

Objective and 4 Questions:

1. Who am I talking to?
 - I am talking to men and women who are internet marketers and want to improve their skills and branding from professionals. They are beginner and amateur marketers looking for ways to get better, quickly.
2. Where are they now? (emotionally, mentally)
 - They are stuck and want to improve their marketing and advertising skills. They are trying to find ways to learn new skills online. They have searched us up online and want to find new insights and skills.
3. At the end what do I want them to do?
 - I want them to enter their contact information for an exchange in a free book with value so that the business can contact them and help them get further up the value ladder.
4. What are the steps to get to the objective
 - They need to read the email, feel their pains and desires amplified, they need to click on the website, then apply for a free book by inserting their contact information.

Roadblocks: Finding useful insight and learning new and hidden skills to take their marketing and advertising skills to the next level.

Solutions: To get advice from a professional and new tactics that they can incorporate to better improve their skills and create more revenue.

Painful Current State: These people are average skill marketers who can't seem to make any money and get promoted. They dream of having professional level skills to make more money and create powerful advertisements. However, they do not know where to get this valuable information that is stopping them from escaping this reality.

Desirable Dream State: They want to make more money, generate more revenue from their advertisements, and get promoted. They want to have the status as the best marketer in their area and want to create the best results for their clients.

Avatar: Evan is a 26 year old male online marketer for a company. He got out of college four years ago and is having trouble paying his debt. He works tirelessly, trying to create amazing ads for his company in hopes of getting a promotion. He watches all his co-workers get new bonuses and raises but no matter how hard he tries, he makes no progress and makes mediocre advertisements. Evan is looking everywhere for new strategies and tactics to improve his skills and generate more revenue for his advertisements.

Information on Product:

What is it: It is a book that was created by an online marketer named Peng Joon. It's about giving insight and strategies to others in order to help them create better advertisements that generate revenue.

What it talks about: It talks about the most effective ways to create money making advertisements.

What the buyer will get from it: The buyer will get to see the trial and errors made by Peng Joon and the strategies that worked and didn't work. They will see the results from advertisements after he spent \$1,000,000 on ads.

Opt-in Page (DIC Framework)

DIC Examples

Disrupt highlighted in yellow

Intrigued highlighted in blue

Click highlighted in green

Heading:

How to make over \$10k per month as an online marketer.

Subheading:

After spending one-million dollars in advertisements, We've learned the secret truth to increasing revenue and performance.

Are you wondering how you can learn this skill and earn all the money you desire?

Body:

Are you tired of wasting countless hours on advertisements that get no attention?

With just one simple trick this could all go away.

No, it's not luck and no, it isn't more useless hours.

I will show you the 3 most common mistakes used by marketers that you can avoid and overcome.

I am Peng Joon, and I am a professional level marketer who has spent one million dollars to find the most effective ways to create advertisements.

If you want to learn new insights to improve your marketing skills, then order this free book.

[Click here to order now.](#)

Email Sequence

Welcome Sequence (Email 1)

Subject Line: One step closer to becoming a professional marketer!

Welcome to our newsletter! By ordering this book you have made a great decision for your career and finances.

In this newsletter, you will get the fastest and most reliable updates that will give you an edge in your marketing skills and crush the competition.

Afraid you'll miss these important updates?

All you have to do is move us to your primary inbox and you'll never miss any of our emails.

Don't know how?

Phone users: hit the 3 dots at the top right corner, click "Move to" then "Primary."

Desktop users: back out of this email then drag and drop this email into the "Primary" tab near the top left of your screen.

Apple mail users: Tap on our email address at the top of this email (next to "From:" on mobile) and click "Add to VIPs".

Stay tuned for more.

- (Business Owner)

Email 2 (HSO Framework)

Subject Line: How to use the information and apply it to create better results.

Hey NAME,

Are you wondering what to do after reading the book?

You have all this information but can't use it to your advantage.

If this sounds like you, then keep reading.

I was once like you.

I spent one-million dollars on ads and had all the information I needed to become a successful marketer.

The problem...

I had no idea how to apply it and saw countless attempts fail.

However after months of trial and error.

I learned the correct methods and skills to finally create good advertisements.

If you want to completely skip the stage of trial and error, and move on to pure success, then sign up for this course made specifically for you in order to properly apply your skills and start making real money.

[Click here](#)

Email 3 (Value Email) (DIC Framework)

Subheading: Why most people can't succeed even with the book.

Hey NAME,

I'm guessing you have completed the book and learned many new valuable insights and strategies for your upcoming advertisements.

Are you still having difficulties creating top tier, money-making ads?

Are you afraid of never making money and getting fired from your job?

Here's the secret to avoid both these problems in an instant.

MOTIVATION!

If you want to have unlimited motivation and avoid any problems making ads, then you need to subscribe to my online course.

I have updated it so that you can have the most recent and reliable information.

AND

You will learn the proper way to learn and feel motivated 24/7!

[Click here now](#)

Email 4 (DIC Framework)

Subject Line: New products that can give you even better results

Hey NAME,

There is a product even better than the book you ordered.

It's not the online course and no, it's not another book.

Did you know that 90% of successful marketers have used methods in my product to create the best ads in the world.

There is one simple step you can take to finally unlock the hidden secrets to marketing.

This will allow you to make more money than ever before and get promoted almost instantly.

All you have to do is visit my sales page and any one product can help you achieve the results you desire.

[Click here.](#)

Email 5 (Reactivation Sequence)

Subject Line: Giving up now?

If you want to watch your co-workers get raises while you stand in the shadows, struggling to pay off debt, and on the verge of losing your job, then you should leave this email list.

Or

Are you tired of seeing no results and will do whatever it takes to win and become the marketer you dream to be.

If you want to change your path and become successful, then you have to respond to this email in under 48 hours before you will be permanently removed from this email list.

You will have no guide to help you.

Do you want to access the best and most reliable resources 24/7 so you can finally make ads that make real money?

Respond ASAP before it's too late and change your life for the better.