

What specific business objective am I seeking to achieve?

I am seeking to accomplish to upsell my client's trusted leads that come from a free lead magnet programme into the full paid programme.

This is important because it will help us see if we can create a viable system through email and test how people respond both to the emails and the persuasion.

What part of the funnel is needed to achieve the business objective?

Email marketing newsletter, more specifically an email welcome sequence that introduces the leads into the brand and gets them purchase-ready.

Who am I talking to?

I am talking to young teenage basketball players in America who are struggling with improving and solidifying their shot.

What makes them tick, and purchase programmes online are quite a few things, number one, they really like to act and depend on trust, specifically trust with the coach to act upon and decide to the feedback given.

Essentially, these shooters have been trying so many solutions, followed so much advice, so many drills, workouts and focused so much on improving their shot and are now looking for advice that directly connects with their situation and shows them that the coach knows and understands what he is talking about.

For them, the only way they'll apply the knowledge is if they can directly see it's made for them and them only.

And that's their ticking factor, feeling like the coach's advice directly targets their situation.

Where are they now?

They've just come from our opt-in page that reads "visit your email" and they are being sent to their email after applying for our lead magnet programme.

Current State

So they have just taken action towards a future they aspire to and towards a better shooting version of themselves.

They've just signed up recently to our free programme in hopes of becoming better shooters by developing their speed, control and accuracy in-game, they are almost desperate for this advice and want to genuinely use it.

They've been inconsistent and had a few plaguing inconsistencies in real games to the point where they are good shooters in practise but they don't know how to translate that to real games and that makes them feel frustrated and unconfident in their ability.

So they are searching to become more confident and better shooters by increasing their accuracy and speed so they can translate their efforts into real games via shooting and releasing the ball quickly so no defender blocks them.

And they have been searching for a long time, so this finally gives them an ounce of hope, an opportunity to reach their dream state.

Also, not being good in game implies that they look up to their peers and hope that they can be like them in terms of consistency and performance: embarrassed about "sitting on the bench watching other players get noticed for something I could be doing but did not know how to practise"

Dream State

So essentially, their dream state is being quick and deadly accurate shooters from anywhere on the court at any moment in time.

So regardless of the pressure, the situation or the environment, being able to whip down a buttery smooth shot from anywhere on the court.

Their dream state is a state in which they are effortless 3-shot sinkers, they are trusted by their team and coaches to carry the ball and score.

They would be able to break the defence from deep, snap defenders and knock down clean 3s and deep shots.

And overall their main desires are increasing their in-game performance and being a shooter that can knock it down from afar.

Market Awareness

Level 4. They know about the programme they've just downloaded and are directly searching for it on email, and they know and trust the brand owner.

Market Sophistication

Stage 4 leading to Stage 5, still leading with how your mechanism is bigger and better works, but playing the identity works wonders too.

Current thresholds

Desire for the solution

Pretty high, they've gone through the entire persuasion cycle and are now at the end of it looking for the product they have been promised.

They are chasing the product to email so that means its active attention and high-intent, therefore desire is at 8.

Belief in the idea

They've been alluded into what the idea is and they've checked the opt-in page so likely they know what it's about and thus why they are signing up. 8.

Trust in the coach

They've been followers of him for some time and they always love the value he brings in his short and explosive reels. 7.

Where do I want them to go?

I want them to download the programme and think about checking out further emails.

What are the perceived costs of downloading the lead magnet?

The perceived costs as to why some of these shooters might not download it is because the link seems sketchy or we don't provide enough trust through our email design and copy.

If our copy is detached, and unhinged and does not follow them in their current situation, they will think this is not for them as they only listen to advice that is directly made for them and they will bounce.

Probable thresholds to take action

Belief in the lead magnet

Likely, they already believe in it, and their certainty in the solution is already high enough for them to act, so this is left untouched as it's not needed to increase.

HOWEVER, If I want them to check further emails and get addicted to chasing our dopamine on this platform, I need to get them engaged in the fact that there's VALUE available and purported by the coach here.

So their belief that the email newsletter could be valuable needs to be subtly increased to keep their dopamine going.

And therefore need to be shown that their problem can be fixed via the advice given on the email list and the product as the emails.

Trust in the coach

Similar to the belief in the idea, this is already high enough for them to act, it's just a simple, click here and get the thing you're asking for type of email.

It's nothing too crazy.

So their trust is already high.

What are the steps I need to take them through to get them from entering email to stopping at my email and downloading the programme?

How will I catch their attention?

Well they are on Active Attention, remember that, this step of the funnel requires them to act now and act fast.

So I will catch their attention by giving them what they want and teasing it in the SL line.

I will use a sort of a simple and short preview text with the line of "it's waiting inside" to get them curious and increase their desire to click on it.

And that also comes as an opportunity, a way to get what they want which will be directly advertised in the main SL line.

I will stand out via style by adding an Emoji.

How will I increase their specific thresholds?

Desire for the lead magnet

So I mentioned that it was already high enough but cranking their pains/desires at the last step for the journey once they are at L4 awareness is a good way to make them act quickly and act now.

So I will increase their desire by dumping the dream state and proposing this product as the only viable solution to use to reach the dream state.

I think that should get them hyped enough.

Since they are coming from the opt-in page, I will use the dream state of being a quick, accurate and skillful in-game shooter to ensure relevance.

Belief in the lead magnet

Well they already know it works, and they don't really need to learn much more about how it works, so to be honest I think I should mini focus on cranking the belief in the email list so they can stay tuned and further check in.

So they need to believe that we are aware of their problem and current situation, which is the fact they struggle to translate their shooting into practice, and then we need to hint and tease solutions such as those specific and broken down emails and use the emails as the actual product and frame them as the way to reach the dream state.

So just one line or two, summing it up but tapping into the problem, the solution and the emails as a product and the dream state.

Trust in the coach

Well, this is also high enough.

But I want to slightly increase it in terms of the next email so they will check it.

So I will add a direct benefit and promote the coach as the all-knowing Bball coach that is a genius at fixing Bball problems.

How will I bring down perceived costs and thresholds?

Pretty simple.

They already believe in the idea, and they already trust us. They just need to see this is congruent with the rest of our marketing and identity.

So simply by adding a nice corporate theme to the email and our contact info.

The Outline

- a. Catch their attention
 - i. Leads with directly what they want implying an opportunity to gain it by using “here’s your” and then leads with the book’s Title.
 - ii. Reels them into the email with the subtle preview text explaining what the email is about, confirming that it’s the email they are searching for.
 - iii. Plays it safe.
 - iv. No stupid mistakes.
 - v. Reader is in.
- b. Consume email
 - i. Leads with the name.
 - 1. People love it when they are directly addressed by their names.
 - 2. Gives a welcoming approach.
 - ii. Congratulates the reader for taking a step in the direction towards their dream state and sinks in the micro-commitment the reader has made, making them aware of it.
 - 1. Makes them feel proud and that they are in the right place.
 - 2. Their desires for the “It’s awesome to see that you’re interested in maximizing [desire] connect with the reader’s current situation and is relevant to their search of the email.
 - iii. Teases extra value and new secrets the reader doesn’t know about regarding reaching their dream state.
 - 1. Implies that the author or writer is extremely valuable and will help them tons with reaching their dream state.
 - 2. Also makes it personalised by stating how it will help THEM directly.
 - iv. “But we have to take it one step at a time!”
 - 1. Simple tactic to start the pavlovian conditioning by giving one free bit of value now and teasing that they will get the rest later.
- c. Click CTA
 - i. Bold text to highlight and bring attention to the “here’s the e-book” in case people come in directly looking for that.
 - 1. Mentions it as the first step in their journey. Gives a clear insight and chronological order of how reading their emails will help them get to the next phase and the next step and so on.
 - ii. Bold and blue link.
 - iii. Directs them to read the book and to do what the avatar wants to do with it, directs with value and teases new value and tips about how to reach their dream state.
 - 1. Teases and alludes to a new story, new info in which conflict and drama catches their attention and also connects with their current situation of using energy drinks that don’t work.

The Copy

Subject Line: Here's the "(SSS) Split-Second Sniper Workbook"

Preview text: *your free workbook is inside*

Hey [First Name]

It's great to see that you're ready to elevate your game and become a split-second sniper who can light up the scoreboard in any environment!

I've gathered the essential knowledge on what truly makes an IN-GAME shooter to give you a serious edge over your competition...

But we have to take it step-by-step, one email at a time!

Here's the FREE Workbook I promised you. (the first step)

[LINK TO WORKBOOK DOWNLOAD](#)

Run through these drills, make them part of your routine, and then circle back to your inbox to see how I turned a broken shot into a bulletproof jumper—not once, but twice—and *snagged a spot on my dream Bball team!*

- Coach Seif