

1. How many emails?

- a. Campaign: 7 / Reactivation: 1

2. What's the topic of each email?

a. Reactivation Email (Draft✓ + 1st Analysis ✓ + 2nd Analysis)

- i. Make a very simple email saying why they're receiving the email, and use a P.S. to make them look forward to receiving the next email.

b. Storytelling email (HSO) -> 1 day after the last one(Draft✓ + 1st Analysis ✓)

- i. Talk about the dentist's hero's journey and give a lesson at the end. Use a P.S. at the end to make people look forward to receiving the next email because it will help them achieve their desires.

c. Introduction to the Offer -> 1 day after the last one (Draft✓ + 1st Analysis ✓)

- i. Value email and present the free consultation offer at the end to create interest using social proof (images) + Urgency and scarcity.
- ii. Add a timer at the end to boost the FOMO

d. Value email -> 1 day after the last one(Draft✓ + 1st Analysis ✓)

- i. Give value to the reader and make a soft sale at the end with urgency and scarcity
- ii. Add a timer at the end to boost the FOMO

e. Success Story -> 1 day after the last one(Draft✓)

- i. Use a success story from a client, firstly in a written form, then, show a before-after of the teeth, give a little lesson, then lead people to schedule their consultation and offer more value if the people schedule in the next 24 hours (for example: if people schedule in the next 24 hours, they will get a discount in something or other free stuff).
- ii. Add a timer at the end to boost the FOMO

f. First call email -> 16 hours after the last one(Draft✓)

- i. Hard sell email, use a lot of urgency, and talk about the bonus people will get if they schedule in 8 hours.
- ii. Add a timer at the beginning to boost the FOMO

- g. Second call email -> 4 hours after the last one(Draft✓)
 - i. Relate to the reader's desire, use urgency again saying that the reader has 4 hours to schedule.
 - ii. Add a timer at the beginning to boost the FOMO

- h. Last call email -> 3 hours after the last one(Draft✓)
 - i. Say it's the last call, show testimonials, and use urgency again saying that the reader has 1 hour only to schedule.
 - ii. Add a timer at the beginning to boost the FOMO

3. What's the goal of this campaign?

- a. Get as many people as we can to schedule their free online consultation (above 5% of the email subscribers).