

Authority List Engine Implementation – VSL Script

Replace [Your Name], [Program Name], [Price], etc.

1. Cold Open / Big Hook

[On screen: **Big bold headline**]

“Your Email List Isn’t Broken. You Just Don’t Have an Engine Yet.”

You (to camera):

Hey, it’s [Your Name].

Let me ask you something blunt:

If your email list disappeared tonight, would your **revenue** actually change...
or would it mostly just hurt your ego?

Because most online marketers, coaches, and business owners talk about “building an email list,” but behind the scenes, that list is usually just a messy pile of contacts, half-finished automations, and a vague intention to “email more consistently someday.”

If that’s you — and you’re tired of feeling guilty every time you log into your email platform — this video is for you.

In the next few minutes, I’m going to show you how to install what I call an **Authority List Engine** in roughly twelve weeks:

A structured email system that captures leads, nurtures them, and consistently sells your offers... even when you’re busy and not in the mood to “do email marketing.”

And if that resonates, I’ll invite you to join **Authority List Engine Implementation**, where we build that engine together, step by step.

2. Call Out Who This Is For

[On screen: “Who this is for”]

This is for you if:

- You sell something that genuinely helps people — services, coaching, consulting, programs, info products, whatever.
- You have an email list already, or you’re starting one, but you know it’s not doing what it could.
- You’re done with random broadcasts and want an actual **system** behind your email.

If you want a magic hack or a way to spam people into buying, you’re not going to like my approach.

But if you want email to become your most reliable, **authority-building**, revenue-generating asset, keep watching.

3. Agitate the Current Situation & Main Pains

[On screen: “Why your list feels like a mess”]

Let’s be honest about what’s going on right now.

You log into your email tool and see:

- Old broadcasts that no longer match your brand.
- Tags and segments you don’t fully understand.
- Automations that might be working... or might be completely broken.

You get new subscribers from lead magnets, webinars, social posts, maybe a few ads... and then?

They get *something* — maybe a lead magnet delivery, maybe a welcome email — and then your system goes quiet for weeks or even months.

You feel guilty, because you know you’re leaving money and impact on the table. You tell yourself, “I’ll fix my email when things calm down.”

But things never actually calm down, do they?

So you get stuck in this loop:

- Decide to “email consistently.”
- Send a few newsletters when you have time.
- Get slammed with client work or a launch.
- Go silent.
- Feel awkward about emailing again.
- Repeat.

On top of that, you get hammered with conflicting advice:

“Send emails every day!”

“Only send story emails!”

“Long emails are dead!”

“Short emails are dead!”

“Email is dead!”

No wonder it feels easier to just procrastinate.

But the real problem isn’t that you’re lazy or bad at email.

The real problem is: **you don't have an engine.**

4. Introduce the Big Idea: The Authority List Engine

[On screen: "The Authority List Engine"]

An **Authority List Engine** is a simple but structured system that:

- Attracts the right subscribers on purpose.
- Welcomes them properly.
- Nurtures them with your best thinking.
- Presents your offers clearly, more than once.
- Tracks what's actually happening so you can improve it.

It's not just "sending more emails."

It's building a **machine** that runs whether you're in a creative mood or not.

Inside **Authority List Engine Implementation**, we install this engine in roughly twelve weeks.

You bring:

- Your expertise.
- Your offers.
- Your current tools.

We bring:

- A clear step-by-step process.
- Templates and scaffolds.
- Support, feedback, and accountability.

By the end, your email list is not something you feel guilty about — it's something you lean on.

Let me show you how we build it at a high level.

5. Teach the Process at a High Level

[On screen: "The 5 Core Parts of Your Authority List Engine"]

We break your engine into five core parts:

1. **Foundations & Blueprint**

2. **Lead Magnet & Opt-In Flow**
3. **Welcome & Nurture Sequences**
4. **Offer Pathways & Campaigns**
5. **Traffic & Tracking**

Let's go through each quickly.

Part 1 – Foundations & Blueprint

First, we get brutally clear on:

- Who your best-fit subscriber actually is.
- What role your list plays in your business.
- Which offers you want this engine to support.

We translate that into a **one-page Authority List Engine Blueprint**.

It shows:

- Where people enter.
- Which sequences they go through.
- How they're led to your offers.

For a lot of people, this is the first time they've ever seen their email system make sense on one page.

Part 2 – Lead Magnet & Opt-In Flow

Next, we fix or create a **buyer-focused lead magnet**.

That means:

- It solves a specific problem your ideal client cares about.
- It makes a promise that naturally points to your paid solution.
- It attracts the right people, not random freebie hunters.

Then we build:

- A conversion-focused **opt-in page** with proven structure.
- A **thank-you page** that gives them a real next step:
watch a VSL, book a call, join a community, see an offer — not just “go check your inbox.”

Every new subscriber now enters your world with intention, not by accident.

Part 3 – Welcome & Nurture Sequences

Then we build your **Welcome Sequence**:

- Deliver the lead magnet properly.
- Set expectations and norms.
- Share who you are and why you do what you do.
- Introduce your method and how you help people like them.

After that comes the **Core Nurture Sequence**:

- Short, focused lessons that show you understand their situation.
- Stories and examples that make your method feel real.
- Objection-handling baked into the education.
- Natural bridges into your offers.

The result: by the time someone finishes these sequences, they know you, trust you, and see how your offers fit their problems.

Part 4 – Offer Pathways & Campaigns

Now we plug in **Offer Pathways**:

- Evergreen paths that invite people to book calls, watch a VSL, or buy.
- Launch campaigns you can reuse whenever you open a new cohort or program.

Inside the program, you get **campaign frameworks** you can adapt:

- Cart open/close.
- Re-open offers.
- Reactivation campaigns for “dead” segments.

You’re never staring at a blank screen thinking,
“I should sell something... but I have no idea how to structure this.”

Part 5 – Traffic & Tracking

Finally, we connect your engine to your **Traffic** and build a simple **Tracking System**.

You decide:

- Which sources you'll lean on: social, content, collaborations, ads.
- How each one sends people into your Authority List Engine.

Then you track only the numbers that matter:

- List growth.
- Key engagement actions.
- Conversions to calls, applications, or purchases.

No bloated dashboards.

Just a simple check-in that tells you where the leaks are, so improvements are targeted instead of random.

At this point, the viewer understands the *what* and *how*.

Now we move into the offer itself.

6. Transition to Offer

You:

If you're hearing this and thinking:

"Yeah, this is exactly what I need — but I don't want another DIY course that I never finish..."

That's exactly why I built **Authority List Engine Implementation**.

We don't just show you *what* to do;
we actually build it with you, piece by piece.

Let me walk you through **everything you get** when you join.

7. Offer Breakdown – What You Get

[On screen: "What You Get Inside Authority List Engine Implementation"]

When you join, here's what's included.

Core Program & Implementation

- **12-week Authority List Engine Implementation Program**
A guided container where the entire focus is building your engine, not just giving you more theory.
- **5 core implementation modules**
We move you from messy list, or almost no real system, to a fully installed Authority List Engine.

- **Clear weekly focuses**
Every week, you know exactly what to build next: foundations, lead magnet, funnel, engine, traffic, optimization.
 - **Build inside your existing tools**
We work with what you have, or give you simple alternatives — we don't force you into a monster tech stack.
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Assets You Will Build

- **Authority List Engine Blueprint**
A visual map of ideal subscribers, list purpose, flows, and offers that you can keep refining forever.
 - **Buyer-focused lead magnet**
Designed, created, and positioned to actually lead into your main offer.
 - **Conversion-focused opt-in page**
Live and published, using proven copy and layout patterns.
 - **Strategic thank-you page**
Delivering a meaningful next step — a VSL, call booking, offer, or community — instead of wasting attention.
 - **Welcome sequence**
Fully written and wired, delivering your magnet and setting up your relationship properly.
 - **Core nurture sequence**
A series that educates, builds trust, handles objections, and points people toward your paid solutions.
 - **Weekly traffic plan**
A realistic plan that connects your existing marketing into the engine, instead of living in silos.
 - **Simple metrics tracker**
A spreadsheet or simple tool that shows you the numbers that actually matter.
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Support & Community

- **Live group coaching and Q&A calls**
You bring your assets, your questions, and your roadblocks — we work on them together.
- **Hot-seat sessions**
Where we pull up funnels, copy, and emails and improve them live.
- **1:1 strategy & implementation calls**
Focused time to personalize everything around your niche, offers, and stage.

- **Focused community of implementers**
Not a noisy random group — people who are also building engines, not collecting screenshots.
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Tools, Templates & Extras

- **Lead magnet outlines & opt-in templates**
So you're never stuck staring at a blank page.
 - **Thank-you page frameworks & email scaffolds**
You plug in your ideas and voice, instead of inventing structures from scratch.
 - **Example flows & prompts**
For service businesses, course creators, ecommerce, newsletters, and more.
 - **Ongoing access to core trainings & templates**
So you can keep refining your engine long after the 12 weeks are done.
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8. Bonuses

[On screen: "Your Three Implementation Bonuses"]

On top of all that, you also get three bonuses designed to speed implementation and deepen results:

- **Bonus 1 – Launch-Week Authority Sprint Planner**
A named, day-by-day action plan for your first big Authority List Engine launch: what to email, where to post, what to watch. No guessing, no scrambling.
 - **Bonus 2 – Evergreen Offer Email Campaign Vault**
A library of pre-structured campaign flows for launches, evergreen pushes, reactivations, and special promotions. You adapt them to your voice and plug them into the engine.
 - **Bonus 3 – Multi-Channel Traffic Bridge Kit**
Prompts, hooks, and page angles that turn attention from social, collaborations, podcasts, and simple paid experiments into email subscribers, so your visibility actually builds your list.
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9. Handle Key Objections (Without a Q&A Block)

Now we handle the big worries **inside the flow**, not as FAQ.

Objection: "I don't have a big list yet."

You might be thinking, "This sounds great, but my list is tiny. Maybe I should wait."

That's like saying, "My garden is small, so I'll wait to put in irrigation."

The Authority List Engine is what **makes list growth worth it**.
It's easier to build the system now, while things are smaller,
than wait until everything is even more chaotic.

This works if you're starting small, and it scales with you as you grow.

Objection: "I don't have a lot of time."

You may also be thinking, "I'm already overloaded — I don't know if I can add more."

Totally fair.

That's why the program is structured around bite-sized actions each week:
usually three to five focused hours.

You're not trying to rebuild your entire business in a weekend.
You're building **one key asset**, steadily, with guidance.

And honestly, if email is going to be a serious revenue channel for you,
there will never be a time where you're magically "less busy."

Objection: "I'm not technical."

Maybe tech is your biggest fear.

You don't want to spend hours fighting automations and error messages.

That's why we keep the tech stack as simple as possible,
and use clear, step-by-step checklists.

We're not building some overcomplicated beast —
we're building a **lean engine** you understand and can control.

You'll know what each piece does and how everything connects.

Objection: "I've already bought email/funnel courses before."

If you've invested in email or funnel programs and barely used them, I get it.

The difference here is:

- We're building a **specific, tangible outcome**: your Authority List Engine.
- We're doing it over twelve weeks with support, feedback, and accountability.
- You leave with live pages, live sequences, and a tracking system in place.

This isn't "consume more content."

This is **build the asset**.

10. Explain Guarantee / Refund in Simple Language

[On screen: “How we handle refunds and guarantees”]

Inside **Authority List Engine Implementation**, we take your commitment seriously.

You get access to the frameworks, templates, and support from day one, so the value starts immediately.

Because this is implementation-focused, any guarantee or refund is based on clear, action-based conditions we agree on up front.

In plain English:

- You show up.
- You complete specific early milestones.
- If, after doing the work, you honestly feel it’s not what was described, you can reach out and we’ll review things against the written policy.

No vague promises.

No hidden fine print games.

Just adults on both sides, with clear expectations.

(Here, insert YOUR exact guarantee terms.)

11. Urgency / Why Now

[On screen: “Why now, not ‘later’”]

Let’s talk timing.

There will always be a reason to push this off:

- Another launch.
- Another client project.
- Another “urgent thing.”

Every month you wait, new subscribers join a system that isn’t really a system. They get a confusing or inconsistent experience and quietly disappear.

You’re already paying in:

- Lost opportunities.
- Sloppy follow-up.
- The mental weight of “I really need to fix my email.”

Starting now means twelve weeks from today, you could have a working Authority List Engine in place:

- A clear blueprint.
- Live pages and sequences.
- A simple tracking setup.

That foundation will support every future offer you roll out.

12. Final Recap & Strong CTA

[On screen: “Join Authority List Engine Implementation”]

Let’s recap.

When you join **Authority List Engine Implementation**, you get:

- 12 weeks of guided implementation.
- 5 core modules that take you from chaos to a complete Authority List Engine.
- A full blueprint, buyer-focused lead magnet, opt-in page, thank-you page, welcome sequence, nurture sequence, traffic plan, and simple metrics tracker.
- Live calls, hot-seats, 1:1 strategy support, and a focused implementation community.
- Templates, frameworks, and examples you can reuse over and over.
- Three implementation bonuses:
 - Launch-Week Authority Sprint Planner
 - Evergreen Offer Email Campaign Vault
 - Multi-Channel Traffic Bridge Kit

If you’re ready to stop improvising random broadcasts and start running a real Authority List Engine...

👉 **Click the button below**, choose your option, and complete your enrollment.

Once you’re in, you’ll get an email with your access details, and we’ll start building your Authority List Engine together.
