

ADVANCED EMAIL

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# THE NINTH GRADE DEBATE CLUB FRAMEWORK

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This worksheet and lesson will give you a framework for a clear two-part flow.

You'll write both the VSL and the email that drives to it at the same time.

# EMAIL + VSL ON LANDER

The foundation of the Ninth Grade Debate Club Framework is that you are making a clear, compelling and emotional argument that appeals to patterns consistent with logic. So just as you would do in Grade 9 when learning about debate, you establish a thesis statement, give three reasons, expand on those three reasons and then repeat your thesis statement, opening the conversation further. And you do so not in the email alone. But rather in the email and then on its landing page, where your VSL is embedded. Effectively you are turning a long-form sales letter into a two-part digital flow.

Importantly, as with Debate Club, you as the copywriter recognize that there are two sides to every story. And just as importantly... you're taking the counter-intuitive angle, the hard one to win that - when you state your case convincingly - will give you an underdog factor that renders your case even more compelling. Finally, you know that stories win debates; you build the body of your copy around a story that may or may not be true (but reads as true).

## YOU WILL ARGUE FOR THIS

What you're selling

## YOU WILL ARGUE AGAINST ONE OF THESE

What you have to kill  
before they'll consider  
you (strong beliefs,  
myths, advice from  
trusted sources,  
trusted sources,  
current provider,  
incumbent candidate,  
etc)

# THE EMAIL

I will **argue** that

Using this **story**

And you will see the truth based on these **three** well-supported reasons

A

B

C

# THE VSL

I am **proving** that

So that you can

Proof / Reason A

Supported by

Proof / Reason B

Supported by

Proof / Reason C

Supported by

# THE EXAMPLE EMAIL: FOR BIZ DEV @ FRANCHISE BUSINESSES

If you are trying to attract new customers to your business, you should not use Meta ads.

This may seem counterintuitive. I know when I told a man named George F., founder of a franchise restaurant chain, that Meta ads are dead for everything except low-cost B2C goods, he not only couldn't believe me - he almost WOULDN'T believe me.

He was so certain that we needed to invest at least a hundred grand a month (!) in Meta ads that he was advocating for Meta like it was his job.

I disagreed. Repeatedly.

And just when I was 99% positive he was going to leave our zoom call...

I laid three facts on him, rapid fire. "Did you know..." I began...

1) Twenty-four of the top 25 most profitable, high-value franchises - like Men In Kilts, Squeaky McGee and McDonalds - have all reported LOSING money with Meta ads.

2) Without third-party attribution software, leads attributed *by Meta to Meta* are OFF BY 38% on average!!! Which basically means you're being openly lied to.

3) And third - you're paying mightily to be lied to. For franchise businesses like yours, the average cost to acquire a new franchise owner lead with Meta ads is \$8200. They're taking 20% or more out of your pocket. *Your sales people get paid less and do more!*

George didn't leave the call. But he didn't just believe me, either. "After 15 years of hearing nothing but success stories about franchise owners advertising on Facebook and Instagram," he said, "I need a ton of proof."

So I offered to share more not only about what Meta was getting wrong... but also what franchises like Burgermax were doing right.

"You wanna see a ton of proof?" I asked.

Then I shared my screen.

Twenty minutes later, he'd signed my proposal.

[This is what I showed him](#)

John "Just the Facts" Smith

*Hook completes the phrase "I will argue that" and begins to kill current provider*

*Story begins*

*3 facts that make your case*

*Story continues*

*Tease / Open loop*

*Drive to second half of argument*

# THE EXAMPLE VSL SCRIPT (SCREENSHARE W/ VOICEOVER)

George, you run a franchise business and are looking for more leads, so you shouldn't default to Meta ads. I know why Meta advertising feels like the best place to put your marketing budget - I've heard the same things you have about franchises like Sports+ quadrupling in size after doubling their Instagram ad spend. They got acquired for close to \$300M in 2022. It's quite literally your dream - and the founders of Sports+ realized it.

*Hook completes the phrase "I am proving that"*

*Current provider  
Massive Myth*

But the fact is that EVERYONE has heard that case study. It's why you buy ads.

What we don't hear as much are the stories of Men In Kilts pouring a million dollars into Facebook ads in 2023... and generating more than 10,000 leads from West Africa, a location they had actively excluded during their media buy. Those leads filled up their triage calendar. When 2023 ended, Men In Kilts reported having lost money with Meta ads that year --- they were in the red more than \$200,000. Their sales team had wasted more than 40 calendar weeks on triage calls with poor-fit leads.

*Reason A  
with  
proof*

And they're not the only ones. < montage of clippings / reports of losses >

Let's take a look at the press Meta doesn't want you to see -- all the studies, posts and articles about unreliable attribution. When it suits them, Meta is responsible for driving leads to Sports+. When it doesn't suit them, Meta is not responsible for driving leads from an excluded location to Men In Kilts. Attribution is nearly impossible without third-party software, which costs \$1000 per month on average and requires you have someone on your team to run it. All this... just to see if your ads are even working?

*Reason B  
with  
proof*

But let's say you ARE generating leads with Meta ads - let's say you've got reliable attribution. Now think about what each lead that Meta sends your way actually costs you. I know as well as anyone - it costs money to make money. I've worked with more than 200 franchise businesses since 2020. I've seen CAC double year after year for businesses like yours - that's true for almost every franchise business in North America, Europe, New Zealand and Australia. The costs to acquire customers just keep going up... when you use paid social, like Meta ads, Reddit ads, LinkedIn Ads and TikTok ads. Across the board, the average cost to acquire a customer is nearly \$10,000 for franchise businesses.

*Reason C  
with  
proof*

And that's okay if you're selling a million-dollar franchise, like a McDonalds. But in fact you - as the owner of a restaurant franchise - are COMPETING with McDonalds... with a fraction of the budget and resources they have. It's one thing for McDonalds to give Zuckerberg ten-K every time someone buys a McDonalds franchise - or, more accurately, the THREE locations you have to buy to get into McDonalds today... But what about you? How did last year feel when you looked at your annual filing and saw that FACEBOOK is the #1 most expensive line item?

# THE EXAMPLE VSL SCRIPT, CONTINUES

What working with 200 franchises has taught me is this:

The reason businesses like yours have traditionally relied on Meta ads is because you know the platform will give you:

--> Access to a broad cold audience you can narrow down. It does that.

--> The ability to retarget your website visitors so you don't lose leads. It does that.

--> A way to fill your sales team's pipeline with leads they can nurture and close. It does that.

But let me ask you - do you really want access to a broad cold audience you can narrow down by making a bunch of wild guesses or uploading CSVs to create equally unreliable lookalike audiences and risking wasting money by doing it wrong??? Because that's what you have to do to find good audiences and new audiences to fill your pipeline. And then you have to produce loads of copy and art - videos, images, hooks, offers - for Meta to serve up and the pixel to learn about.

What you want is this: a silver platter with leads that are primed to close on it. And you only want to pay for those leads - not for clicks, not for eyeballs, not for anything else. You **ONLY** pay for the leads that convert.

...Without producing 10 videos and writing 50 descriptions you're not sure anyone will actually read... without manually measuring campaign, ad set and ad data by the ever-changing day... without depositing all YOUR money into the bank vaults of faceless billionaires and corporations...

What if you could get everything you **HOPE** Meta ads will do - but get it reliably, paying **ONLY** when a lead gets converted, and always paying a flat, reliable fee for that conversion? And what if that fee was just 5% of a customer's lifetime value?

Now I'm not talking about a cold emailing scheme. I'm not talking about hiring overseas call centers to autodial. And I'm not even talking about stopping your Meta ads entirely... because Meta's retargeting ad functionality is good, and you should keep using it. But you should stop trying to find and nurture audiences on Meta... and instead redirect those resources to the very channel that turned Burgermax into a \$100M business. You see, Burgermax was spending half a million a year on ads in 2020 and 2021... but then they stopped working. And their leads dried up. The business was on the brink of bankruptcy when they found a post about me on Reddit, set up a call and hired me to set up and manage - wait for it - their affiliate program.

Affiliates give you << continue on with benefits and advantages of affiliates, plus more stories to round out the objection about case studies >>

*Beliefs about  
current provider  
(that your solution  
can do better)*

*Kill beliefs*

*Anticipate  
objections to  
listening on*

*Start new  
argument FOR*

# TRY IT AS A HEADLINE! "I WILL ARGUE THAT"

You don't have to be a body builder to be cut

The color of your soil affects the size of your flower's blossoms

One computer monitor is not enough for an engineer

Allergy medication fails in an emergency