

**Our brain is still wired to pay attention to things that are different.**

The surroundings are more social media than African Savanah.

But if we see something that is similar to what we've seen tome and time again - we ignore it.

Whereas if we see something that is in an area we have an interest in, that is different and enticing, we pay attention.

Slide Forty Seven

**This is why the fuel that gets the airplane up and off the runway is the IDEA BEHIND the content piece or ad.**

Not the words.

Not the images.

Not the Facebook or Google algorithm.

Slide Forty Eight.

**If the idea is NEW and DIFFERENT - it will get attention because it taps into the brains innate wiring.**

And that's what were absolute masters in.

And we're so driven to help the business world to understand this...

Especially business people who want to build or add to their list...

Slide Forty Nine.

**That we made it our mission to ensure people overcame this challenge.**

Now, at first, we'll admit it...

We thought about creating a course teaching you what has taken us a long time to figure out.

But then we sat back and thought...

Most people don't complete courses...

Those that do often don't find the time to implement them...

And those that do find time to implement them can often feel overwhelmed and confused and feel crippled with insecurity that they're doing things wrong.

That's why we decided to do something different.

Very different.

Slide Fifty.

**We've Decided To DO THE HARD WORK FOR YOU And Help You To Build Your List!**

That's right!

No more hiring expensive agencies who don't understand the science of attention...

No more spending thousands on courses you never complete or struggle to implement...

Instead...

Slide Fifty One

**Simply hire us - and we'll give you everything you need to make building that email list you dream of - EASY.**

Let us tell you all about our List Growth Done4u Service...

Firstly, let's start by getting the issue of price out the way...

This is not for you if you're looking for some \$47 course.

Equally, it's cheaper than if you bought one of those more expensive courses priced at \$997/\$2000.

Slide Fifty Two.

**This is for those who want to shortcut their way to an email list and are willing to invest in hiring an expert team to do the work for them.**

But we haven't priced this so high that you'll think you'd be much better off buying one of those \$2000 courses.

If you're someone who think spending anything over \$500 is too expensive, then we wish you well and encourage you to leave this site and the place to someone else who thinks like we do.

If, on the other hand, you're someone who is excited and willing to invest in our list building service, let us tell you how it works...

Slide Fifty Three

**Step One - If you scroll down to the bottom of this page you'll see a button.**

When you click on that button you can schedule in a time to have a brief chat with one of our team members.

This is NOT some pushy, painful sales call.

We genuinely love speaking to fellow email list lovers and we want to ensure that you're a right fit for our service.

On the call we'll ask you a few questions to ensure this is right for you and you're a right fit for us...

And then we'll tell you more information about our pricing structure, guarantee and so on.

If you choose to sign up we'll then get you onboarded and move onto...

Slide Fifty Four

### **Step Two - Upon sign up we'll send you a short training to go through.**

We encourage you to go through our short training tutorials that teach you all about the science of attention and why so few people can build an email list - even though they buy course after course or hire traffic agency after traffic agency. This will take you less than an hour - but will blow your mind.

This is designed to get you up to speed on our strategy and why it's so different and works like gangbusters.

Then...

Slide Fifty Five.

### **Step Three - We'll then ask you to fill in a simple form that will help us to understand the market you want to build an email list in.**

And if you haven't yet got one we'll advise you which markets are worth entering and do a few more important things that will make it easy for us to get to work.

Next up...

Slide Fifty Six

### **Step Four - Our team will then eagerly get to putting together four things for you...**

#### **Slide Fifty Seven**

1. **An attention getting ad that's almost impossible to ignore and not click on** which you can use should you wish to build your email list via any paid ad network like Facebook or Google (if you don't want to use paid ads, don't worry, we'll advise you on free options for generating traffic)...

Slide Fifty Eight

**2. A cutting edge landing page that will convert visitors to the page into subscribers desperate to gain access to your freebie...**

Slide Fifty Nine

**3. A very special freebie that we will put together for you that gets people hooked on reading future emails from you** (it's SO important this is done correctly or you might get subscribers...but they won't open any of your emails!).

And finally...

Slide Sixty

**4. A five day email follow up sequence that will ensure that you people open your emails on an ongoing basis** and establish you as someone who genuinely wants to help your subscribers (that trust turns into sales down the line!).

Slide Sixty One

**So By The Time Our Magic Hands And Minds Have Finished Here's What You'll Have...**

Slide Sixty Two (All the below on one slide)

- **A way to get traffic that stands out like a lighthouse on a cloudy night and has people desperately wanting to visit your landing page...**
- **A landing page the traffic gets sent to that is structured in such a way that people desperately want to give you their email address right away...**
- **A freebie that new subscribers will get that blows them away with its value, builds immediate trust in you and your business and has them eagerly waiting for your next emails...**
- **And a 5 day email sequence that gets them hooked on you and your business so that you get a great open rate from subscribers from day one.**

All of that for less than you'd pay for one of those \$997/\$2000 courses you've likely bought before that didn't work out for you!

Now here's the really, really important part to understand...

There are very unique psychological principles at play in every single thing that we do for you.

From how to stand out to how to get the right people to opt in to your list to how to get people eagerly consuming your freebie and looking out for your emails...

This is all super advanced stuff.

The Kind Of Knowledge That Others Would Charge You Thousands To Learn!

Slide Sixty Three

**You don't need to learn it though - because we'll do it for you (and explain what we're doing and why!).**

So right about now...

If you're the type of client we love to serve...

You'll be super excited and ready to book a call...

But maybe a little hesitant because you've been burned in the past.

So let us tell you about our money back guarantee.

Simply click the button below and schedule in a call with us.

If you choose to sign up and have us do the work for you...

And if you're not completely happy with our service...

Slide Sixty Four

**Simply Email Us Within 30 Days Of Your Sign Up Date And We'll Refund Your Payment In Full!**

Be aware though, should you refund, you will no longer have a licence to use the work we do for you.

Which we think is fair enough and we're sure you do too.

This means you're not risking anything by giving us a chance to show you just how different our approach is...

And how simple it can be to build a list when you use the right attention getting strategies and psychological principles that are proven to get people signing up and reading emails from you - fast!

So the way we see it you've got three options right now...

Slide Sixty Five

## **Option one - do nothing.**

Leave this page. Never build an email list. And miss out on the simplicity and security that comes with having an email list of subscribers who buy whatever you recommend.

To us - that's not even an option.

## **Slide Sixty Three**

Option two - go and buy another list building course or hire an expensive agency for thousands.

Sure, this might work.

But chances are you've done this in the past and it didn't work out for you.

And when it comes to hiring an agency you've usually got to kiss a lot of frogs before you find one that actually knows the true science of attention. You can lose thousands, or even tens of thousands, in wasted ad spend in the process.

That's why we think option 3 is the only option for savvy business people who want to build a list or add new subscribers to their current one...

## **Slide Sixty Four**

### **Schedule in a no pressure chat to talk about hiring us!**

Very Soon We Could Be Doing The Thinking And Work FOR You So You Can Finally Build That Email List And Business That You Want And Deserve!

It's what we do. It's what we're world class at. And it's what we're passionate about.

## **Slide Sixty Five**

### **Click the button below, schedule in a call and let's have a chat.**

Let's get you those subscribers coming in - quickly - and let's start helping you to truly enjoy the fact that...

**THE MONEY IS IN THE LIST.**

Click the order button, right now, and schedule in a call with our team whilst we still have places available.