



DONE FOR YOU FUNNEL EMAIL TEMPLATES

LUTHER LANDRO

COLD DROP VSL (VSL 002 / LAYOUT 1) - FOCUS: SPECIFIC, URGENT RISK

TEMPLATE 2.1

Subject: Your Website Risk Report: Urgent Findings Attached

Hi [Name],

My name is [Your Name], an ADA Risk Analyst. My team recently scanned your website, [Website URL], for critical accessibility failures that are attracting legal attention right now.

The enclosed video briefing contains a 4-minute summary of our findings and the potential financial and legal exposure your business faces.

Please stop what you are doing and watch this private briefing immediately:

[Landing Page URL - Layout 1]

Once you have reviewed the confidential video, simply reply to this email to confirm you'd like to schedule a private, no-cost consultation to review your immediate legal defense plan.

We are holding time for you this week. Please confirm your review time by replying today.

Sincerely,

[Your Name]

ADA Risk Analyst

Subject: Critical Exposure Found on [Website URL] - Must Watch

[Name],

I'm writing to you with a critical and time-sensitive report regarding the current ADA compliance status of your website.

We found several high-priority violations on [Website URL] that make you a target for demand letters and lawsuits, costing tens of thousands in legal fees and settlements.

I've prepared a brief, confidential video detailing the exact issues we found and the necessary steps to mitigate this risk immediately.

Access your briefing here:

[Landing Page URL - Layout 1]

To protect your business and connect with a certified remediation provider, reply to this email now with the word 'RISK'. Your ADA Risk Analyst is standing by.

Best,

[Your Name]

ADA Risk Analyst

Subject: Immediate Action Required: [Your Name] Re: ADA Violations

Dear [Name],

Attached below is the access link to the critical risk briefing we performed on your website. This is a private message detailing the accessibility gaps that expose you to significant legal costs.

This isn't general information. This is a specific report based on your company, [Company Name].

Watch the video to understand the threat and the quick solution:

[Landing Page URL - Layout 1]

After watching, your next step is simple: Reply to this email. We will then connect you with a specialized compliance firm to implement your defense strategy.

Please acknowledge this confidential report immediately by replying to this message.

Thank you,

[Your Name]

ADA Risk Analyst

**EDUCATIONAL AUTHORITY VSL (VSL 003 / LAYOUT 2) - FOCUS:
CLARITY, GUIDANCE, AUTHORITY**

TEMPLATE 3.1

Subject: The Modern Business Owner's Guide to ADA Compliance

Hi [Name],

In today's digital landscape, ADA compliance isn't optional; it's a critical component of successful business operations. Many owners are confused about the WCAG standards and their true legal exposure.

I'm [Your Name], an ADA Risk Analyst, and I've created a straightforward video guide to cut through the noise and show you the simple path to achieving and maintaining digital accessibility.

Watch the guide to gain clarity:

[Landing Page URL - Layout 2]

If you're ready to stop guessing and start securing your website, simply reply to this email. I will personally connect you with a vetted compliance expert for a consultation.

We look forward to helping you gain peace of mind.

Best regards,

[Your Name]

ADA Risk Analyst

Subject: Compliance Clarity: What the ADA Means for [Company Name]'s Website

[Name],

Are you 100% confident your website meets all current ADA standards? If you hesitate, you are part of the majority and potentially exposing yourself to legal risk.

We specialize in helping business owners like you achieve clear, definitive compliance. This short, educational video explains the current legal environment and the three steps required for proactive protection.

View the brief educational video here:

[Landing Page URL - Layout 2]

Ready to discuss your personalized compliance roadmap? Reply to this email right now. Your ADA Risk Analyst is prepared to guide you through the process.

Let's secure your digital presence together.

Sincerely,

[Your Name]

ADA Risk Analyst

Subject: Are You Overlooking This Major Website Liability?

Dear [Name],

The truth is, digital accessibility is a legal imperative. Unfortunately, the laws are complex, and the penalties for non-compliance are severe.

I've created a helpful, short VSL to explain the scope of the problem and introduce you to a straightforward solution that protects your business from costly litigation.

Click below to access your educational resources:

[Landing Page URL - Layout 2]

If achieving compliance and avoiding legal headaches sounds like a priority, please reply 'YES' to this email. As your ADA Risk Analyst, I will ensure a smooth, zero-pressure handoff to a certified specialist.

Thank you,

[Your Name]

ADA Risk Analyst

LEGAL SCARE VSL (VSL 004 / LAYOUT 3) - FOCUS: HIGH-PRESSURE, PROTECTIVE DEFENSE

TEMPLATE 4.1

Subject: Legal Alert: Protect Your Business from Incoming ADA Lawsuits

Hi [Name],

The volume of ADA demand letters is surging, and small businesses are the primary targets. Ignoring this issue means you are leaving your company vulnerable to settlements that start at \$20,000.

I'm [Your Name], an ADA Risk Analyst. I've prepared an urgent video outlining the exact legal mechanisms being used against companies like yours and introducing the immediate defense plan you need.

Watch this critical legal brief now:

[Landing Page URL - Layout 3]

If you are serious about securing legal defensibility immediately, reply to this email with the word 'DEFENSE'. I will ensure you are connected with a vetted legal defense resource within 24 hours.

Time is of the essence.

Sincerely,

[Your Name]

ADA Risk Analyst

Subject: Don't Wait for the Demand Letter...Watch This Video First

[Name],

We understand the stress that potential litigation causes. Unfortunately, when it comes to web accessibility, being proactive is the only way to prevent devastating financial and reputational loss.

The attached video is an uncomfortable but necessary watch. It details the true cost of non-compliance and outlines the exact protective measures needed to shield your business from predatory lawsuits.

View the video here:

[Landing Page URL - Layout 3]

Our goal is to get you protected immediately. Reply to your ADA Risk Analyst now to access the specialized services designed to provide you with a bulletproof legal solution.

Reply now to start your defense.

Best,

[Your Name]

ADA Risk Analyst

Subject: \$20,000+ Risk: How to Shield [Company Name] From ADA Litigation

Dear [Name],

The current legal climate makes defending against ADA web lawsuits nearly impossible without pre-existing compliance measures. You are being judged by standards you may not even know.

I've compiled a straightforward video summary that shows you where the risk lies and and, more importantly, how to build the legal shield necessary to protect your assets.

Access your risk mitigation video below:

[Landing Page URL - Layout 3]

If avoiding costly settlements is your priority, reply to this email now. Use the word 'SHIELD' in your reply. Your ADA Risk Analyst will coordinate your immediate referral.

Thank you,

[Your Name]

ADA Risk Analyst

WARM HANDOFF VSL (VSL 005 / LAYOUT 4) - FOCUS: TRUST, SIMPLE TRANSITION

TEMPLATE 5.1

Subject: Your Referral is Ready: Connect with Your ADA Compliance Partner

Hi [Name],

As your ADA Risk Analyst, I'm pleased to let you know that we have secured your referral to a highly qualified and certified ADA compliance partner.

This short, warm-handoff video explains who they are, why we chose them for your specific needs, and the simple confirmation step required to officially begin your work together.

Watch the Handoff Video here:

[Landing Page URL - Layout 4]

The next step is quick: Simply reply to this email with the word 'CONFIRM'. This action signals that you are ready for the service provider to contact you directly.

We are excited for you to begin your compliance journey with confidence.

Best regards,

[Your Name]

ADA Risk Analyst

Subject: Final Step: Confirm Your Introduction to the Compliance Specialist

[Name],

Thank you for exploring how to best address your digital accessibility needs. We've vetted a top-tier specialist and they are ready to take over and secure your website.

This final video is an introduction from the specialist team and confirms the ease of the process from here on out.

View the simple handoff steps:

[Landing Page URL - Layout 4]

To officially accept the referral and allow the partner to move forward with your assessment, you must reply to this email. Please confirm by replying 'ACCEPTED'.

Your ADA Risk Analyst is here to ensure a seamless transition.

Sincerely,

[Your Name]

ADA Risk Analyst

Subject: Exclusive Referral to Our Preferred ADA Solution Partner

Dear [Name],

You are being introduced to our trusted ADA Compliance Solution Partner. We only refer clients to specialists who meet the highest standards of legal defensibility and service.

The attached video is a personal message detailing the partner's service guarantee and your next steps, ensuring the transition is smooth and immediate.

Access the introduction video here:

[Landing Page URL - Layout 4]

Your file is prepared. All that remains is your authorization. Please reply to this email, and your ADA Risk Analyst will complete the handoff immediately.

Thank you,

[Your Name]

ADA Risk Analyst

NARRATIVE PAGE VSL (VERSATILE / LAYOUT 5) - FOCUS: 3-STEP SOLUTION, SCANNABILITY

TEMPLATE 6.1

Subject: The 3-Step Solution to End Your Website's ADA Risk

Hi [Name],

If you are looking for a complete roadmap to ADA compliance, this video is the clearest, most comprehensive guide you will find. It breaks down the entire process into three simple stages.

I'm [Your Name], your ADA Risk Analyst, and I want to show you exactly how successful businesses move from risk exposure to full legal defensibility.

Watch the 3-Step Solution Video:

[Landing Page URL - Layout 5]

The page provides a clear summary of the steps below the video. When you are ready to begin Step 1, simply reply to this email and say, 'START'.

We look forward to initiating your full protection plan.

Best,

[Your Name]

ADA Risk Analyst

Subject: Stop Guessing: Your Clear Path to ADA Compliance is Here

[Name],

Dealing with website compliance doesn't have to be confusing. Our solution simplifies the journey, giving you a clear, repeatable process that achieves lasting security.

The attached VSL walks you through the 3 essential stages of ADA compliance—from initial risk assessment to securing your long-term legal shield. The landing page summary details all three stages for quick review.

Access your Compliance Roadmap here:

[Landing Page URL - Layout 5]

Your dedicated ADA Risk Analyst is ready to guide you through these steps. Reply to this email today to schedule your brief introductory call.

Reply now to claim your roadmap.

Sincerely,

[Your Name]

ADA Risk Analyst

Subject: Compliance Made Easy: The Three Stages You Need to Know

Dear [Name],

We understand that you are busy. That is why we've summarized the entire ADA compliance process into a focused video and a scannable 3-step narrative on the page below.

The video explains: 1. Risk Discovery, 2. Expert Handoff, and 3. Long-term Protection.

Click below to review the full details:

[Landing Page URL - Layout 5]

The fastest way to move forward is to reply to this message. Your ADA Risk Analyst will immediately connect you with the compliance partner best suited for [Company Name]'s needs.

Thank you,

[Your Name]

ADA Risk Analyst