

THE 18 EMAIL “CONTEXTUAL” PROMO SEQUENCE

This promotional sequence is designed to send email subscribers to a sales process (sales letter/webinar/VSL etc. We are building desire from different angles, around emotions that INCREASE desire. This is SO different to the usual promotions that people do and it actually IMPACTS the audience positively which is why both clients AND their following love it.

You can act as a consultant - guiding them through this process but they do the work - or a copywriter. More on client getting at the live seminar. Or you can use this with your own audience!

POINTERS

1. This promotional sequence works because you are hitting different emotional triggers that increase desire to take action.
2. Try to get client to either drop the price of the offer for 14 days AND/OR include an extra bonus for 14 days.
3. Do the 6 Realms With Them - either they fill it out or some of their customers/clients fill it out.
4. This is SIMPLE. Ask the questions. Turn the answers into emails. Give those emails to the client.

Pre-Launch Emails

1. Time Running Out Email.
2. Regret Email
3. Inadequacy Email

Core Promo Emails

4. Inefficient Email
5. Jealousy And Envy Email
6. Dislike Email
7. Eyes Of Others Email
8. Future Pain Email
9. Justify Past Failures Email
10. Risk VS No Risk Email

11. Social Proof Email
12. Inspirational Email
13. Stop Feeling Email
14. Stop Feeling Email
15. Stop Feeling Email
16. Time, Regret And 48 Hours Email
17. Jealousy, Envy Email And 12 Hours Email
18. Thanks For Your Attention Email

Pre-Launch Emails Breakdown

Email One: Time Running Out Email.

Purpose: To get the reader to see that time is passing them by, FAST, and that they don't want to miss out on who they could be and what they could experience in life.

How: I often send them to the Jelly Beans video on Youtube https://www.youtube.com/watch?v=BOksW_NabEk called "The Time You Have (In JellyBeans)".

Question: Why does time going by so quickly scare you?

Email Lesson: Our lives our short. We need to make the most of them. The problem they have is causing life to not be as joyful/exciting/secure emotion they want and that's why you're doing something special very soon.

Email Two: Regret Email

Purpose: To get the reader to see the pain in regretting not taking actions that could change their life in some way.

How: By telling a story of regret from the past and not following dreams or doing what you knew you should do.

Question: "Can you tell me of a time in the past when you didn't take action on your dreams and ending up regretting it? Or stories from your past clients/customers that could represent the regret of not taking action?"

Email Lesson: We don't regret the things we have done as much as the things we wished we had done but didn't and therefore never know how different our lives could have been. Something is opening up soon that will help them never feel regret with regards to (problem).

Email Three: Inadequacy Email

Purpose: To get the reader to see that ANYONE can get results if they take action on the right plan.

How: By telling a story of something from the past where you believed you couldn't succeed at something because you didn't feel good enough. But you did.

Question: "Can you tell me of a time in the past when you believed you couldn't succeed at something because you didn't feel good enough. But you did and it made you realise you were more capable than you thought?"

Email Lesson: We all often underestimate how powerful and capable we are because of things that happen to us, or we witness happening to others, when we grow up. Don't let the past hold you back from taking action because other people just like you are (whatever they want) and in two days they're going to get a chance to do the same.

Core Promo Emails - Daily Throughout Promotion

Email Four: Inefficient Email

Purpose: To get the reader to see that, with the wrong plan/approach/strategy they will end up working much harder than necessary to get the result they want.

How: By telling a story of a time you did something in an inefficient way and then using a metaphor such as the leaky bucket metaphor to demonstrate you can put energy/time/money/resources into something and yet it doesn't get the results you hoped because it's not the best approach.

Question: "Can you tell me of a time in the past when you did something that took a lot more time/effort/money or resources than it should have done because you took the wrong approach?"

Email Lesson: Many people are trying to (problem they want to overcome) using “leaky bucket” methods that will take much longer/more energy/more money/more resources than it should do. That’s why I’m opening up the (name of programme) at xx% off for the next 14 days only. I’m also adding in a special bonus that will blow your mind that is only available for the next 14 days during this fun experiment. Click here to find out more.

Email Five: Jealousy And Envy Email

Purpose: To get the reader to see that they are envious of others who have what they want.

How: By telling a story of a time you felt envious of someone and how it was a sign to take action.

Question: “Can you tell me of a time in the past when you felt envious of someone? It can be before you solved the same problem your prospects have or something unrelated which you were envious of”

Email Lesson: Envy is a sign that you want what someone has because it means something to you. If you are envious of people who have (what they want) then I strongly suggest you take advantage of the little experiment I’m running. (name of programme) is currently available at xx% off for the next 13 days only. I’ve also added in a special bonus that will blow your mind. Click here to find out more.

Email Six: Dislike Email

Purpose: To get the reader to see that this approach is a better option than other approaches.

How: By highlighting how other approaches include the thing they hate doing/experiencing/feeling etc

Question: “Can you tell me what other people selling to your market have people do, which you don’t? And what specifically do they hate doing that they don’t have to do with yours?”

Email Lesson: If you hate doing _____ too, I strongly suggest you do what others are doing and check out (name of programme). It’s

currently available at xx% off for the next 12 days only. Click here to find out more.

Email Seven: Eyes Of Others Email

Purpose: To get the reader to see that they can look better in the eyes of other people if they overcome their problem.

How: By highlighting how other people see those who have overcome challenges.

Question: “Can you tell me a story that represents how people saw you differently once you overcame _____?”

Email Lesson: Would you love for people to see you like that? It's such a buzz, I gotta admit. Why not change the way people see you by taking my (name of programme). It's currently available at xx% off for a short time only. Click here to find out more.

Email Eight: Future Pain Email

Purpose: To get the reader to see that the pain they can experience up ahead if they don't solve the problem now.

How: By highlighting how not taking action when you know you should can end in pain.

Question: “Can you tell me a story that represents a time you DIDN'T take action on something and things ended up worse?”

Email Lesson: The reason I tell you this is because I don't want your situation to get worse with regards to _____. Don't go through what I did and end up making things worse. Check out (name of programme) by clicking here.

Email Nine: Justify Past Failures

Purpose: To rebuild prospects self confidence after likely buying shitty products in the past!

How: By highlighting WHY most approaches in the market make things HARDER to succeed.

Question: “Can you tell me, specifically, why other approaches to _____ are harder for someone to get to work than your own?”

Email Lesson: So, listen, if you’ve tried to _____ before and failed, don’t worry, it’s not your fault that people make it harder than it needs to be. But don’t let that make you think you’ll never get there. You will! Providing you have the right plan. And I think the plan you should check out is this one [LINK](#).

EXERCISE

Write an email for each of the first nine stages. Yes, I realise it’s work. But if you want to get good at this in the fastest possible time you **HAVE** to put the effort in. If you mastered **JUST** this sequence you would be an extremely high value email copywriter or consultant.

Write the promotions for flat belly fix, or any other market or product you want to. You can make stuff up no need to have it all true at this stage you’re just practising. Then send me your nine emails once you’re done for critique.

That’s it for Part One of this month. In Part Two I’ll give you examples.

Coming Next Month...

10. Risk VS No Risk Email
11. Social Proof Email
12. Inspirational Email
13. Stop Feeling Email
14. Stop Feeling Email
15. Stop Feeling Email
16. Time, Regret And 48 Hours Email
17. Jealousy, Envy Email And 12 Hours Email
18. Thanks For Your Attention Email

