

Welcome Sequence - Million Dollar Ads

Email 1 - Welcome:

To	Email list
Subject	Claim your Free eBook!

Hi [name],

My name is Peng Joon, and I'm the founder of Million Dollar Ads.

I am proud to present, "The 3 Golden Rules of Digital Marketing" **FREE** of charge...

Why am I practically giving away this valuable information?

Because I've sold tens of thousands of copies and seen the impact it has on businesses.

I knew the price (*previously \$120*) drove away many people who I could have helped in tremendous ways...

In this book, you will not only learn what makes advertisements so effective, but I will provide the tools and strategies I learned after spending a fortune on ads to deploy **PROVEN** methods that work.

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

Claim eBook!

(**P.S** - Look out for my next email about the story of how I became one of the best digital marketers!)

-Peng Joon

Email 2 - HSO:

To	Email list
Subject	The Mistake That Changed My Life...

I got a letter in the mail...

I held it anxious about what could be inside.

The Malaysian government had given me a scholarship at Warwick University...

Somewhere my family could never dream of affording.

My parents were beyond proud, but they didn't know my grades were struggling.

I had a **42%** average.

I found school easy my entire life but college was different. I got lazy playing games and partying 8 days a week.

I slid my finger beneath the envelope opening and pulled out the letter.

"We regret to inform you that your scholarship is being revoked due to your failure to meet the agreed-upon conditions, and you are required to reimburse the full amount of forty-two thousand U.S dollars."

My life flashed before my eyes...

I had everything going for me. I was a straight-A student and had all these

big companies waiting to hire me the second I graduated from university.

But after one mistake I now owed the government \$42,000 and no one wanted to hire me...

Eventually, I settled for a job that paid \$330 per month.

I worked at that job for a year and gradually, a deep depression began to consume me.

One evening, I stood in the shower.

The warm water hit my head but I was so numb I could barely feel it.

I reflected on the past and asked myself,

“How did I manage to screw up this badly in life?”

It was at that moment, I decided things needed to change!

I began shifting my focus toward the internet, desperate to find some way to make some money.

I discovered the most valuable skill was the ability to sell on the internet.

I dedicated myself like a monk to understanding digital marketing entirely...

Fast forward to today...

I have created over 500 websites, launched multiple 7-figure products, and am now one of the World's leading authorities in online wealth creation.

I spent over a Million Dollars In Ads to figure out the exact strategies and formulas that motivate people to buy.

If you would like to learn the proven **winners** in digital marketing and scale your business to new heights,

[Click here to discover the Million Dollar secret to online advertising.](#)

Email 3 - Value:

To	Email list
Subject	This subject line will grab your attention...

Hi [name],

In the online world, the battle to stand out and grab someone's attention has never been fiercer.

Stopping thumbs mid-scroll is the first step of digital marketing,

Which is why we must master the art of **pattern interruption**.

Hook

Your headline is the gatekeeper to capturing attention. You must make your headline compelling, intriguing, and impossible to resist.

- Leverage numbers (e.g. *7 Mind-Blowing Techniques for Boosting Engagement*)
- Pose questions that make your audience pause and **want** to find the answer (e.g. *Are you making these Costly Advertising Mistakes?*)

Images

They say a picture is worth a thousand words, but in digital marketing, it can be worth so much more. The key is to use images that are eye-catching and that evoke emotions. Engaging videos can capture attention in a dynamic way.

- Engage with your target market
- Choose an image that is colorful and bright to catch attention.

Different

Social media is a sea of sameness so standing out is crucial. Identify what your target market expects from your industry. Then, challenge those expectations by approaching things from a unique angle.

- Incorporate humor, surprise, and emotion.
 - Leave a lasting impression.
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Email 4 - Product (DIC):

To	Customers
Subject	Why I Spent a Million Dollars on Ads.

Hi [name],

You may ask, “*Who in their right mind would spend a million dollars on ads?*”

It wasn’t out of ignorance or reckless spending.

No. It was because I was desperate to understand digital marketing entirely. I wanted to learn exactly what catches someone's attention and motivates them to buy.

What I discovered was shocking.

Not only did I uncover the proven winners, but I realized that these ads can be used in ANY market and succeed.

They can straight up be copied and deployed in any market and make money.

No testing the markets. No endless ad tweaking. No stressful late nights.

If you want to finally take the step to grow your business and find success in digital marketing,

[Click here to learn the Million Dollar secrets to digital marketing.](#)

Email 5 - PAS:

To	Customers
Subject	The Key to your Company's Exposure

Hi [name],

How comfortable are you with failure?

Think of the last time you tried marketing your business online,

Crafting an advertisement, and targeting a specific market.

Until your advertisement just never seemed to perform as it should.

The reality is...

Digital marketing is incredibly hard.

Most businesses fail simply because no matter how many long hours of sacrifice, they don't persevere enough to see the reward.

They get caught up in the chaos of the marketing world and lack the fundamental skills of selling.

The good news is,

I've helped countless businesses go from near-death to 6 figures in the span

of 60 days.

I've spent over a million dollars in ads over 7 years to understand exactly what works and what doesn't.

It wasn't easy, but I discovered the secret methods of advertising that only ELITE-level marketers know.

Don't be like most businesses.

[Click here to learn the Million Dollar secret to Digital Marketing.](#)
