

## **1 - Google Doc: VSL SCRIPT FOR MIDAS MAIL.**

### ***2 - Winner's writing process 4 questions:***

Who is my audience?

Marketing agency owners.

Where are they in the process?

They're at the top of the funnel, having just received an email and possibly a few follow-ups. This VSL is likely one of their first in-depth interactions with our offer, so they should be feeling a mix of curiosity and interest sparked by the initial email.

What action do I want them to take?

I want them to book a call using the button below the VSL video.

What do they need to see, feel, and experience to take that action?

They need to understand that booking this call is a valuable use of their time, even if they ultimately decide not to purchase. It's important they see our solution not just as the best cold email tool, but as the top lead generation strategy available—one that will work specifically for their business. They should feel that this system will revolutionize their daily operations, shifting them from worrying about landing their next client or dealing with difficult ones, to having an abundance of high-quality clients. This will give them the freedom to choose who they want to work with, eliminating the stress from their business.

### ***3 - Reader's roadblocks and the solution***

Roadblock:

The roadblock for the reader/listener is that they can't consistently get the clients they want, so a problem of not getting enough leads and

not getting high enough quality of leads. This means they're stressed out, spending valuable time on scrambling for the next clients, and it makes them insecure about their agency, because even if they have the best service in the world, they can't get the clients for that to pay off. It's stressful, frustrating and forces them to spend a lot more time on day-day operations than they most likely would want.

#### Solution/mechanism and how it solves the roadblock:

The solution/mechanism is our cold email AI system that can send up to 1000 emails daily, and differs to other businesses since we set it up for them in-house and since we have AI that personalizes each email. This means that they only need to spend 10-20 minutes daily and can still get 100s of leads from this. Now they can heavily filter out the leads beforehand to make sure they're high quality, as well as that high amount of output makes it very easy to just cherrypick who you want to call with when you see 10s of booked calls per week just from spending 10 minutes daily. It solves their problem by giving them more leads than they could ever need by only spending some minutes daily.

#### ***4 - Personal analysis and thoughts on how to improve copy***

##### Personal analysis of copy's weakness

I think that some of the parts might be too short, to me it explains it well but to someone who's seeing this after only a short email, it might go through things too quickly and in too little details. I don't want to drag on and waste their time, but I also don't want to move on too quickly for them to feel what they need to feel or understand how powerful this system really is. Also I don't know if I really showed the power of the system since it really is game changing, or if I maybe showed it off too much in a way that seemed arrogant and fake. Also they might not believe it since I have no social proof yet, but the rest of the copy is designed to build trust and confidence in our system, even

without prior social proof. As well as that the analogies might be unclear and confusing, or weird and unnecessary, or maybe I should've gone into more details during them. I also think the order might be confusing for someone who's never seen the copy, so basically that things would make more sense rearranged. Finally a story might be missing. But these are all thoughts and I really have no clue haha

#### How I think I should improve it

I think I should bring back some of the details from earlier drafts, but this might be enough already. I also think I should maybe rearrange some stuff and find a way to include a "Hero's Journey" type story, as well as making myself more credible. Although this could all be wrong.

PS: The copy uses more casual language and some words that normal copy wouldn't use since it's a script for a VSL. They're not meant to read this, but instead hear me read it out.

***5 - Done, I've done multiple revisions, and experimented with AI.***

***6 - Explain how you attempted to fix your issues and ask for feedback on your efforts.***

As I was writing the original version of this VSL, I realized that while the core message was strong, there were areas where it could be clearer, more concise, and ultimately more compelling. The first version had all the right information, but I noticed it might have been too long-winded in some places and not as straightforward in others. My goal was to make sure that every word was working as hard as possible to communicate the value of what we're offering.

So, I went back and revised the script with a focus on making it more structured and easier to follow. I condensed some of the explanations, refined the analogies to make them sharper, and made sure that each section flowed logically into the next. I wanted to ensure that you, as a viewer, would stay engaged from start to finish and walk away with a crystal-clear understanding of how this system can benefit your business.

Do you think the analogies were clear? Do you think they were necessary? Do you think it's too long or too short? Do you think it feels legit, and if not how would I make it more trustworthy/position myself as more of an authority? Do you think it includes all the essentials of a good VSL? Do you think the structure is good? Do you think the authenticity/more casual language is good or comes off as unprofessional? If I'm asking for too much just help with the biggest mistakes I made thanks :)

***7 - I haven't tested it, wanted to get it reviewed first!***

***8 - How do your product's strengths and weaknesses play into the value equation?***

Well, the strengths of my product lie in its scalability and efficiency. I've designed it to handle up to 30,000 personalized emails a month with minimal effort on your part—just 15 minutes a day. This means you can scale your business quickly without the huge overhead of hiring more staff or paying an agency. Plus, the AI personalization ensures that your emails stand out in a crowded inbox, leading to better engagement and higher response rates.

On the flip side, I know that the setup process takes a couple of weeks, which might feel like a long wait when you're eager to start

seeing results. And while the system itself is a one-time payment, there are ongoing software subscription costs to consider. But when you balance that against the potential to bring in hundreds of high-quality leads and the freedom to control your lead generation in-house, I think the value speaks for itself.

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

I'm reaching out to people who are already somewhat aware of AI and cold email automation. They've probably heard about these tools and might have even dabbled in them, but they're not fully convinced yet. They're sophisticated enough to understand the basics but might still be on the fence about whether my solution is the right fit for them.

In terms of their thought process, they're likely weighing the pros and cons of different lead generation methods. They're probably frustrated with the high costs and mixed results from traditional agencies, and they're looking for something that gives them more control and better ROI.

They are in the middle of the funnel, between the email they got sent and the call.

***10 - Show and explain the full funnel.***

They get an email from us that gets them curious about the system and shortly lets them know that the system is A: New, B: More efficient and C: Less costly.

Then if they click the link on that email, they instantly go to this VSL website that only has a headline, the CTA for booking a call and then of course the center of attention being the VSL.

If they decide to book a call, that first call we evaluate if it's worth it or not for us to set up the system. If we figure out it is worth it on that call (after a questioning process), we'll instantly book in a longer call and on that call I'll go through the system again in detail and pitch them. That's where it ends and they either become a client or decide not to.

***11 - Share an unlisted Rumble or Vimeo video of you performing either 100 pushups, 100 bodyweight squats, 100 dips, or 100 pullups.***

100 bodyweight squats:

- 1: 40 (0-40) - <https://vimeo.com/998205551>
  - 2: 40 (40-80) - <https://vimeo.com/998205702>
  - 3: 20 (80-100) - <https://vimeo.com/998205841>
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Headline above VSL:

For Marketing Owners:

## **How To Fill Your Calendar With Your Dream Clients Within 30 Days**

Without Spending Hours Daily, Or Paying \$1000s/Mo To Agencies

[Opening]

Are you a marketing agency owner who wants to fill their calendar with dream clients in just 30 days without spending hours a day or paying thousands to an agency?

Curious how it works? Stick around and I'll show you how to take advantage of this proven system to consistently attract high-paying clients, effortlessly scale your agency, and finally become the go-to expert in your niche.

[About Me]

But first, who am I? My name is Noah Larsson, and I'm the founder of Midas Mail. But before this, I ran a lead generation agency for about a year, mainly getting clients for marketing agencies. But there's a reason that I shut it down.

[Introducing Midas Mail]

You see, for the past few months, my team and I have spent months developing a new cold email system that can send up to 30,000 emails a month, with over a 1% booking rate, since every single email is personalized using AI. That means hundreds of qualified calls, with many being high-paying clients that you can cherry pick from your calendar. This system alone can help you scale past 5, 6, or even 7 figures a month.

[The Power of Our System]

Now if you're skeptical of those claims, I get it. But think of it like this: Imagine trying to catch fish by yourself—it's slow and tiring. Now

imagine having 100 people fishing for you all day, every day. You'd catch way more fish without doing any of the mind-numbing work. That's what our system does—it lets you reach out to tons of potential clients quickly and effectively, without sacrificing quality.

And if you're wondering if AI can really personalize outreach as well as a human, remember that you're watching this VSL because of the email you received from us, and that was written by AI. That's proof right there that the system works.

#### [Cost-Effectivity]

And the best part? I'm not asking for \$4,000 a month or \$300 per lead. You pay once, and the system is yours forever. And we've made sure it's easy to use, even if you've never done cold emailing or worked with AI before.

#### [Alternatives]

Now you could build your own AI cold email system, but that would take thousands of dollars and hundreds of hours. And, by the time you finish, you could've already closed deals worth hundreds of thousands of dollars if you used our system from day one.

Or you could hire a lead generation agency. But they'll charge you at least \$40,000 a year and lock you into 6-12 month long contracts. And if they don't deliver, you lose precious money and time. But even if they do deliver, you're stuck relying on them to keep your business running. It's like putting a band-aid on a bigger problem—it might help for a bit, but it doesn't fix the real issue.

But how is our system different from every other on the market? Well first, we give it to you fully in-house for a one-time fee, instead of charging \$4,000/month or \$300 per lead like most agencies. We use LinkedIn scraping with custom AI-driven personalization, which means every email is uniquely tailored to the lead's LinkedIn profile. This not only boosts deliverability by avoiding spam filters but also dramatically increases engagement because the emails stand out in a sea of generic messages.

Think of it like this: Working with agencies is like eating out every day—it's expensive, and you don't control what you get. But cooking at home is cheaper and you're in control. Midas Mail gives you the best tools and recipes to "cook at home"—better results, more control, all for less money.

[The Catch?]

So, what's the downside? Well you'll need to spend 10-20 minutes each day running the system, and it costs a few hundred dollars a month for the software. We also won't be booking your dream vacation for you, but I guess an agency wouldn't either.

[What You'll Receive]

Here's what you'll get when we set up the system:

**Fast Business Growth & Safety:** Even if you lose a big client, our system helps you replace that income and keep growing within a week, so you don't have to stress about finding new leads.

**Time Saved So You Can Get More Done:** You'll be able to stop wasting time on things that don't bring in money. Our system gets you

hundreds of leads in just minutes, so you can focus on what really matters in your business.

**The Time & Money To Enjoy Real Freedom:** If you're anything like me, you started your business to have more freedom? Our system lets you grow your agency without being stuck in the day-to-day grind, giving you more time to enjoy life or scale harder.

**The Option To Cherry-Pick Dream Clients:** You won't have to ever deal with bad leads or difficult clients again. Our system brings in top-quality leads who are ready to work with you and pay what you're worth, and with the abundance of leads, you can comfortably reject who you don't want to work with.

Also if you're concerned about handling too many responses, don't worry. We prefer directing leads to a Video Sales Letter (VSL) that warms them up before they even book a call, like the one you're watching right now. This way, you only get a few responses each day with meaningful questions, not the overwhelming 1,000s of responses you could expect without a funnel. And we can also help you create a killer VSL with no prior experience required.

[How It Works]

Anyways, here's a quick rundown of how it works.

First, we use LinkedIn Sales Navigator and a few other tools to find thousands of potential clients and get their email in just a few minutes. And as long as you're not in a micro niche, you won't be running out of qualified leads on LinkedIn since they have over 800 million users.

Anyways then we use AI to automatically write personalized emails for each one of those leads, with just a click of a button. And we have many prompts and coding in place to make sure the personalization is effective and looks human.

Then finally, we send those emails using a tool called Instantly. With this, you can send up to 1,000 personalized emails automatically with just one click. And that entire process might take you 10-20 minutes a day.

Now, let me put that into perspective for you. Most lead generation agencies out there typically send around 300 generic, non-personalized emails daily for you. These emails often blend in with all the other spam in your prospects' inboxes, leading to lower engagement and fewer responses. And yet, they charge you way more for it.

But by instead taking advantage of this system and the newest AI technology, it'll allow you to scale faster, close more deals, and ultimately, get a much higher return on your investment.

### [Next Steps]

So if you're interested in seeing the ROI this could bring your business, click the button below and book a call with us. It's a 15-20 minute conversation, and we won't be trying to sell you anything on the first call. We just want to see if it makes sense for both of us to set this up. Plus, I'll give you one of our best email templates for free, so you're getting something valuable either way.

And if you're thinking, "I already have a method for getting leads," that's great! This system is easy to run alongside any other lead gen methods you're using, so you get the best of both worlds.

## [The Perfect Time]

Now as I'm sure you know, AI is a huge opportunity right now. Think about how you wish you would have invested in Bitcoin 10 years ago. This is your chance to get in early on something big and see huge returns, before your competitors catch on.

## [Wrapping Up]

In summary, if you work with us:

We'll set up the system and get everything ready in 2-3 weeks. You'll get complete control of the system, along with our 10 best email templates.

We'll have a quick call to show you how to use it, plus you'll get recordings to help you train your team or if you wanna refresh your memory.

Now I want to end off saying this: Running a business is tough, and the pressure can be overwhelming. I've been there. And while I can't work miracles, I can help you grow your business with a system that works, so you never have to worry or stress about your client situation again.

So, if you're ready to stop worrying about where your next client will come from and instead start growing your business with confidence, let's talk. No sales pitch, no demo call, just a 15-20 minute conversation, business owner to business owner to see if this makes sense to set up. Alright, just click the button below, book your call, and I'll talk to you soon. Cya and have a great day!