

copyblogger

Freewrite Your Funnel

Day Three: The Email Sequence

copyblogger

A big day!
(but not as big as yesterday ...)

copyblogger

Your Sales Page

- Problem
- Agitation
- Solution

copyblogger

Your Sales Page

- Problem
- Agitation
- Solution
- Safety

copyblogger

Here's what we'll do today

- Building a path to purchase
- The biggest mistake people make with sales emails
- The complete framework for your sequence
- Writing emails if it isn't a „launch“

copyblogger

The path to purchase

copyblogger

**A funnel is a well-defined
path that makes it easy
for a buyer to say Yes**

copyblogger

**Why did we write
the Sales Page first?**

copyblogger

**The whole path
is congruent**

copyblogger

**Email underscores
your key messages**

copyblogger

The pitfall to avoid in the email sequence

copyblogger

The framework

The framework

- The wakeup (restate the KQ)
- How is it worse than they think?
- Safety
- Smartest General Approach (SGA)
- Your unique twist (USP)
- The offer is open
- The midpoint safety email
- It's closing (with benefits)
- It's closing (with safety)

copyblogger

Let's write it!

copyblogger

(2 minutes)

The wakeup

copyblogger

(2 minutes)

**How is it worse
than they think?**

copyblogger

The safety email

(they're not alone)

copyblogger

"You are not alone"

copyblogger

(2 minutes)

The "You are not alone" email

copyblogger

The Smartest General Approach

copyblogger

**"Tomorrow, we're going
to talk about the one thing
that XYZ doesn't do ...
and how it can make
a huge difference."**

copyblogger

(2 minutes)

The SGA email

copyblogger

Break

copyblogger

Your unique twist

(USP)

copyblogger

**"Other providers do
[undesirable thing], but we
do [better thing]"**

copyblogger

**"If you're tired of
[undesirable thing],
consider [better thing]"**

copyblogger

What's different about how you do it?

(your winning difference)

copyblogger

Your unique twist (2 minutes)
"Yesterday, we talked about
why [smartest general
approach] is such a good
solution. But it's missing one
thing: [your twist]"

copyblogger

The offer is available

copyblogger

We've been talking about [the Key Question problem] and the best way to approach solving it.

That's why we [your unique twist.]

**If you're ready to [solve the problem for good],
check out [your offer].**

**It has [feature] so you'll be able to [benefit]. And
it's [additional good thing].**

**Here's where you can go to get all the details: LINK
[Urgency element.]**

copyblogger

(2 minutes)

We've been talking about [the Key Question problem] and the best way to approach solving it.

That's why we [your unique twist.]

**If you're ready to [solve the problem for good],
check out [your offer].**

**It has [feature] so you'll be able to [benefit]. And
it's [additional good thing].**

**Here's where you can go to get all the details: LINK
[Urgency element.]**

copyblogger

The next-day safety email

copyblogger

The next-day safety email

- The quick success story
- The FAQ
- The „This is right for you if” mini quiz
- Reinforce the „you are not alone” message
- Answer. „Does this work for people like me?”

(You can do two!)

copyblogger

(2 minutes)

The next-day safety email

- The quick success story
- The FAQ
- The „This is right for you if” mini quiz
- Reinforce the „you are not alone” message
- Answer. „Does this work for people like me?”

(You can do two!)

copyblogger

**It's closing
(with benefits)**

copyblogger

(2 minutes)

It's closing (with benefits)

copyblogger

**It's closing
(with benefits)**

(with safety)

copyblogger

That's a wrap!

copyblogger

**You've preserved the
relationship**

copyblogger

A little homework

copyblogger

**An easy day
tomorrow ... (whew!)**