

# “Gain, Logic, Fear” Email Campaign

This series is designed for subscribers who opt-in to receive your lead magnet. The emails follow the Gain, Logic, Fear path, and they are designed to be generic so they can be easily edited and placed on the back of any offer.

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**Email #1 (Lead Magnet Delivery) - Send immediately after they opt-in**

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**SUBJECT** – Access the [lead magnet name/benefit] you requested...

Thanks for requesting access to the [LEAD MAGNET NAME] video on how to [BIG BENEFIT]  
You can access it by clicking here...

[LINK TO SCREEN SHOT IMAGE]

Inside you'll discover how to [BIG BENEFIT FROM LANDING PAGE] Click Here and [WATCH THE VIDEO/ACCESS THE TRAINING ETC]

Talk soon,  
[YOUR NAME]

P.S. Can I ask a quick favor?

Can you just shoot me a quick reply to this email and say, “I got it” or “I got it and I’m psyched!”

Just to let me know that I fulfilled my end of our little agreement and you are all set...

Thanks and talk soon

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**Email #2 (Engagement) – Send 1 hour after initial opt-in**

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**SUBJECT** - One more thing... (super quick)

**SUBJECT** - Quick Question

**SUBJECT** - Hey

[FIRSTNAME],

I saw you just requested access to my [INSERT LEAD MAGNET NAME]

Good call doing that by the way... ;)

Do you have a company or a product that you're currently promoting or are you still looking for an opportunity to generate cash-flow from the comfort of your home?

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**Email #3 (Gain) – 2 Day After Initial Opt-In**

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**SUBJECT:** Did you see this?

**SUBJECT:** Yep, this actually works

**SUBJECT:** BOOM! That just happened...

The other day you requested my [insert lead magnet title/description here], and I just wanted to check back in a see if you had a chance to [read/watch] it yet.

If not, you can check it out right here:

[LINK TO OFFER PAGE]

If you're really serious about [insert topic/known desired end result], then this is the ideal first step.

Not only does it work, at only [insert price] it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

[LINK TO OFFER PAGE]

This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,  
[Name]

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**Email #4 (Logic) - 3 Days After Initial Opt-In**

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**SUBJECT:** Call me crazy, but...

**SUBJECT:** Really...really!!

**SUBJECT:** Frankly I'm a little surprised

Call me crazy, but I'm a little surprised you still haven't taken me up on this:

[LINK TO OFFER PAGE]

If you really want to [insert known desired end result] (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

So DO IT NOW before it gets lost in the shuffle of life.

Talk soon,

[Name]

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**Email #5 (Fear) – 4 Days After Initial Opt-In**

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**SUBJECT:** Last chance?

**SUBJECT:** Bad news

**SUBJECT:** You're about to miss out

This is it...I'm done talking to you about this:

[LINK TO OFFER PAGE]

For the last few days I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

[LINK TO OFFER PAGE]

All the best,  
[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the offer here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

[LINK TO OFFER PAGE]

**NOTE: We typically only send 3 - 5 emails for an initial engagement campaign like this, because given the low barrier of entry if they don't buy within a few days your**

**best bet is to move on and offer your subscriber a different offer. If this campaign is for an affiliate offer, maybe wait a couple days and then start a new sequence promoting your primary offer or vice versa.**

If you require further assistance I recommend booking a marketing game plan consultation with our team here: <http://DigitalUpline.com/GamePlan>

**DIGITAL** *Upline*