

## THE 18 EMAIL “CONTEXTUAL” PROMO SEQUENCE - Part II

This is part two of the contextual promotional 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. 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

## **Core Promo Emails - Part II - Daily Throughout Promotion**

### **Email Ten: Risk VS No Risk Email**

*Purpose:* To get the reader to see that doing nothing and not making a change is *more* risky than taking a chance on something that is proven to get results - which also comes with a guarantee.

*How:* By telling the success story of a past customer or client...and highlighting that change would not have happened if they hadn't taken a chance on the product or service.

*Question:* "Can you tell me the story of a past customer or client who got the transformation your audience desires? Tell me what their situation was like before they bought, and then how they were after they bought"

*Email Lesson:* Here's what's so scary about that...

If (name) hadn't signed up they'd have missed out on everything I've just shared. They'd likely be stuck in the same place they were before, or maybe they'd be in an even worse situation. But they realised *not* taking a chance on the programme was more risky than taking a chance, because it comes with a 30/60 day money back guarantee. So if it didn't work out they'd have lost nothing. But if it did...

Their lives would change forever. Just like it did!

If you don't want to risk not experiencing everything they did, why not take advantage of our current special promotion, which is 100% risk free, and sign up whilst you still can. [Click here for more.](#)

### **Email Eleven: Social Proof Email**

*Purpose:* To get the reader to see that other people are getting the kinds of results that they want.

*How:* By telling the success story, or stories, of other past customers or clients who got the results they want. You can tell one story of one person, or even better, just list the results five to seven people got with the offer. They were one way before, then due to the programme they got x result.

*Question:* "Can you tell me the stories of some more past customers or clients who got the transformation your audience desires? Tell me what their situations were like before they bought, and then how they were after they bought. The more of these success stories we have the better"

*Email Lesson:* Now here's the question...

How much would you pay to experience the exact same things?

Because, right now, you can access the exact same training/protocol/system/service that they did...for less than they had to pay! [Click here to check out the special deal we're running.](#)

### **Email Twelve: Inspirational Email**

*Purpose:* To get the reader to see that we all have unlocked potential inside of us.

*How:* By telling a story, or finding a video, that the audience owner finds inspirational.

*Question:* "Are there any videos on Youtube, or stories you love, of an inspirational person that we could use to show that the only limitations in life are the ones we place on ourselves?"

*Note:* If they can't find one this one is pretty amazing video:

<https://www.youtube.com/watch?v=VbRxXPmgLe4>

If you are sending them to a video make it short. Definitely less than ten minutes. Less than 5 is even better. But the main thing is it's a video that is inspiring.

The Roger Banister story, about how he broke the 4 minute mile when no-one thought it was possible, and then lots of people started breaking the 4 minute mile, is another good story to tell.

*Email Lesson:* I share this with you for one reason only...

To snap you out of thinking that you're not capable of overcoming (problem) and that you're stuck where you are.

You're never trapped with limitation - unless you think and accept that you are.

If you're courageous enough to listen to that voice inside of you that refuses to be less than what you are capable of, click here to join our programme whilst you still can and become who are you really want to be.

### **Email Thirteen: Stop Feeling Email**

*Purpose:* To get the reader to see the pain of the *current* feelings they have *because* of the problem the product solves.

*How:* By telling a story around one of the core negative emotions the audience experiences.

*Question:* "Can you tell me what the main core negative emotion is that your audience feels? And a time in your life when you felt that same emotion? It can be a time you felt that emotion because of the problem your audience has, or a time you felt that emotion in another circumstance"

*Email Lesson:* Here's why I tell you this...

So many people struggle with (negative emotion) too because of (problem the product or service solves). And it absolutely sucks to feel that way.

That's the bad news...

The good news is you can stop feeling that way pretty fast if you take the (name of programme) for a risk free test drive. And, right now, we've even got a discount on the usual price you'd have to pay to stop feeling that pain! So go sign up by clicking here.

### **Email Fourteen: Stop Feeling Email**

*Purpose:* To get the reader to see the pain of another of the current negative feelings they have *because* of the problem the product solves.

*How:* By telling a story around another of the core negative emotions the audience experiences.

*Question:* "Can you tell me what the second most common core negative emotion is that your audience feels? And a time in your life when you felt that same emotion? It can be a time you felt that emotion because of the problem your market has, or a time you felt that emotion in another circumstance"

*Email Lesson:* Yesterday I spoke about how you can stop feeling (emotion from email thirteen).

It gets better...

You can also escape from feeling (emotion covered in this email) too if you just give us a chance to prove to you how life changing this programme is.

You've seen the success stories and proof...

You know there's no risk to check this out...

It's time to stop feeling (emotion covered in this email) - permanently.

Click here to sign up before the special offer we're currently running closes.

## **Email Fifteen: Stop Feeling Email**

*Purpose:* To get the reader to see the pain of another of the current feelings they have *because* of the problem the product solves.

*How:* By telling a story around another of the core negative emotions the audience experiences.

*Question:* “Can you tell me what the third most common core negative emotion is that your audience feels? And a time in your life when you felt that same emotion? It can be a time you felt that emotion because of the problem your market has, or a time you felt that emotion in another circumstance”

*Email Lesson:* Are you sick and tired of (negative emotion)?

Well remember (name) from the email a few days ago who is now (what result one of the success stories previously mentioned got)?

He/she struggled with (negative emotion) too.

That’s right - she felt the same way you did but refused to stay stuck with it.

It’s time you refused to as well. We’re pulling this special offer down in the next few days. Will you become who you can be - only you can decide. Click this link and join (dozens/hundreds/thousands) of others who have taken advantage of this special offer whilst you still can.

## **Email Sixteen: Time, Regret And 48 Hours**

*Purpose:* To get the reader to see the pain of regret as worse than the pain of taking action.

*How:* By telling a story around regret and missing out.

*Question:* “Can you tell me of a time you felt regret in your life because you didn’t take action on something you wished you had done? Why didn’t you take action and why did you regret it afterwards?”

*Email Lesson:* It's important I share this with you because in just 48 hours the special promotion we are running for (name of programme) is closing.

And I don't want you to hear about all the success stories from the (dozens/hundreds/thousands) that have already joined and feel that deep sense of regret because you chose to not take action.

Regret is brutal. Because the only thing we can't get back is time. And we you know you've wasted time not being who you could be - that hurts!

So the countdown is on! Click here to join whilst you still can.

### **Email Seventeen: Jealousy, Envy and 24 Hours**

*Purpose:* To get the reader to see that jealousy is a sign they really want what other customers or clients have.

*How:* By listing out five (or more - max eight) specific .

*Question:* "Can you give me five or more specific things your customers/clients currently experience because they overcome the problem, that people struggling with the problem would be envious of?"

*Email Lesson:* So let me ask you a question...

How does reading about that make you feel?

Do you feel jealous? Envious?

That's a sign you really want to experience those things as well!

And you have just 24 hours left to get the same programme that helped our customers/clients experience those things and can give them to you too.

So you can either be the person who is envious...or the person who is envied. It's your choice. Stay where you are - or transform your life.

If you're anything like most people we help, you're mature enough to realise something must change. Click this link now and join today as this offer closes permanently in a matter of hours.

And if you miss out - you likely stay stuck feeling (negative emotions from emails 13,14 and 15).

Now is the time you took a no risk chance on us proving to you what you're capable of.

Click here to join right now. This is the last email you'll receive from us on this.

### **Email Eighteen: Thanks For Your Attention Email...**

*Purpose:* To rebuild some of the rapport that gets slightly lessened during a promotion.

*How:* By giving those who didn't buy something useful.

*Question:* "Can we give the audience who didn't buy something useful as a thank you for their attention? Preferably something taken from the programme that will act as proof itself of how good the offer was and also builds rapport with them. Could be a tip, a template, a short clip of audio or video. Or you could just shoot a short video giving them a tip from the programme as a thank you if you didn't want to take something from the programme itself."

#### *Email Content:*

When you know that you can help people to overcome (problem), you feel it's your duty to help as many people as possible out of that pain.

Which has meant you've received quite a few emails from me recently about the special promotion for (name of programme).

For the (dozens/hundreds/thousands) who joined us - congratulations! I can't wait to hear your success story and transformation soon.

For those who didn't...

Maybe it wasn't the right time for you, and that's OK.



I want to give you this video/audio/template etc as a thank you for paying attention and sticking with me throughout the past two weeks.

It's a tip/strategy/document/video/clip taken from the programme itself and this alone can help you start to (what they want).

So, thanks so much for sticking with me, and take action on what I give you in this freebie here.

END OF EMAILS

That's it!

That's the 18 step contextual promo sequence.

The client comes up with the content - you just have to put that into an email!

EXERCISE

Write an email for each of the final nine stages. Remember, if you mastered JUST this sequence you would be an extremely high value email copywriter or consultant. And now, after the seminar, you've seen how to get access to other peoples audiences and how simple it can be. Get good at this - and you're set!

Write these emails for the same offer you wrote the previous 9 emails in the sequence for. 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.

I'll send you examples of these in Part II of this month!