



THE VAULT

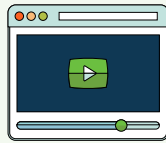
MOTHER THERESA LAUNCH SEQUENCE



Email #1

Time: Day 1

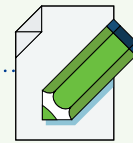
Framework:



Give link to the first lesson



Bullet points of what will be covered in first lesson



Include P.S. that tells when the next lesson will be sent



Primary Purpose: Deliver the first lesson



Secondary Purpose: Set expectations for the upcoming email

Email Copy:

Subject: how much does it cost?

You're all set!

Here is your first lesson,

Pricing: How much does it cost?

What you'll learn:

The first video I ever made

The method I used to make them

Exactly how much it cost to make an explainer video

How to save \$2,000 on your first video

Enjoy :)

- Bryan

ps. lesson 2 will be sent to you the day after tomorrow, be on the look out

Email #2

Time: Day 2

Framework:



Share 3 fears you had when you first started



Ask them to share a fear



Primary Purpose: Get the reader to respond with their #1 obstacle



Secondary Purpose: Use the data collected to improve your sales letter and product

Email Copy:

Subject: I'm curious what is your biggest fear about creating your video?

(Note: In case you missed it, here is Lesson #1)

OK, I remember when I made my first video. I definitely had some fears. Example:

What if it turns out really bad?

What if I put it on my site any no one ever signs up again?

Whatif I spend a bunch of time and money and it sucks?

I'm curious, what are your fears or negative thoughts?

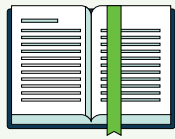
Shoot me a reply and lemme know!

- Bryan

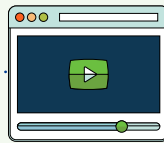
Email #3

Time: Day 3

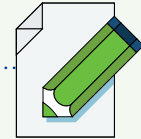
Framework:



Intro and tase topic of your second lesson



Deliver link to your third lesson



Include P.S. that tells when the next lesson will be sent



Primary Purpose: Deliver Lesson #2



Secondary Purpose: Give link back to Lesson #1

Email Copy:

Subject: Lesson #2: "Rookie mistakes newbies make (and how to avoid 'em)"

One of the most frequent (and important) questions I get is: "What are some of the key mistakes I should avoid that will save me the most time, money and aggravation?"

No shame in mistakes. I know when I started Videofruit, I made about 39394594959.5 mistakes...every single day.

I wasted time. I wasted money. It sucked. And I don't want you to go through that if you are just starting OR your video is a bit "stuck."

And after making hundreds of videos, I see the same mistakes over and over and over again that are holding people back from massive success.

Here is a brand new video training for you to take years off your learning curve: The Top "Rookie Mistakes" (and how to avoid 'em!)

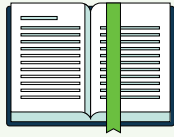
Enjoy!
- Bryan

P.S. In case you missed the previous lesson here is the link (Lesson #1)

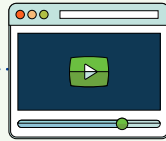
Email #4

Time: Day 4

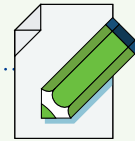
Framework:



Intro and tase topic of your third lesson



Deliver link to your third lesson



Include P.S. with link back to previous lessons



Primary Purpose: Deliver Lesson #3



Secondary Purpose: Give links back to Lesson #1 and #2

Email Copy:

Subject: Lesson #3: "The simple tools I use to shoot, edit and produce my own videos"

One of the biggest hang ups I hear from aspiring video creators is what I call "techfear."

Meaning, fear of not having the right technology. Or the technology won't work. Or that it will be complicated. Or expensive.

Let me put this to rest for good: It doesn't have to be ANY of that.

You can create a quality video with just a few simple tools.

How do I know? Because like you, I don't want to spend time stressing over complicated or expensive technology. By making over 100 videos and trying all kinds of tools and workflows, I've got it down to a science I want to share with you.

You can watch the new video right here and learn my EXACT workflow and tools you will need that will make your life easier and save you thousands of dollars.

Enjoy it and get rid of that techstress!

- Bryan

P.S. In case you missed any of the previous lessons here are the links (Lesson #1 and Lesson #2)

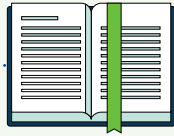
Email #5

Time: Day 6

Framework:



Tell them why you created the premium content. Example: demand, more indepth etc.



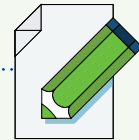
Tell them what type of teaching will be happening in the premium material



Share a bullet pointed list of what they will be able to do after going through the material



Tell them when it will be available



Include P.S. that tells when the next lesson will be sent



Primary Purpose: Introduce and build suspense to the paid master class



Secondary Purpose: Give links back to the previous 3 lessons

Email Copy:

Subject: are you ready to create awesome promo videos?

OAAlrighty! I promised a big announcement today and I will not disappoint.

Here is the deal: An insane number of you that went through the 3 part video training series...WANT MORE!
I have gotten email after email wanting me to take your hand and walk you through the entire process. Literally showing my screen as I create a video and use the tools that I went over in Lesson #3.

So, I am opening up a Master Class on "How to Create Awesome Promo Videos" that will do just that.

Here are a few promises about the Master Class: This is going to be a VIPonly release (it will not be released to the public but only my students who have gone through the 3-part training). This means besides getting a head start on the rest of the universe you will be getting the absolute lowest price and you will be getting THREE incredible bonuses which I will tell you about in detail in my next message.

Finally, here is a taste of what to expect in "How to Create Awesome Promo VIdeos: Master Class." I will give you the final details in a few days but here is JUST SOME of what you can expect to learn in stepbystepdetail (this is the exact stuff I wish I was taught when I started...it would have saved an incredible amount of aggravation)

Email Copy continued...

To produce your own super high quality promo video

To learn a full proof way to incredible design every time (even if you suck at design like I do)

To implement and use the two different types of 'Blueprint Videos' to enable to produce these videos super quick

To save 5080% on what you would normally spend if you hied the entire videos to be made by a video shop

An easy stepbystep system with complete hand holding and questions answering. This is just part of it. By the end you are going to have the knowledge and know how to freakin' dominate.

Can't wait to help and spill the beans on the rest.

- Bryan

P.S. In case you missed any of the previous lessons here are the links ([Lesson #1](#), [Lesson #2](#), [Lesson #3](#))

Email #6

Time: Day 7

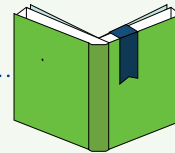
Framework:



Recap what you covered in the last email, things they'll be able to do



Give a module by module breakdown of what is included



Mention that you have bonuses that some people will get, but don't share details



Primary Purpose: Give detailed information on the course

Email Copy:

Subject: Here is what you are going to get

In my last email over to you, I gave you a list of just *some* of the things you are going to learn from how to save \$1,000's by using this method to creating incredibly well designed videos overtime. I promised I'd tell you the format and how it is all going to work this week.

Here we go. If you decide How to Create Awesome Promo Videos is for you here is what is included (and I included exactly what I wish I had when I started on my journey):

MODULE #1: TOOLS & FRAMEWORK: The 5 Tools that I use to create videos (hint: anyone can use them) and the framework I have used to create over 100 videos.

MODULE #2: PURPOSE AND STYLE: Do you suck at design? I do too :) I will show you my super simple method for designing killer videos. I show you my method to guarantee killer design every time.

MODULE #3: THE SECRET SAUCE: This is the best content in the course. In this module I show you in detail my most valuable tips when it comes to creating killer videos. I'll let you watchmy screen as I create one from scratch.

MODULE #4: FINISHING TOUCHES: I will show you my proven 4 step process for wrapping everything up and rendering our your final video. This can be the trickiest part but I make it easy for you.

And THREE really big VIP bonuses on top of this.

Can't wait to help you dominate.
- Bryan

Email #7

Time: Day 8

Framework:



Share a few quick blurbs about success that beta students have had



Remind the reader that the bonuses are limited to people that buy in this launch window



Mention that you have bonuses that some people will get, but don't share details



Primary Purpose: Get user to click through and buy the course

Email Copy:

Subject: It is game time! The cart is now OPENED

Woohoo!

As promised, It is game time!

How to Make Awesome Promo Videos is officially available (with three SWEET VIP bonuses for you as well if you jump in right away as the bonuses are super limited).

Here are all the details

Can't wait to help you get going!

- Bryan

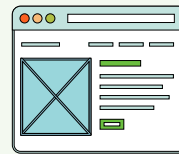
Email #8

Time: Day 8

Framework:



Tell the user they can buy



Give them link to buy



Primary Purpose: Get customer to landing page

Email Copy:

Subject: did my last one go through?

Happy launch day to you :)

First and foremost the good news:

ALREADY people are already getting results from How to Create Awesome Promo Videos. And that is what this is all about, right? I feel like a proud parent!

bad news?

Well there isn't TOO much bad news to report other than my wife wanting to kill me as I've been in "launch mode" where I don't eat or breathe. But seriously, a few have said they DIDN'T get the launch email this morning. But don't fret...

THE BETTER NEWS:

1. Servers are working 100%. We put them extra turbo boost (or something I don't really understand that my web guy told me) to handle all the traffic and orders.

2. And in case you didn't get/see the last email. Here ya go. The VIP Launch of How to Create Awesome Promo Videos is underway and rocking! Remember the special VIPONLY bonuses expire in a couple of days (ticktock) so if you want to find out about them and nab them along vwith entire system, head over to get them now.



Email Copy continued...

And also do me a favor and please don't spread that link around to peeps that aren't on the VIP list. I really want to keep the VIPs exclusive for actiontakers like you and make sure you get the special bonuses like the VIP Q&A session with me.

Alrighty, I gotta fly.

- Bryan

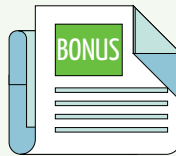
Email #9

Time: Day 11

Framework:



Share the success of the launch so far



Give a reason for cutting the launch short that is tied to one of the bonuses



Let them know that the launch will be ending in 2 days



Primary Purpose: Create urgency and give the reader a kick in the butt

Email Copy:

Subject: a friendly reminder, a VERY IMPORTANT date change

Bottom line (and this is so exciting that I'm getting a haircut this afternoon): The VIP launch of How to Create Awesome Promo Videos is off the freakin' charts. I mean off the charts. The challenge is it has been so big that I have to cut it off early. Why? Am I the grinch who stole How to Create Awesome Promo Videos?

Here is the 100% transparent reason: One of the three big bonuses included for you is a VIP Q&A session with me where you can ask me anything to help accelerate your progress. Cool, right? But here is the thing...I really give a crap about your success and I want to help you. If we have 3847546.7 VIP members, I can't give you the personal attention.

So, I want to reward the actiontakers. The peeps that REALLY want this and see How to Create Awesome Promo Videos as the perfect fit. The VIP launch will officially close down in 2 days so, if you want to hop in.. now is the time.

Letsssss do this!

- Bryan

Email #10

Time: Day 12

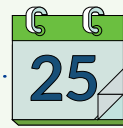
Framework:



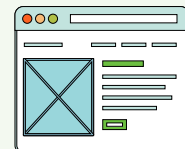
Tell story that reinforces that when your sale is over the bonuses are gone



Remind them what the bonuses are



Remind them sale ends in



Give them link to buy



Primary Purpose: One last chance to buy. Strong urgency.

Email Copy:

Subject: Final Chance: The How to Create Awesome Promo Videos VIP Package closes at midnight!

The famous final heads up :)

A few years ago, I used to do events for entrepreneurs in Nashville. I would always send out a “warning” email that we were closing down registrations. One time, I forgot to say that I would be closing it in 24 hours. 24 hours came and went and I shut down registrations. And guess what happened next? I got all kinds of fun emails such as:

“Bryan!! You shut it down! Now I can’t register! You ruined my life!”

Slightly exaggerated...but not that much. I vowed then to ALWAYS give a SPECIFIC heads up with a timeframe.

This is that heads up of the VIP package for How to Create Awesome Promo Videos

Tonight at midnight PST it will evaporate in a cool puff of smoke.

For you last minute peeps that waited in school to do the report the night before it was due even if it was like 50 pages, this is your moment (you know who you are).

Are you in?

:o) (yes, that is a smiley face with a nose my friend very advanced)

- Bryan