

How To Use This Document

Below are the sixty six slides that make up your VSL to get people to book in a call with you.

It's all pretty self explanatory.

Copy and paste the words under slide one onto a slide (you can use keynote, powerpoint, Google slides or Canva).

Then copy and paste the words under slide two onto a second slide.

Then copy and paste the words under slide three below onto a third slide.

No degree in rocket science needed!

Next week I'll talk more about hiring someone to read out the script and how to sync it with the slides (or hire someone to do that for you). So keep an eye out for that.

Now go get stuck in.

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:

"The Money Is In The List"

Slide Four

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

You have an asset that helps you to hit your financial and business targets.

Slide Seven

There Are 4 Billion Daily Email Users!

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.

Slide Nine

THE MONEY IS IN THE LIST!

Slide Ten

Most people and businesses don't know how to build an email list even though they want one!

Slide Eleven

Many will spend money on expensive training courses.

Slide Twelve

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

Slide Thirteen

They Struggle To Get Any Subscribers At All!

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.

Slide Fifteen

Why Does This Happen So Often?

Slide Sixteen

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

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.

Slide Eighteen

We are experts in the science of attention.

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.

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.

Slide Twenty One

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

Slide Twenty Two

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

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?

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.

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

(screenshot)

Slide Twenty Eight

(screenshot).

Slide Twenty Nine

(screenshot).

Slide Thirty

(screenshot).

Slide Thirty One

(screenshot).

Slide Thirty Two

(screenshot).

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...

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.

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.

Slide Forty Two

The idea that goes into the ad or content piece that stops people in their tracks!

Slide Forty Three

“I’ve never heard that before”.

Slide Forty Four

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

Slide Forty Five

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

Slide Forty Six

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

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.

Slide Forty Eight.

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

Slide Forty Nine.

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

Slide Fifty.

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

Slide Fifty One

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

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.

Slide Fifty Three

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

Slide Fifty Four

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

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.

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

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

Slide Sixty

4. A five day email follow up sequence that will ensure that you people open your emails on an ongoing basis.

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.**

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!).

Slide Sixty Four

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

Slide Sixty Five

Option one - do nothing.

Slide Sixty Three

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

Slide Sixty Four

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

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.

Slide Sixty Six

Talk to you soon!