

The Gelato Bites Method (GLB-US) · VSL OTO2 · Regulars

(US\$27, ancla US\$37)

Una página por escena: qué crudo de HeyGen usar y en qué tramo, qué dice, qué texto va en pantalla y sus imágenes. Las imágenes están en resolución completa dentro del PDF (se exportan con Vista Previa o Acrobat). Formato 9:16 vertical.

Crudo de HeyGen

NATALIE (DTB) OTO2 (2:01):

<https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Botón de compra: 0:46, cuando dice «So we built you Regulars». En el HTML el botón está en 47 s: si la edición agrega o saca tiempo antes de ese punto, avisá el segundo nuevo.

Para el editor

Subtítulos quemados en todo el video, estilo de los VSL de DTB. Paleta de la oferta: chocolate #3B2418, rosa frambuesa #D9467F, botón #B5502E. Sin música fuerte: la voz manda.

E01 · Natalie · OTO2 0:00 – 0:12

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «That was the right call. Your bites are now Freezer-Proof, which quietly puts you ahead of almost every home maker out there. Now let me show you the thing that decides whether this stays a fun weekend or becomes a little business people count on.»

Imágenes: Ninguna. Se ve a Natalie.

Texto en pantalla: «✓ FREEZER-PROOF ADDED» arriba (verde) · «FUN WEEKEND OR LITTLE BUSINESS?».

E02 · Natalie · OTO2 0:12 – 0:35

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «Picture it. A mom from your street orders a box of twelve on a Saturday. Her kids love them. By Thursday the box is empty. She opens the freezer, sees nothing, and thinks, I should order more of those. And then life happens. Soccer practice, work, dinner. Nobody reminds her. Two weeks later she grabs a box at the supermarket, and you never hear from her again.»

Imágenes: La caja de 12 · la caja vacía / el freezer vacío · un pasillo de freezer de supermercado (stock, sin marcas legibles).

Texto en pantalla: Línea de tiempo que avanza: «SATURDAY: BOX OF 12» → «THURSDAY: EMPTY» → «2 WEEKS LATER: SUPERMARKET X».



E02-imagen1.jpg · gb-g-box.png



E02-imagen2.jpg · p11-caja12.png

E03 · Natalie · OTO2 0:35 – 0:46

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «She didn't stop liking your bites. She just stopped remembering to order. That is how most home businesses quietly fade. The bites are great. Every customer simply buys once and drifts away.»

Imágenes: Ninguna. Natalie a cámara.

Texto en pantalla: «SHE DIDN'T STOP LIKING THEM» → «SHE STOPPED REMEMBERING».

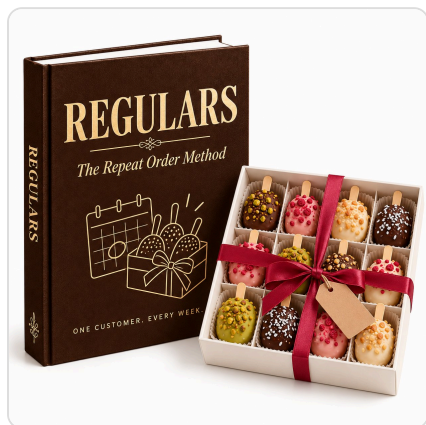
E04 · Natalie · OTO2 0:46 – 0:50

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

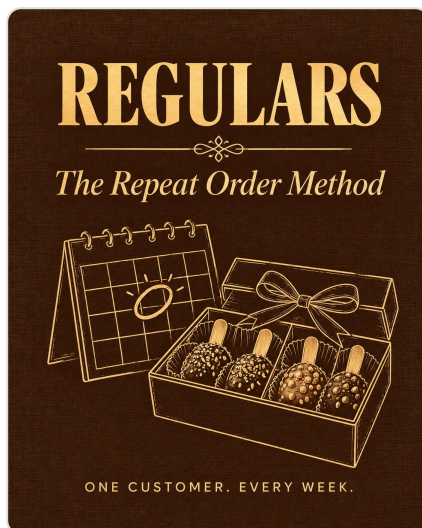
Dice: «So we built you Regulars. The Repeat Order Method.»

Imágenes: El mockup del producto, grande. ⚠️ Acá aparece el botón de compra.

Texto en pantalla: «REGULARS» · «The Repeat Order Method».



E04-imagen1.jpg · GLB-MOCKUP-OTO2.png



E04-imagen2.jpg · tapa-oto2.png

E05 · Natalie · OT02 0:50 – 1:26

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «Inside, you get the quiet week, the exact day each customer runs out, so your message arrives before her freezer is empty. The Monday flavor drop, four favorites and one new flavor every week, so there is always a reason to order again. Standing orders, the one sentence that turns a third order into a box every Saturday without her ever having to ask. Six copy and paste messages for the moments that matter, from the day after her first box to her kid's birthday. And the year of boxes, every holiday planned, from Valentine's to Christmas, plus a printable tracker to keep all of it in one place.»

Imágenes: Páginas reales del libro, una por cada cosa que nombra (en este orden).

Texto en pantalla: Una línea por ítem, con ✓: «THE QUIET WEEK» → «MONDAY FLAVOR DROP» → «STANDING ORDERS» → «6 COPY & PASTE MESSAGES» → «THE YEAR OF BOXES + TRACKER».

1 • THE QUIET WEEK

Why people *stop ordering*



The box runs out on day 5 to 7

A family of four empties a box of 12 in about a week, faster in summer. Day 7 is the moment she opens the freezer, finds nothing, and thinks of the supermarket.

The quiet week

If cooey reminds her between day 7 and day 10, the craving passes and the habit breaks. Most customers never stop liking your bites: they just stop remembering to order.

Your one job

Be there on day 6, before the freezer is empty, with something new to try. Everything in this book is a way to do that without feeling guilty.

Write down every first order

Name, date, flavors, who it was for: You can't follow up with someone you forgot. Use the Regulars Tracker on page 8.

THE GELATO BITES METHOD • Regulars

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E05-imagen1.jpg · Regulars - T-p3.png

2 • THE WEEKLY FLAVOR DROP

Give them a reason *every Monday*



Same day, same time, every week

Post your flavors every Monday at the same hour. People start waiting for it, the way they wait for a new episode.

4 that stay, 1 that rotates

Keep 4 favorites every week and add one new flavor of the week. The new one gives people a reason to order again, the 4 favorites make it easy to say yes.

Name the rotating flavor

"Strawberry Shortcake Week" sells better than "strawberry". A name turns a flavor into a small event.

Close orders on Wednesday

A clear deadline gets people off the fence. Orders close Wednesday night, delivery Saturday.

Announce what's leaving

"Last week for Pistachio until spring." A flavor that is leaving gets ordered.

THE DELATO BITES METHOD • Regulars

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E05-imagen2.jpg · Regulars - T-p4.png

3 · STANDING ORDERS

She says yes *once*



What a standing order is

A box that goes out every week or every other week to the same person, on the same day, without her having to ask. She says yes once.

When to offer it

On her third order. By then she already knows she likes them. Never on the first.

How to offer it

"Want me to save you a box every Saturday? I'll change the flavors each week so you never get bored, and you can pause it any time."

Make pausing easy

A standing order with an easy pause lasts longer than one that feels like a contract. Vacations happen; she comes back.

A small thank-you

Every 5th box, add one extra bite in the flavor of the week. It costs you about 33 cents and it is the thing she tells her friends about.

Keep the list short at first

Start with the number of boxes you can make without stress on one production day. A waiting list makes the standing order feel special.

THE GELATO BITES METHOD Regulars

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E05-imagen3.jpg · Regulars - T-p5.png

4 - THE REORDER MESSAGES

Copy, paste, *send*

Six messages for the six moments that decide whether she orders again. Change the words in brackets and send them from your phone.

DAY 1 - AFTER THE FIRST BOX

Hi [name]! Did the gelato bites make it past the first night? 🍦 Which flavor won at your house?

DAY 6 - BEFORE THE FREEZER IS EMPTY

Hi [name]! This week's new flavor is [flavor]. Want me to save you a box for Saturday? Orders close Wednesday 🍦

THIRD ORDER - THE STANDING ORDER

You've ordered three times now, thank you! 🍦 Want me to save you a box every Saturday? Different flavors every week, and you can pause any time.

SHE HASN'T ORDERED IN 3 WEEKS

Hi [name]! I made [flavor] this week and thought of you. No pressure at all, just tell me if you'd like a cup or a box 🍦

HER BIRTHDAY OR HER KID'S

Happy birthday to [name]! 🎂 There's a little extra in your box this week, on me.

ASKING FOR A REFERRAL

If a friend of yours would love these, tell her to message me and mention your name. You'll both get an extra bite in your next box 🍦

THE GELATO BITES METHOD - Regulars

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E05-imagen4.jpg · Regulars - T-p6.png

6 • THE YEAR OF BOXES

Always a reason *to order*

February	Valentine's Day: boxes of 12 in Strawberry, Raspberry, Dark Chocolate and Cherry. Take orders from February 1.
May	Mother's Day and teacher appreciation: gift boxes with a tag. Graduation trays at the end of the month.
June - August	Summer: 5-flavor cups for pool days, party trays for birthdays, July 4th tray in red, white and blue.
September	Back to school: after-school snack boxes. Pumpkin Spice starts this month.
October	Haloween trays and fall flavors: Pumpkin Spice, Caramel Apple, Cinnamon Churro.
November - December	Thanksgiving dessert trays, then holiday boxes for teachers, neighbors and offices. Open orders on November 15.

The Regulars rule

Write down every first order - message on day 6 - post on Monday - close on Wednesday - offer the standing order on the third box - an extra bite every 5th box.

THE GELATO BITES METHOD • Regulars

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E05-imagen5.jpg · Regulars - T-p8.png

[illegible]

E05-imagen6.jpg · Regulars - T-p9.png

E06 · Natalie · OTO2 1:26 – 1:30

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «One customer. A box every week.»

Imágenes: La caja de 12 repetida varias veces, como un calendario de sábados.

Texto en pantalla: «ONE CUSTOMER. A BOX EVERY WEEK.»



E06-imagen1.jpg · gb-boxes.png

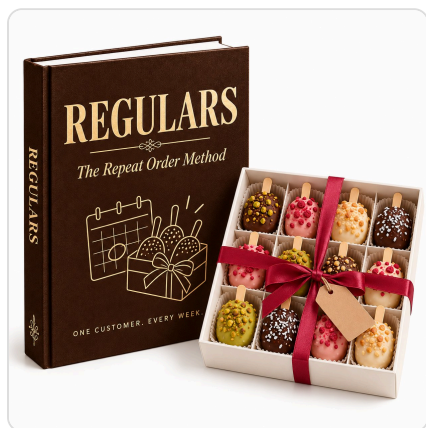
E07 · Natalie · OTO2 1:30 – 1:41

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «Regulars sells on its own for thirty seven dollars. Right now, on this page only, it joins your kit for twenty seven dollars. One tap. Nothing to re-enter.»

Imágenes: El mockup de Regulars.

Texto en pantalla: «\$37» tachado en rojo → «\$27 TODAY» · «ONE TAP · NOTHING TO RE-ENTER».



E07-imagen1.jpg · GLB-MOCKUP-
OTO2.png

E08 · Natalie · OTO2 1:41 – 2:01

Crudo: <https://app.heygen.com/videos/4f9e27b38a1a455388e9c29ee7805fa4>

Dice: «You can say no and keep looking for new customers every single week. But your recipes win you the first box. Freezer-Proof protects the second. Regulars wins you the same customer over and over again. It is twenty seven dollars, one time, and it takes thirty seconds a customer. Tap the button below and meet your Regulars.»

Imágenes: Los tres mockups en fila, uno por frase. En «Tap the button below», flecha hacia abajo.

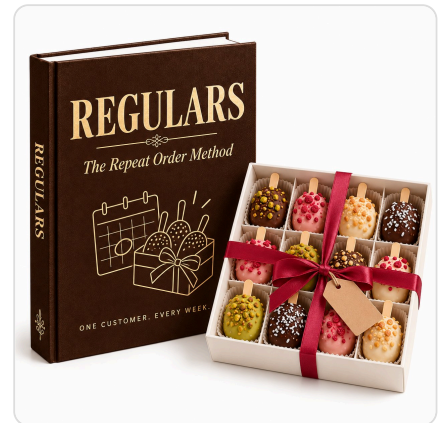
Texto en pantalla: «BOX 1 → THE METHOD» · «BOX 2 → FREEZER-PROOF» · «EVERY BOX AFTER → REGULARS» · cierre: «👉 TAP THE BUTTON BELOW».



E08-imagen1.jpg · GLB-MOCKUP-MAIN.png



E08-imagen2.jpg · GLB-MOCKUP-OTO1.png



E08-imagen3.jpg · GLB-MOCKUP-OTO2.png