FREE BLUEPRINT

THE VSL FUNNEL BLUEPRINT

How to fill your calendar with people who already know what you offer



BY THE BAKERY METHOD

3

THE LEAK

WHY A BOOKING LINK FILLS YOUR CALENDAR WITH THE WRONG CALLS

4

THE MAP

FOUR STEPS, AND THE NUMBERS THAT MATTER

5

THE VIDEO

WHAT TO SAY, AND HOW TO MAKE THEM SHOW UP

6

WHAT'S NEXT

YOUR 14 DAYS, AND WHAT TO READ AFTER THIS

Written for creators who have a $3,000 offer and sell it on calls, but whose calendar fills with people who are not ready. Five minutes to read.

THE BAKERY METHOD

THE LEAK

A booking link in your bio fills your calendar with strangers. Many never show, and the ones who do need the basics explained before you can sell anything.

WHERE THE CALLS LEAK

- ☒ **They book cold.** They saw one post and clicked a link.
- ☒ **They do not show.** Nothing made the call feel important.
- ☒ **They are not ready.** You spend the first half of the call covering the basics.



THE FIX

Let a video do the first call for you.

A short video explains the problem, your method and your offer, and hints at the price without naming it. The people who still book have already said yes to most of what you offer.

READY FOR A VSL FUNNEL? TICK WHAT IS TRUE TODAY.

- ☐ **You have a $3,000 offer.** Ideally sold at least once. If not, start with The High Ticket Offer Blueprint.
- ☐ **You sell it on calls.** The funnel ends in a booked call, not a checkout.
- ☐ **People already find you.** A few hundred new people a month, from content or ads.
- ☐ **You have something to show.** A client result, your own, or a public example of someone who did it.

Example rates for illustration. On the call we run your numbers.

THE MAP

Four steps, each with one specific job. Track one number per step, so you always know where your leak is.

1

LEAD MAGNET

Trades a useful guide for an email.

OPT-IN RATE
Aim for 30%+

2

VSL PAGE

Explains your offer and hints at the price level.

WATCH RATE
Example: 40%

3

APPLICATION

Sorts out the people who are not ready.

BOOKING RATE
Example: 12%

4

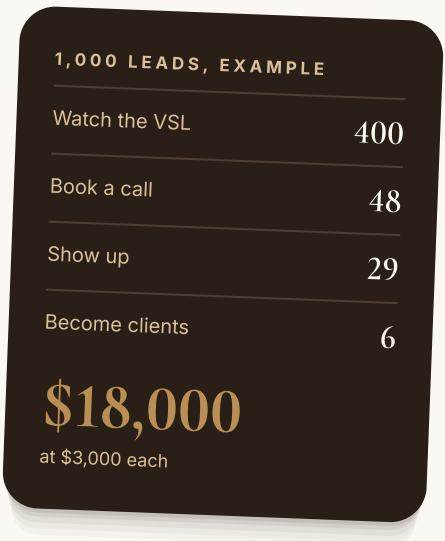
BOOKED CALL

Turns a warm lead into a decision.

SHOW, CLOSE
Example: 60%, 20%

FIVE APPLICATION QUESTIONS

1. Where are you today, in numbers?
2. Where do you want to be in 90 days?
3. What have you tried so far?
4. Why is now the right time?
5. If we are a fit, are you ready to invest in getting there?



WHY AN APPLICATION?

Their answers give you insight into their situation, so the conversation is informed from the first minute. And anyone who will not answer five questions will not pay $3,000.

FEW OPT-INS?

Fix the lead magnet's title and promise before anything else.

FEW BOOKINGS?

Fix the offer part of the VSL, and make the price level clear.

MANY NO-SHOWS?

Fix the confirmation page and the reminders.

THE VIDEO

The VSL is your best sales call, recorded once. Eight to fifteen minutes, one camera, no editing tricks.

1. **HOOK**
   The result, and who it is for, in the first 15 seconds.
2. **THE PROBLEM**
   Where they are now, described in their words.
3. **THE OLD WAY**
   Why what they tried did not work, and why it is not their fault.
4. **YOUR METHOD**
   Your named mechanism, in three steps.
5. **PROOF**
   Client results, your own, or someone public who did it.
6. **THE OFFER**
   What they get, how it works, and a hint of the price level.
7. **NEXT STEP**
   Apply below, and who it is not for.

SIGNAL THE LEVEL, NOT THE NUMBER

"This is a premium, done-with-you program."

"It is an investment, built for people ready to commit."

"If you are looking for a $50 course, this is not it."

Leads who book know roughly where it lands. Nobody is shocked when you say the price on the call.

MAKE THEM SHOW UP

THANK-YOU PAGE
Videos on how to prepare, answers to common objections, and what happens on the call.

REMINDERS
Around five emails and texts, spread out: 48 hours, 24 hours, 1 hour before, and so on.

BEFORE THE CALL
Send one case study or video that matches their situation.

WHAT'S NEXT

YOUR NEXT 14 DAYS. LIVE BEFORE IT IS PERFECT.

DAYS 1 TO 4 WRITE

- [ ] Outline your lead magnet.
- [ ] Write the VSL in seven beats.
- [ ] Write your five questions.

DAYS 5 TO 9 BUILD

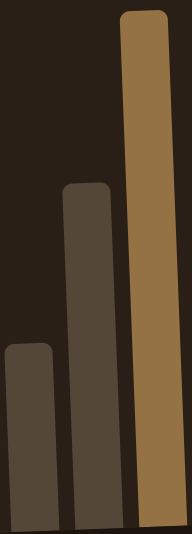
- [ ] Record the VSL in one sitting.
- [ ] Build the thank-you page.
- [ ] Set up the reminders.

DAYS 10 TO 14 LAUNCH

- [ ] Point your content at the lead magnet.
- [ ] Check the four numbers daily.
- [ ] Fix the first leak you see.

YOUR NEXT STEP

NEXT



PART 3 OF 4

The Webinar Funnel Blueprint

Your calendar fills one call at a time. A webinar lets you teach and sell to hundreds of people at once.

READ PART 3

ALSO INCLUDED: TWO BONUSES

Revenue Calculator
See what the right funnel adds every month.
OPEN

The Sales Call Playbook
Turn the calls you book into $3,000 clients.
READ

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