

“We canned a feeling” - Email Sequence Mission

Focus on giving value, otherwise others will see your emails as salesy and mark you as spam.

Email 1

Introduction to you/your brand + the FREE value you promised in your copy written where you “hooked” your customer + teasing about next emails and value.

Email 2

Usually “HSO” where the customer gets to know the discovery that the brand made and the story of the brand, PLUS shift their beliefs about something the brand and the brand’s product. The “Offer” at the end doesn’t necessarily have to be a selling offer, it can just be a free value offer (this way the customer will trust you much more, you are giving value genuinely (VALUE EMAIL)), although it can be.

Email 3

In the third email you have to give more information and value, by revealing more about the roadblock and what needs to happen to get to the dream state. The third email is usually a “DIC” where at the end you can give the CTA with an offer or again value to try to escalate more easily the VALUE LADDER and gain more trust, or get a CTA with a link where you bring your customer to a video or page where you give the information.

Email 4

Another “DIC” email where you 100% focus on guiding the reader to the sales page and getting him excited about your product, about the value you will give.

Email 5

“PAS” email, by now they should be excited, you should spike their emotion and get the customer/s to buy the product.

You can even do less than 5 emails, depending on the product. To get good at email sequencing and overall copywriting, you can subscribe to newsletters and see how other brands write their emails, then steal the good points. Usually do a 3:1 / 2:1 ratio of value : sales.

EMAIL 1

It’s good to know that you have chosen to accept the free value we’re giving to you!
Here’s the [LINK](#) in which you can sign up for our free blend.

Keep an eye on your email inbox to receive more and only valuable information from us!

I promise you won't regret it.

EMAIL 2

Indescribable and ecstatic moments of fullness, freshness, joy and satisfaction like I was a millionaire on my private island in the Pacific Ocean.

That's what I felt when I first tried my free "takearecess" product.

Before getting my first mixture, I was on the verge of monotony, dissatisfaction and boredom. The scenery in the first line wasn't in my hopes, but in my dreams, as it would have been a miracle if I felt like that.

I guess what they say is true:

"Miracles happen to those who believe"

As when I was trying my first blend, I started to believe.

And so I started crossing the Ocean, I took my yacht and started traveling to the my island, as I started mixing the elixir,

Then, I drank my wizardry and I walked on the sand, with the seafoam morbidly touching my feet, and I started hearing the seagulls, singing in the air, soaring over the sea, while the sun was gently caressing my skin.

And then only the present was important, since that's what I was feeling in, complete presence and fullness, relax.


So, start believing in your dreams, as they can be much more real than you think, but to actually make them, take action in order to do so and start to believe.

Check your email inbox to receive more value by me, as I will help you achieve what you believe.

EMAIL 3

Make it Real, NOW.

In the last email I talked about how I made the perception of my dream a reality,

And how I promised to help you also do that 

I will tell you the roadblock you're facing is just in your head. Nothing's stopping you, except yourself, but I can provide you with the solution. A solution to simultaneously escape your dissatisfaction and get to your APEX.

That's why today I want to give you a chance to make your "miracle" REAL! As I was in the same situation as you. Take advantage of the solution that many use, as it won't be available if you wait more than a week of time.

Discover the solution which made me travel to "Neverland"!

Here is the chance to feel how you' ve never felt.