

4 Questions

1 - Who am I writing to? Who is my avatar?

Answer: You are writing to truckers, particularly owner-operators and fleet managers, in the insurance industry. Your avatar is someone deeply involved in the trucking business, seeking cost-effective insurance solutions while prioritizing quality coverage.

2 - Where are they now? What are they thinking, feeling? Where are they inside my funnel? etc

Answer: They are currently in a position where they recognize the importance of insurance for their trucks and fleet. They are likely feeling the financial strain of high insurance costs and are seeking ways to optimize their coverage. In your funnel, they are at the awareness stage, realizing the need for a more affordable and comprehensive insurance solution.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

Answer: At the end of your copy, you want them to take the action of filling out a form to get a personalized insurance quote. You want them to navigate to your quote request page, providing the necessary information for you to offer them the best-priced insurance coverage.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

Answer: Inside your copy, they must experience a heightened awareness of the financial benefits and coverage advantages your insurance solutions offer. The steps involve amplifying the pain points of their current insurance situation, presenting your services as the solution, and creating a sense of urgency to prompt them to take immediate action. Guide them through a narrative that assures them your insurance services are tailored to save them money while providing superior coverage. Transition smoothly from highlighting their pain points to showcasing your offerings and ultimately leading them to the form where they can request a quote.

I Rewrote This Email Campaign And I wasn't Getting The Results I Wanted

The goal from these emails was to get prospects to fill out a jotform i created for there

company using my copywriting skills

They have a database of 10000 cold leads and we have only gotten 3 leads from the list

To Complete The (Jotform)

I Need At Least One A Day To Be Filled Out (Or More)

My goal is to get a higher conversion rate for them (more Filled Out jotforms)

Also We Are Going To Start Running Ads Next Week Where Should I Go For That Ecommerce?

Because I've Already Watched The Ads Mini Course in This campus

The reason I am Not getting the result i want comes down to 3 things

- My Emails Do Not Create Enough Urgency**
- My Emails Do Not Affect The Reader's Mind Enough For Them To Fill Out Forms**
- My Emails Are Not Getting Opened Because Of Headlines/Subject Lines**

Below is a the original emails I made and a revised version of them after my OODA Loop and answering (The 4 Questions)

All these emails will be automated with (GoHighLevel)

[Get The Quote You Need With Power X Here -](#)

Email 1: Unleash the Power of Protection for Truckers

Subject: 🚚 Your Rig's Guardian - Exclusive Trucking Insurance

Your journey as a trucker is filled with twists and turns.

PowerX Insurance is here to be your rig's guardian, ensuring a safe and secure ride.

Our trucking insurance solutions are tailored exclusively for individuals navigating the open road.

We understand the unique challenges you face, and our mission is to provide protection that goes beyond the ordinary.

Curious to know how we can safeguard your journey?

Your rig deserves the best. Ready to roll?

[\[Get Your Instant Quote with PowerX Now - Act Fast\]](#)

Email 2: Drive Fearlessly with PowerX by Your Side

Subject: 🛡️ Fearless Trucking Starts with the Right Coverage

Ever wished for fearless trucking, knowing you're covered in every mile?

PowerX Insurance is here to make that wish a reality.

We've seen the challenges truckers face, and we've crafted insurance solutions to match.

Whether it's safeguarding your cargo or protecting your livelihood, we've got you covered.

Ready to drive without fear?

Let's discuss your unique needs over a call next week. Fearless driving awaits.

[\[Secure Your Fearless Drive - Fill Out the Form Now\]](#)

Email 3: Secure Your Cargo, Secure Your Future

Subject: 🚚 Cargo Security - Your Key to a Secure Future

Cargo is not just your livelihood; it's your future.

At PowerX Insurance, we understand the stakes, and we're committed to securing your cargo and your financial future.

Our trucking insurance solutions go beyond the basics.

They're crafted to ensure that every mile you drive contributes to a more secure tomorrow.

Ready to fortify your future? Let's chat over a quick call next week.

[\[Ensure Your Cargo's Security - Fill Out the Form Now\]](#)

Email 4: The Road to Financial Freedom Starts Here

Subject: 🚀 Accelerate Toward Financial Freedom - Exclusive Offer Inside!

Dreaming of financial freedom as you navigate the open road?

PowerX Insurance is here to accelerate your journey.

Our exclusive offer for truckers is designed to pave the way for financial freedom.

Don't miss out on this opportunity to transform your financial landscape.

Ready to hit the accelerator?

Let's discuss the details over a call next week.

[\[Accelerate Your Freedom - Fill Out the Form Now\]](#)

Email 5: Don't Gamble with Your Livelihood - Insure It!

Subject: 🎲 It's Not a Gamble, It's a Guarantee - Trucking Insurance

Every mile you drive is an investment in your livelihood.

Don't leave it to chance; ensure it with PowerX Insurance.

Our trucking insurance guarantees that your hard work is protected, mile after mile.

Let's ensure your journey is a sure shot toward success.

Ready to guarantee your success?

Let's talk over a call next week.

[\[Ensure Your Success - Fill Out the Form Now\]](#)

Email 6: Your Roadmap to Unmatched Trucking Insurance

Your journey deserves more than just insurance; it deserves a roadmap to unparalleled protection.

At PowerX Insurance, we're here to plot that course for you.

Our trucking insurance isn't just a safety net; it's a strategic plan crafted for truckers like you.

Let's discuss your roadmap over a call next week.

[\[Plot Your Course - Fill Out the Form Now\]](#)

Email 7: Fuel Your Confidence with PowerX Trucking Insurance

Subject: 📄 Fuel Confidence, Not Just Your Tank - PowerX Trucking Insurance

Confidence on the road is as crucial as fuel in your tank.

PowerX Insurance offers trucking insurance that fuels your confidence.

Our coverage isn't just about protection; it's about giving you the confidence to tackle every mile with assurance.

Let's fuel that confidence in a call next week.

[\[Fuel Confidence - Fill Out the Form Now\]](#)

Email 8: Act Now - Limited Slots Available for Exclusive Coverage

Subject: 🕒 Act Now - Limited Slots Available for Exclusive Trucking Insurance

Time is of the essence!

We have limited slots available for our exclusive trucking insurance coverage.

Don't miss out on this opportunity to secure your journey.

Ready to ensure your peace of mind on the road?

Act now and fill out our form!

[\[Act Now - Fill Out the Form for Exclusive Coverage\]](#)

Email 9: Your Journey's Guardian Awaits - Act Before It's Too Late

Subject: 🌐 Your Journey's Guardian Awaits - Act Before It's Too Late

Your journey deserves the best guardian.

PowerX Insurance is here, but time is running out.

Act now before it's too late to secure our exclusive trucking insurance.

Don't let uncertainty linger - fill out our urgent form and ensure a worry-free journey!

[\[Act Before It's Too Late - Fill Out the Urgent Form Now\]](#)

Email 10: Last Chance - Exclusive Offer Expires Soon!

Subject: ⌚ Last Chance - Exclusive Trucking Insurance Offer Ending

This is your final call!

Our exclusive offer on trucking insurance at PowerX Insurance is ending soon.

Don't miss out on this opportunity to secure your journey and protect your livelihood.

Let's ensure you're covered; we can connect over a call next week

[\[Last Chance for Exclusive Coverage - Fill Out the Urgent Form Now\]](#)

Email 11: Your Trucking Success Starts Today

Subject: 🌟 Your Trucking Success Starts Today - Act Now!

Today is the day your trucking success begins. PowerX Insurance is ready to make it happen.

Our trucking insurance isn't just a policy; it's your ticket to a successful journey.

Let's make it happen; we can discuss the details over a call next week.

[\[Start Your Success - Fill Out the Form Now\]](#)

Email 12: Congratulations - You're Covered!

Subject: 🎉 Congratulations - Your Journey is Now Protected

Hi [[FIRST_NAME]],

Congratulations!

Your journey is now protected with PowerX Insurance.

We've crafted a trucking insurance plan that goes beyond expectations.

Your hard work is secured, and your path to success is now smoother than ever.

[Celebrate Your Coverage - Fill Out The Review Form Give Us 5 Stars]

Truckers and Fleets Email Drip - Revised

Email 1: Subject - "Don't Let Premiums Crush Your Business! ⚡ "

Feeling the weight of sky-high premiums on your business?

Don't let it crush your success.

Click [[Unlock Savings](#)] now to unlock the door to affordable coverage.

Secure your business's future.

Act quickly—every moment without our savings is a step closer to financial strain.

[Unlock Savings](#)

Email 2: Subject - "Budget Going Up in Flames? Ignite Savings Now! 🔥 "

Is your budget going up in flames due to soaring insurance costs?

Ignite savings by clicking [[Ignite Savings](#)] and ensure your budget stays intact.

Act urgently—every day without our solution is money burnt away.

[Ignite Savings](#)

Email 3: Subject - "Elevate Your Spirits, Cut Premiums! 🚀 "


Are sky-high premiums bringing your spirits down?

Elevate your business with our budget-friendly insurance options.

Click [[Elevate Your Business](#)] to raise your coverage and spirits.

Act promptly—every day without our uplifting solutions is a missed opportunity for financial rejuvenation.

[Elevate Your Business](#)

Email 4: Subject - "Crush High Premiums Now! 

Is the barrier of high premiums standing tall in your way?

Crush it with our unbeatable insurance solutions.

Click [[Crush the Barrier](#)] to pave the way to financial liberation.

Act decisively—every day without our barrier-breaking solutions is a day stuck in the slow lane of high costs.

[Crush the Barrier](#)

Email 5: Subject - "Escape the Web of High Premiums! 


Are high premiums tangling you in a web of financial stress?

Escape with our budget-friendly insurance.

Click [[Escape the Web](#)] to unravel the web and secure your financial freedom.

Act urgently—every day entangled is a day of potential savings lost.

[Escape the Web](#)

Email 6: Subject - "Clear Your Path to Success! 

Are high insurance costs blocking your road to success?

Click [[Clear the Path](#)] to clear the path and pave your way to affordable coverage.

Act promptly—every mile without our cost-cutting solutions is a mile closer to a dead end in financial struggles.

[Clear the Path](#)

Email 7: Subject - "Secure Tomorrow, Slash Premiums Today! 🗝️"

Is the uncertainty of tomorrow overshadowed by the weight of high premiums today?

Secure your tomorrow by slashing premiums now.

Click [[Slash Premiums](#)] to safeguard your future.

Act decisively—every day without our protective solutions is a day exposed to unnecessary risks.

[Slash Premiums](#)

Email 8: Subject - "Don't Let Premiums Haunt Your Finances! 🧟"

Hey [Name],

Are high premiums haunting your financial dreams?

Don't let them linger.

Click [[Premiums](#)] to exercise those costs and bring peace to your budget.

Act promptly—every day haunted is a day lost in financial turmoil.

Email 9: Subject - "Break Free from Premium Shackles! 🗝️"

Feel like your business is chained by high premiums?

Break free with our budget-friendly insurance.

Click [[Break Free](#)] to unshackle your business and embrace financial freedom.

Act urgently—every day in chains is a day of missed opportunities.

[Break Free](#)

Email 10: Subject - "Rev Up Your Savings Engine! 🚗"

Is your savings engine running low on fuel due to high premiums?

Rev it up with our affordable insurance options.

Click [[Rev Up Savings](#)] to accelerate your savings.

Act decisively—every moment without our reviving solutions is a moment losing financial momentum.

[Rev Up Savings](#)

Email 11: Subject - "Navigate Financial Waters with Ease! ⚓"

Are high premiums making your financial waters choppy?

Navigate with ease by clicking [[Navigate with Ease](#)] and enjoying the smooth sail of budget-friendly insurance.

Act promptly—every day in stormy seas is a day at risk of financial shipwreck.

[Navigate with Ease](#)

Email 12: Subject - "Seal Your Success, Shatter Premiums! ☀️"

Is the seal of success breaking under the pressure of high premiums?

Shatter those costs with our unbeatable insurance.

Click [[Shatter Premiums](#)] to seal your success with affordable coverage.

Act urgently—every day without our seal-shattering solutions is a day risking the integrity of your success.

[Shatter Premiums](#)