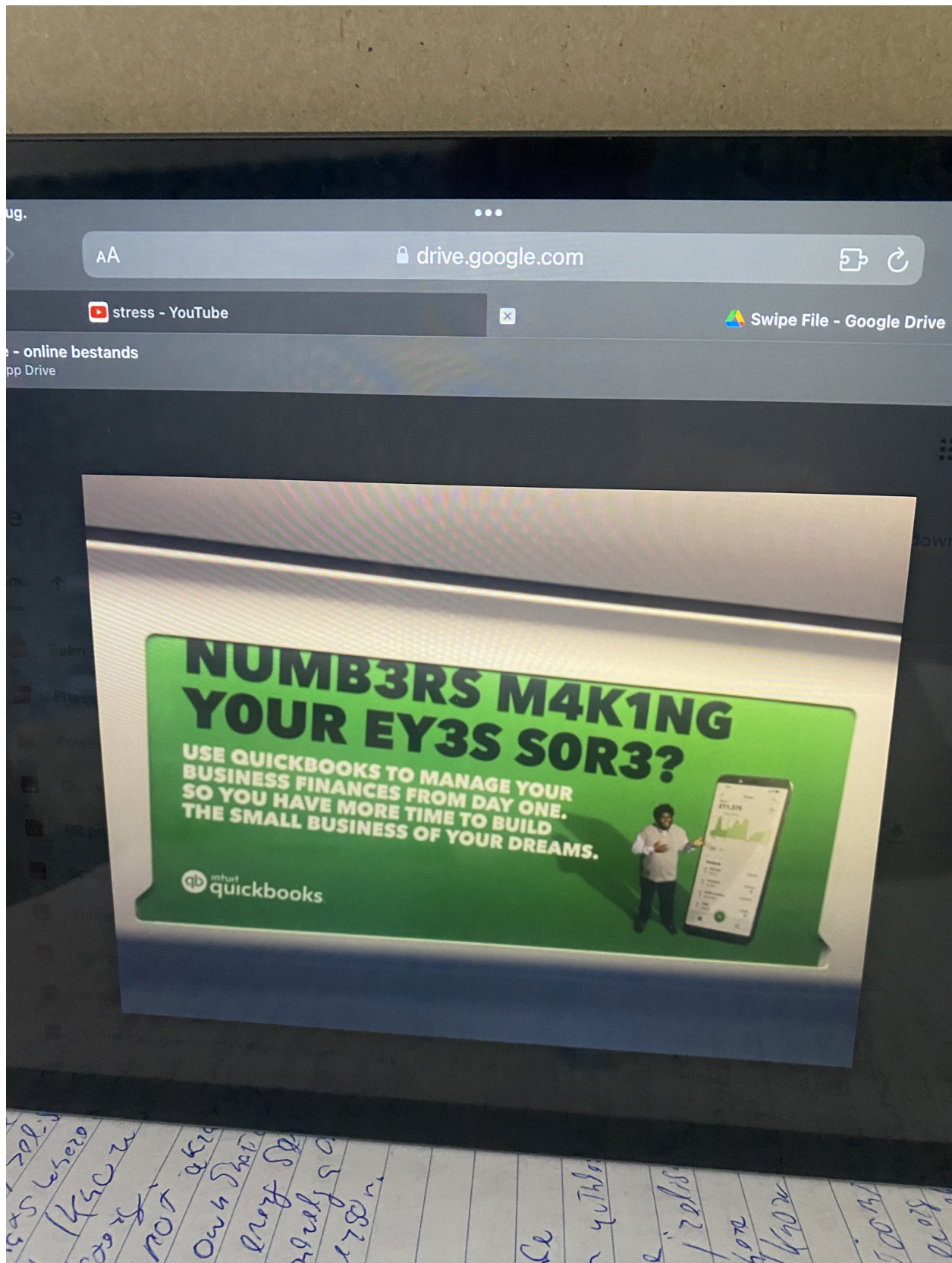


EMAIL SEQUENCE MISSION



Landing page was: Free trial (System), for a month

1. Who am I writing to? Small businesses, that have no tools to organize money.
2. Where they are right now? Physically in the Emails sequence,
3. Where do I want them to go? I want them to build a relationship with them, reshape their understanding of the world and prepare them to purchase the next product in the Value Ladder.
4. What steps do they need to take to get there? I need to give him a Welcome sequence and build a trusted relationship with authority with them. Make them curious and want more, getting excited with every email.

1ST EMAIL: Welcome to Quickbooks!

Hello dear [name],

Imagine your success with Quickbooks...

Easily invoiced, no problems with expense tracking, and not feeling defeated after paying taxes.

Are you ready to take your business to the next level?

Here's your free trial:

www.quickbooks.com/30daysfreetrial

That was just the introduction.

More coming in soon....

Sincerely, The Quickbooks Team.

2ND EMAIL: If you listen to us, you WILL avoid this crucial mistake we've done...

Hello dear [name],

The mistake is what made us **want** to make Quickbooks.

The most shattering moments for your bank account can go either one of two ways...

Before Quickbooks, we were a simple company working without an accountant...

Making loads of money but not keeping track of it...

But then, a mail post came in our inbox...

BOOM!!

DEBT!

As a result, we were hit with a massive tax obligation.

Our bank account was once filling up with thousands of dollars, but now all that money was just slipping away...

At that pivotal moment, two paths emerged:

confront the tax turmoil alone,

or summon a financial guardian – an accountant.

Post-traumatic stress or Post-traumatic growth?

The choice was ours.

Thankfully we knew how to make software, and we knew that we weren't the only one who experienced this.

(plus reinvent our business from the ground up)

And we are here to ensure you don't experience the same thing.

But wait, we're not wrapping up just yet.

This is only the beginning...

We'll see you soon.

Sincerely,

The Quickbooks Team.

3rd EMAIL: Let us tell you a secret on WHY is it hard to build a business?

Hello dear [name],

Businesses are hard to build for a reason.

No, it's not using a spreadsheet struggling to track taxes, and no it's not tracking invoices by hand.

They manage something that small businesses don't think about...

MONEY!

You need to manage money to become successful with financial tools.

"But I don't know what money management is and how to use it"

That's exactly what we're here for.

We'll save you **money** AND **time**. The two most important assets.

Like these lessons?

There is more to come.

Sincerely,

The Quickbooks Team.

4th EMAIL: The BIG Step into Quickbooks

Hello dear [name],

There is a reason why there are paid trials.

The free trial is great but...

Have you ever thought about upgrading to a paid version?

No it's not some horrible customized spreadsheet to track your expenses, and no, it's not a complex tax calculator that you'll struggle to use.

The paid version provides you with additional financial tools for your business.

It's something unique,

better than the free trial version.

Do you trust us? Or do you want to stay low in business and get nowhere?

www.quickbooks.com/paidversion

More is coming.

Sincerely,

The Quickbooks Team.

5TH EMAIL: How to FEEL Like a Professional with the Correct Toolbox

Hello dear [name],

When you look at your financial toolbox, what do you honestly feel about yourself?

Is it a Man with an empire business, organized toolbox, and no headaches over taxes?

Someone whomevery business man would want to meet and work with?

Or do you see a unorganized, overly stressed, unprofessional businessman?

Feeling invisible among businessmen who don't want to connect with you?

Here's a twist.

Can you even work on your business without feeling like you want to putout your hair due to stress?

If you're tired of feeling unprofessional and are ready to do what it takes to become a businessman of true financial professionalism.

If so, you're prepared to explore our paid trial:

Visit www.quickbooks.com/paidtrial for more information.

More to come.

Sincerely,

The Quickbooks Team.

