THE VAULT

Product Validation Launch Sequence

Email #1

Time: Day 1

Framework:

- Primary Purpose: Get the reader to express interest in helping you
- Framework
    - [reference qualifying action they have performed]
    - [ask them to participate]

Email Copy:

Subject: Can I get your opinion?

Happy Tuesday Afternoon!

A few weeks back you downloaded my personal swipe file of 150+ Landing Pages.

Since you were interested in that, I wanted to get your thoughts on a big (and closely related) project that I've been working on for the last 8 months.

I would like to get your feedback and opinion on it.

Interested?

-Bryan

Email #2

Time: Day 2

Trigger: User responded in the affirmative to email #1.

Framework:

- Primary Purpose: Have the reader read the sales letter and fill out a survey about the product
- Framework:
    - [thank the reader for helping out]
    - [tell the reader about the product]
    - [ask them to read the letter and complete the survey]

Email Copy:

Subject: re: Can I get your opinion?

Perfect!

Here is the scoop:

I'm building a resource called the Vault. It's my private collection of resources I've used to grow Videofruit.

It contains:

- My list of 35 contractors that I use to write, research, design, code and build Videofruit (no more job ads on oDesk, just use my guys).
- My entire library of 500+ design and copy templates. Forget trial and error, use these tested and proven templates to save months of time and shortcut your growth.
- Copy and paste the exact workflows that I've setup to automate and systematize my entire business (you could figure it out yourself or just copy me).

First, read the full details here: [insert link]

Second, fill out this super quick feedback form: [insert link]

Thanks!

-Bryan

Email #3

Time: Day 2 [immediately after filling out the form]

Trigger: If the reader answered "Yes, I would like to buy your product", then send this email.

Framework:

- Primary Purpose: Get the reader to buy pre-buy your product
- Framework:
  - [thank the reader for filling out the survey]
  - [answer each of their objections]
  - [ask them to buy the product]

Email Copy:

Subject: re: re: Can I get your opinion?

Thanks for filling out the survey Thomas :)

Good feedback too.

Here is a rundown of your questions:

Are these guys involved in a company? Or Freelance guys?

They are freelance guys mainly

What is the average turnaround time ?

Varies by contractor. Multiple contractors per focus group are included so you can find one you can work with.

Are some more expensive than others? Yes

Do you have more than 1 guy for each skill? (i.e. do you have 4 guys that can do explainer videos?) Yes. 2-5 per focus area at the start

Hope that helps to clarify!

There are 3 slots left on the pre-sell then it closes down.

Would love to have you be apart of it: [insert buy link]

-Bryan