



SHORT FORM OUTREACH

Use these short messages to drive traffic to your funnels.
They are designed to pair with a specific video sales letter.

LUTHER LANDRO

VSL001 — COLD OUTREACH REPORT

COLD

Hey, quick heads up, your site has a few ADA issues lawyers usually target. Short video explains it: [LINK]

FOLLOW-UP

Did you see the ADA report video I sent? Here it is again: [LINK]

Want me to run the full free scan?

GHOSTED

Last note: ADA issues still active. Video again if you want it: [LINK]

VSL002 — COLD REPORT DROP

COLD

I made an ADA risk report for your biz. Didn't want you blindsided. Short video here: [LINK]

FOLLOW-UP

Bumping the ADA report I made for you. Video recap: [LINK]

Want the full audit?

GHOSTED

Final send; your video + report are here if you need them: [LINK]

VSL003 — GENERAL OUTREACH

COLD

ADA lawsuits are spiking. Want a free scan to see your risk? Quick video: [LINK]

FOLLOW-UP

Circling back; here's the quick ADA video again: [LINK]

If you want the scan, just say "go."

GHOSTED

Closing this thread. ADA video one last time: [LINK]

VSL004 — SETTLEMENT SCARE

COLD

ADA settlements are hitting businesses in your niche. Quick video on what to know: [LINK]

FOLLOW-UP

Resending this. ADA claims are a risk. Video: [LINK]

Want a free risk check?

GHOSTED

Last message. Here's the ADA settlement video if you still want some clarity: [LINK]

VSL005 — HANDOFF REFERRAL

COLD

I reviewed your site. If you want clarity on ADA risks, I can connect you with a specialist.
Short video: [VID LINK]

FOLLOW-UP

Checking in. Did you want the ADA specialist intro? Video details here: [VID LINK]

GHOSTED

Final message. If you ever want the handoff, video's here: [LINK] and link here: [AFF LINK]