

## Email Engineers VSL Outline:

// Background information, scene, etc.

Regular text, actual script.

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// View of the computer from behind Matias, over the shoulder where you can visibly see the screen.

// You can see Matias hitting “send on an email.”

// Matias turns around and looks at the camera with a sly smile.

// You should either see the back of the monitor with Matias facing the camera, or Matias should be faced away with the monitor in the background for the following.

// Classic AOL “you’ve got mail” plays:

// [You’ve Got Mail Sound](#)

...and just like that I’ll bring my clients \$1,000 to \$2,000.

Minus the part with the 1990’s-esque AOL delivery sound.

But, seriously.

That’s all it takes.

That could be you, too.

You see...

// Matias gets up.

// Walk over to either a whiteboard, or a big presentation style paper.

// On it is two stick men:

// 1) It looks stressed. It’s reaching for a pile of cash sitting on a table.

// 2) It looks angry, maybe an anvil falling on its head. It’s also reaching for a pile of cash sitting on a table.

Most business owners fall under two categories:

- 1) They're too busy delivering great products and services, so they don't really have the time to do it, therefore, leaving a lot of cash sitting on the table, out of reach.

// Matias points at 1

- 2) They just don't really understand how to do it, they're getting some sales, but know they could get a whole lot more with the proper email and SMS marketing setup, so they also have a whole lot of cash sitting on a table, out of reach.

// Matias points at 2

I'm willing to bet you're one of those.

// Matias walks back to sit down at his desk.

Hi, I'm Matias.

An email engineer.

Alternatively, a Klaviyo king, if you will.

// Matias puts on a king crown.

Basically, a wizard but my magic is making emails print money like the federal reserve.

// Matias takes off the king crown and puts on a wizard hat

What can I say?

I'm a man of many hats.

All of your email and SMS marketing, I can handle.

All of the nitty gritty tech and copy stuff, it's all done for you.

Sales campaigns, evergreen automations, cart abandonment, lead generation. Done.

And, well...

I actually know what I'm doing unlike 90% of freelancers begging for gigs on Upwork.

// Matias looks up at wizard hat in a "I probably should take this off type of way"

// Matias takes off the wizard hat

There's a reason I have a 5 star average review, as well as a 100% job success score.

You see that little "Top Rated Plus" badge over there?

That's proof.

Now, I know what you're thinking...

Let me just address it and get the elephant out of the room:

I didn't get that badge from my sexy accent or looks.

I got it from the results I delivered.

I'm a big believer in there's never enough proof, too.

So how about some more?

Here's an example of several eCommerce brand's Klaviyo revenues:

// Matias points up to where the screenshots would be:

// Show several big earnings screenshots.

Let's go even further, here's revenue generated from single campaigns:

// Matias points up again.

// Show several screenshots from single campaigns revenue over \$1,000.

And last but not least, here's an example of some successful email flows:

// Matias points up one more time.

// Show screenshots of the successful email flows.

Okay, I lied, I have to brag one more time.

This time it isn't exactly about the revenue, it's just about our beautiful designs:

// Matias points up.

// Show design examples.

Pretty cool, huh?

Okay, now I'm done bragging.

It's time to talk about you.

Let me go back over to my trusty [Whiteboard OR: paper]

// Matias walks back over.

This is you before you hire me, trying to do things on your own.

// Matias point at [Whiteboard OR: paper]

Now...

// Matias either erases whiteboard (and redraws the following below in front of them), or flips paper on which contains:

// The number 1) has "email" icons with an arrow pointing towards the right with the number 2)

// Under the number 2) contains a stickman, now it's happy, holding a piggy bank with \$ signs above it.

// Matias points again at the [Whiteboard OR: paper]

This is you after you hire me.

// Matias goes over to the desk again.

Here's how me and my team do it:

First, we'll do some research on your brand and your target audience.

Figure out your messaging, customers, cross-sell and upsell opportunities, and so on.

Second, we'll start setting up some automations.

Welcome sequences, cart abandonment, and more.

Emails sent day in, and day out making you dinero.

Not plug and play emails either.

Tailored specifically to your audience, with a voice to match your brand.

Perfect messaging at the right time selling the right product.

Meaning...

We build raving fans who love your brand as a whole.

A lot of businesses are quite literally afraid of sending emails.

The biggest misconception is that if you send more emails, you'll end up in spam.

Or, they'll hit that unsubscribe option.

Treated like the real life spam, only wanted in a zombie apocalypse.

That couldn't be further from the truth.

That is, if you segment your list properly.

// Matias leans in super close to the camera and whispers into it as if he was whispering in your ear in real life saying:

That's kind of our secret sauce.

You see, there's two types of emails:

- 1) The broad "I'm gonna' send this to everybody and hope for the best" type of emails.

Then there's ours:

- 2) Pin point targeted segments, with the perfect messaging and offers to match.

In simple terms:

We strategically send emails to people that want to hear from you.

More specifically, people that want to buy what you have to sell.

All in a way that builds a love for your brand rather than a hatred.

Now for the third and final step:

You make a whole lot more money than you did previously.

20-50% more. Easily.

I can say that confidently, too.

We've already worked with huge brands.

We know exactly what works, and what doesn't work.

All from the list you already have.

In other words:

You can finally get all that cash you've been leaving on the table that's just out of reach.

Entirely automated.

Though, we do send one off campaigns for special occasions, too.

Like new product launches, black friday, general sales, customer, and community engagement, and so on.

We can even take over lead generation for you, too.

All of that equals loyal raving customers, increased lifetime value of your customers, and more revenue overall.

Waiting for a catch?

You got me.

There is one catch.

You have to have a proven business.

You have to have been operating for a year, and have a proven way to acquire customers.

From there we can improve your process, and focus on getting more out of the existing customers you already have.

Now, if this all sounds good.

You know, better than a chocolate bar 7-days into a diet.

// Matias pulls out a chocolate bar and takes a bite.

Delicious.

Then here's our next step:

Schedule a meeting with me.

We can do this entirely through Upwork, through the messenger.

On that call I'll learn more about your business.

Then if I think we'll be a good fit, we can discuss contracts, rates, and all of that at the end.

If not?

No problem, I'll simply point you in the right direction and give you some clarity anyways.

So...

// Walks back over to [Whiteboard OR: paper]

// It should showcase the original whiteboard /paper with the sad/angry stickmen.

Leave this in the past.

// Matias either rips paper with the sad/angry stickmen on it, or puts a giant X through it if it's on the whiteboard.

And schedule a meeting with me today.

Talk soon,

Matias