

Business Objective:

A VSL that converts leads into booking a time for a Sales Call

Product

Business Funding Consulting:

Teaching business owners/people that want to start a business how to get access to 100-200k in 0% interest business credit without messing up their credit in addition to other credit hacks like travel hacking, bonus offers, points, decreasing interest rates on auto/loans etc.

This is my Business with a business partner where we've done 50k in revenue & another 50k in Accounts Payable in the past 6 months through referrals and our local network and looking to expand to running online paid ads now that we've got a proven system.

Who am I writing to?

- Business Owners in America with good credit

Avatar:

Name: Johnny

Background Details:

- 24 years old
- An American client (only can work with Americans)
- Lives in Long Island suburbs
- Recently started his roofing company
- Has excellent credit (700+ and no negatives), but not leveraging it properly
- They don't have access to a lot of capital in order to properly scale the business
- One mistake in the business could cause them to be forced to close or take out a predatory loan with ridiculous interest.

Day in the Life:

- Early gym
- Lots of Emails
- Goes on sight to check on project during the morning
- Focusing primarily on sales dooring door knocking, on the phone trying to get more clients
- Working all day

Where are they at right now?

1. What are they doing right now:
 - a. On their phone scrolling social media
2. emotional state:
 - a. Just clicked on an add about how business owners can get 100k-200k in 0% interest to start their business and very curious
3. Level awareness:

- a. Problem aware
- b. Solution unaware
- 4. Current painful state:**
 - a. worried about whether they can get money enough to scale as fast as they can, by buying new equipment, inventory, hiring more staff
 - b. Worried that if one thing goes wrong, they won't have the funds to pay it
 - c. Frustrated by paying a few hundred or thousands a month in interest each and every month or the fact that they will be soon forced to
 - d. Just overall stress financially
 - e. Annoyed that They always had good credit, but they never felt like they were leveraging it the right way
 - f. Loves his family, but upset that he can't see them as often as he'd like because he has to fly to see them
- 5. Dream state:**
 - a. Gets the 0% interest money that he needs as a safety net and to effectively scale his business
 - b. Won't have to stress about getting approved/denied for cards
 - c. Doesn't have to waste time getting himself the credit he needs, he can solely focus on scaling his business
 - d. Learns tons of travel hacking so that he can see hsi family more often without thinking about the price of flights
- 6. Current desire level - 4-5 (high)
- 7. Current certainty in the idea - 1-2 (low)
- 8. Current trust in the guru - 1-2 (low)

What are the specific action steps I want them to take?

- 1. Pay attention to the video for 10 minutes
- 2. Establish trust and credibility that this isn't some scam
- 3. Get them excited about credit
- 4. Get them to book a sales call

What do they need to see/feel/experience to take these steps?

- 1. Get their attention
- 2. Build trust
 - a. Show our testimonials
 - b. Explain how it works briefly so it's clear
 - c. Explain the problems that they face about finances and how they no longer are relevant
 - d. Show proof in the form of photos
- 3. get them on a sales call to talk to get to understand the value of our service in detail

Roadblocks and solutions:

Credit is not the most credible of spaces, so coming across as credible as possible will be huge.

Solution: showing our testimonials, having a good background/b-roll/looking like a trustworthy guy

Personal analysis:

I believe that our copy is quite good because we've spent a lot of time on this between 2 guys that have been in sales for a combined decade plus.

The only thing that we are concerned about is the length of it

Attempts to solve the weaknesses:

Initially we had it much longer like 15+ minutes, but it felt like it dragged on too much so we cut it down and it feels better, not sure if we should continue to cut it down.

The copy is not tested. The funnel has not been launched yet.

How do the product's strengths and weaknesses play into the value equation?

The product increases the likelihood of the reader to achieve his dream state. It decreases the time it is going to take him.

Where is the reader in terms of awareness, sophistication, their thought process, and where they are inside the funnel?

Awareness:

Problem Aware, but may not be very solution aware.

The reader knows that they can use credit to get access to money, but it may not be as much as they are looking for, they pay high interest rates, they may mess up their credit...

sophistication:

Stage 2 - Chances our they have heard of credit hacking—but they don't know how legitimate it is

Thought Process:

I could really use some money to help scale my business with 0%, seems too hard to be true he's got some interesting testimonials. Let's see how this is even possible.

where in the funnel:

The reader has seen an ad, clicked it and got to a VSL

The full funnel:

Facebook/IG/LinkedIn ad

VSL

Type Form to make sure Qualified

If qualified, Book a Time for a Sales Call

Sales Call

Rumble Link:

<https://rumble.com/v56nwr9-50-pushups50-squats.html>

0VSL SCRIPT

Ambitious Business owners and aspiring entrepreneurs If you want to learn how you can get funded from one to three hundred thousand dollars in zero percent interest funding in the next thirty days and take advantage of the most mind bending legal loopholes that currently exist inside of the US financial system, you are incredibly lucky you found this video.

My name is Daniel Gurfinkel and I created lucky credit to provide the go-to, white glove, VIP, cadillac coupe deville of funding solutions for the most ambitious of entrepreneurs.

Our funding system provides you six figures of liquid zero percent interest capital that is ready to deploy in under thirty days. We also bestow you with financial superpowers, privileges, and secrets that were previously reserved only for the wealthy “in the know” elites.

Ninety- nine percent of people don't know that their credit profile can be the key to unlocking massive amounts of cash flow, freedom, time, and opportunity.

They also don't know that the same banks most people hate will loan them more money and at better terms than their own friends and family would.

And the best part about this, is there's no magic and no luck required to get the banks to actually pay you to borrow their money!

We simply play the game better than the banks.

You no longer have to pay insane interest rates on outdated and predatory business and personal loans, or ten to twenty percent of the funding you get when working with other funding services that don't have your best interest in mind. You also don't have to risk blowing up your credit profile by trying to figure this all out by yourself.

Over the next eight minutes I will share the exact blueprint that I used to get funded, escape my boring and ordinary nine to five shackles and go on to live my dream of a grand adventure while trying different businesses and investments until I got lucky, all with “free money” that i got from the banks.

As powerful as this system is for an adventurer like I was, for someone with an existing business it's going to feel like cheat codes, for example, Nick, who got over a quarter million dollars at zero percent interest in his first round of funding.

Nick revolutionized how his real estate business operated, since he no longer needed to use his own capital, pay interest, or deal with the annoying and expensive process of getting funded for real estate

Result: sixty thousand profit locked in on a flip project that he wouldn't have been able to buy without lucky credit.

Nick was amazed at how dramatically he was able to increase the quality of his life, his new ability to enjoy luxury travel for free, all while making more money in his business with less effort by using lucky credit.

But even if you don't have a traditional business and struggled getting funded in the past we can still help you.

Take a look at Angelo, a platinum play button YouTuber, who wanted to take maximum advantage of his good credit profile and international lifestyle. But between jet setting and running a media empire, he simply didn't have the thousands of hours required to figure out the credit game by himself.

Angelo chose to work with us because he wanted to take MAXIMUM ADVANTAGE of his credit profile, and get the maximum amount of bonuses possible. We developed a custom business and personal funding program that got him funded for over one hundred eighty thousand dollars in the first round. Now he can scale his business infinitely while upgrading his lifestyle with no extra effort or cash.

Our system is so powerful that it works even if you have limited experience like Leo. Leo just graduated college without a business or a job, but after following our system we got him funded for over one hundred fifty thousand dollars.

Leo has a level of freedom and liquidity that only the wealthy elites had previously had, and with all the lucky credit lifestyle tricks and travel hacks, his lifestyle looks pretty similar now too.

The craziest part about all of these testimonials is that there is no luck required to get funded.

Our unique funding system customizes, systemizes and executes hundreds of complex steps in order to beat the banks on your behalf, I've broken the process down into three simple phases so you can understand why our system works so well.

1 We begin with a consultation. This is where we go over your goals, your business, your ambitions, your finances, your dreams, your ideal lifestyle, etc.. From here our

team crafts a bespoke funding plan and complimentary credit and business profiles to ensure you can reach the exact goals you aim for.

Most serious entrepreneurs are usually too focused on their actual missions and don't have the thousands of hours required to master credit and craft the perfect funding strategies, and that is not the only reason so many people struggle with credit.

The banks purposely make the system hard to navigate so not everyone can take advantage of the insane loopholes that exist, and I don't blame them, if you ran a bank would you try and give out your money for free?

To achieve impressive funding results you need to understand the game, from a big picture overview of how the banks and bureaus operate as well as all the little details and nuances of the underwriting and application procedures for each credit product.

We craft your credit profile and develop a funding strategy in such a way to ensure that you don't have to stress about whether or not you get funded, you simply lay out what you need, and we fulfill it.

That brings us to the second equally important phase, Execution, everybody knows a great plan is worthless without proper execution, so why leave your funding to chance?

When you are getting funded there is a very specific way that you must set up your profiles, and do the steps, whether it's online, in person, or through our relationship managers, you have to go through the right channels, in the right order, at the right time, in the right way, with all the right answers if you want to properly execute a funding strategy that gets you the maximum amount of high limit 0% interest credit lines.

One little mistake when carrying out your funding plan can prevent you from realizing that opportunity you always dreamed of, don't try and cheap out and DIY this yourself to save a couple bucks only for it to cost you the opportunity of the lifetime down the road.

Having a team that does this everyday, has funded millions of dollars for various clients ensuring that you do everything correctly is worth the price of admission alone. But for us the job isn't finished there

That's when the fund part starts. phase 3 Getting lucky,

You can rest assured that when you work with us you will not only get the latest high limit 0% interest funding strategies, but you will also get the most up to date liquidate and allocate methods, so you can use your funding wherever you desire without any extra fees.

With that power you can show you how to turn your credit into your dreams, because we have actually done it ourselves.

When you get funded with lucky credit you will gain great powers and also the knowledge on how to properly wield them.

You get direct access to me and my team even after you are funded for any questions regarding credit, life, funding, luck, liquidation, investing, allocation, hydration, martial arts, travel, or latinas.

What was impossible before, is now instantly realizable with the power of lucky credit.

Wouldn't you feel luckier if you could write a hundred thousand dollar check without a dollar in the bank?

What if you could start a million dollar business instantly without using any of your own money?

What if you could arrange a meeting with your white whale client at a five star hotel in another part of the world with a first class round trip included, all for free?

What would you do if you had a whole year of free time and six figures of funds to develop skills to launch a new business or career.

All of these wild scenarios are actually ordinary demonstrations of the system we have built over the last few years.

And At this point you're probably wondering how to be qualified and how you can start:

All you need is a credit profile consisting of the following requirements and you are eligible for if six figures of zero percent interest funding:

You need

Seven hundred plus credit score with all the bureaus

No negatives

A few existing positive credit accounts and somewhat decent age on at least a few of them

THAT'S ALL

If this is you, and you need funding sooner rather than later, dont apply for any credit lines before you speak with us, fill out the quick questionnaire below and we will send you a funding estimate and set up a call to speak directly with me to go over your plan. You could be getting lucky a lot sooner than you think.

But let's say your credit profile is less than perfect and you still want to work with us to get zero percent interest funding.

We can still help you with Our expedited credit repair and buildout services but you will need additional financial or business resources to take full advantage. Clients like Mike, Eric, and Joey have worked with us to repair and rebuild their credit rapidly, and get funded!

Even though we are master chefs, we can't cook if we don't have the right ingredients. Don't waste your time or ours, if you have bad credit, no money, and no ambition to fix it, if you aren't serious about your situation we won't be either.

And dont even think about touching that button if you have good credit profile but you dont have the brains or balls to Handle a fuck ton of free money in your pocket.

If you don't have a mission, if you don't have a goal, if you don't have the burning desire to be free and lucky, again, Lucky Credit isn't for you.

BUT

If you are one of the lucky few who understands the massive potential of zero percent capital.

You only have to know: one more thing, before we continue.

There isn't a lot of time remaining to take advantage of these incredible loopholes. Lending requirements are getting stricter and banks close many loopholes every single day.

The only way to guarantee 6 figures of 0% interest funding in this uncertain future is by taking action immediately.

If you're ready to take the next steps in revolutionizing the way you think about and use funding there is not much left to say.

Scroll down, fill out our quick questionnaire, get your potential funding estimate and book a call to speak with me today.

Background:

This is a VSL I have written alongside my business partner for our business funding basically credit hacking and getting people approved from 100-200k in 0% interest business credit as well as other credit hacks.

We have done 50k in revenue & another 50k in deferred revenue from referrals/our personal networks in the 6 months year but we are looking to run social media ads next in order to scale.

I included the avatars so that you could be familiar with who we are addressing.

We haven't done a VSL before and we haven't tested it, this will be the 1st draft.

This is something that we've spent dozens and dozens of hours between the 2 of us so I'd appreciate it if someone provided feedback to our problem.

Problem:

We are unsure of how long we want the VSL to be in terms of length. Right now it sits at about 10 minutes.

I've seen longer ones that last like 20-30 minutes, but those feel too long, so my goal is to have it as short as possible knowing the attention span of people today.

Also, in regards to the length of a VSL, where the main driver of traffic to it is going to be from:

Ad -> VSL -> Book Sales Call with a Closer

Solution:

1. Keep it as is at about 10 minutes
2. Trim it down and highlight the most important info
3. Add to it and dive deeper into our story and how we discovered credit

Avatar 1 (Business Owner):

- Someone looking for 50-200k to scale their current business
- Stuck where they are with their business because they are running on tight margins and don't have the capital to invest into scaling
- Would use the money in for new equipment, inventory, marketing, renovations education, etc, to take the business to the next level to make more money
- Really busy so he doesn't have time to learn about the best ways to leverage credit as a business owner
- Has great credit, but he is scared of utilizing credit to mess up a good credit score that he's been building his entire life.
- He believes in himself and his business and the only thing that is getting in the way of making more money with his business is a lack of access to capital
- He wants to borrow money, but doesn't want to get stuck paying thousands in interest, he feels like there has to be a better way

- He may not even be able to get access to all the capital that he's looking for
- Wants to buy another truck but interest rates are high so he's a bit reluctant
- Travels often so wants to take advantage of points flying 1st class for free

Avatar 2 (Wants to Start a Business):

- Someone looking for 50-200k to start a business
- Has a good credit score
- Decided that he wants to start a business, but the only thing getting in the way of him being able to start said business is access to a lack of capital and not having to stress about interest
- Working a 9-5, but isn't saving enough money to start the business that he needs to
- He done the math, and it would take months, and even years of meticulous saving in order to start the business, but he doesn't want to wait that long, he wants to start now
- He's considered looking at people invest, but he doesn't want to give away equity in his company if he doesn't need to
- He's looked in getting outside loans but isn't able to get the money or if he is, he has to pay ridiculous interest rates.
- Really busy working a 9-5 and planning out new business that he doesn't have the time to research financing options

Avatar 3 (Credit Repair):

- Wants 50k-200k of 0% interest \$ to start/scale business
- Has at least 10k-20k
- Has a poor credit score <700 with some negatives
- Getting really frustrated because of his poor credit score getting in the way of getting approved for the funding that he needs to start/scale business
- Stuck with poor cards and high interest rates and small credit limits
- Keeps getting denied for cards
- Willing to pay in order to get his credit fixed

Pain Points:

- Has a good credit score but is confused why they aren't getting as much money as they want/need at a good rate
- Paying or has the fear of paying ridiculous interest rates that is costing business thousands a year
- Fear of permanently messing up their credit score
- Has negatives like collections on their account that they have been struggling to take off spending hours on the phone trying to handle

- Tried getting funded before but didn't get as much money as they needed
- They are so busy with their business that they don't have the time to learn how to get funded on their own so afraid they'll mess it up wrong
- Tried doing this on their own and messed up their score
- Knows that there's so much that can be done with credit but has no idea where to start and feels overwhelmed with it all
- Worried that if things go wrong they are stuck in debt
- Frustration because they know that the only thing getting in the way of starting their business/growing it is a lack of access to capital

Desires:

- Wants 50-200k of 0% interest money
- Wants to learn how to leverage their good credit score
- Wants to never pay interest
- Want to learn how to leverage the banking system to their advantage the way that the rich always talk about
- Wants to learn travel hacking
- Wants to have the capital so that they can actually start/grow their business
- Wants to be able to liquidate their credit cards with no fees
- Learn how get a good rate on car financing
- Wants all negatives off report and a 700+ credit score

Things that don't work that they've probably tried:

- Doing it on their own through youtube university will make mistakes and get low amounts
- Other funding options that are high interest or high fee
- Other funders are not as good, and don't have your best interest in mind

Logistical Things that could hold them back:

- Having minor negatives on their accounts
- Lacking cash
- Having a limited credit history
- People don't understand the difference between business and personal credit
 - People don't understand that their personal score will actually improve
 - People don't understand balance transfers so that they can keep moving their money to continually not have to pay interest

Back ground

Back ground

Problem

Solution

Avatar 1

Avatar 2

Avatar 3

Pain points

Desires

Things that don't work that they've probly tried

Logistical Things that could hold them back: