

FUNNEL OUTREACH SEQUENCES

VSL001 – COLD OUTREACH REPORT

(paired with VSL001_Cold_Outreach_Report)

COLD

Subject: quick heads up about your site

I ran a quick ADA scan on your website and found a few issues that predatory law firms typically target.

No pitch. Here's the short video explaining what I found:

[VIDEO LINK]

If you want the full free audit, just reply "audit."

FOLLOW-UP

Subject: did you see the report?

Just wanted to bump this in case you missed it.

Your site has a few ADA gaps worth looking at. The video explains it quickly:

[VIDEO LINK]

If you want the full breakdown, I'll run it for free.

FINAL (GHOSTED)

Subject: last note on this

Closing the loop here.

The ADA issues I flagged are still active.

If you ever want the free audit, here's the video again:

[VIDEO LINK]

Wishing you fewer surprises this year.

VSL002 — COLD REPORT DROP

(paired with VSL002_Cold_Report_Drop)

COLD

Subject: I made this for you

I created an ADA risk report for your business.

You didn't request it. I didn't want you blindsided by a demand letter.

Here's the short video walkthrough:

[VIDEO LINK]

If you want the full scan, reply back.

FOLLOW-UP

Subject: quick bump on your report

Sending this again in case it got buried.

Your ADA report + video summary:

[VIDEO LINK]

Happy to run the complete audit if you want it.

FINAL (GHOSTED)

Subject: last share of this

I won't keep following up. But just in case you don't know: here's the video + report one more time:

[VIDEO LINK]

Use it anytime.

VSL003 – GENERAL OUTREACH

(paired with VSL003_General_Outreach)

COLD

Subject: quick ADA scan?

There's a wave of ADA claims hitting small businesses right now.

I'm offering a simple free scan that shows your exact risk level.

Here's the short video explaining it:

[VIDEO LINK]

Takes 30 seconds if you want me to run it for you.

FOLLOW-UP

Subject: still want the free scan?

Just circling back. Your quick ADA video is here:

[VIDEO LINK]

If you want the full scan, reply "go."

FINAL (GHOSTED)

Subject: closing this out

No pressure, just sending the video one last time in case it helps:

[VIDEO LINK]

If you ever want the scan, I'm here.

VSL004 – SETTLEMENT SCARE

(paired with VSL004_Settlement_Scare)

COLD

Subject: quick warning (ADA lawsuits)

Businesses in your niche get hit with ADA settlements. Most of them never saw it coming.

Here's a short video explaining the risk + what you can do:

[VIDEO LINK]

If you want a free scan, reply and I'll run it.

FOLLOW-UP

Subject: bumping this (important)

Wanted to resend this in case you missed it. ADA claims routinely spike...

Video:

[VIDEO LINK]

Happy to give you a free risk check.

FINAL (GHOSTED)

Subject: last outreach on this

Wrapping up the thread. Here's the video one more time:

[VIDEO LINK]

Hope it helps you stay ahead of any surprises.

VSL005 — HANDOFF REFERRAL

(paired with VSL005_Handoff_Referral)

COLD

Subject: quick next step for you

I reviewed your site for ADA risks.

If you want real clarity, I can connect you with a specialist who'll walk you through a no-obligation plan.

Here's the quick video explaining everything:

[VIDEO LINK]

Reply if you want the intro.

FOLLOW-UP

Subject: want the specialist intro?

Just following up. The short video is here:

[VIDEO LINK]

If you want me to connect you with a specialist, just say "yes."

FINAL (GHOSTED)

Subject: final check-in

Last note... If you ever want that specialist intro, here's a quick video again that breaks it down:

[VIDEO LINK]

No pressure. Just here if you need clarity.