

So, I have got this client with very high potential, we have agreed on a 3 email welcome sequence

It had a lot of problems and bullshit, moved so slowly and this could have been done in 1 hour, turns out we have been targeting the wrong desire

so fast forward I failed in this project

I have 12 to get this done:

However, I have a plan to aikido all of this, here it is:

- Message my client saying this: the project we have planned has been progressing very slowly

And after all of that turns out that we have been targeting the wrong desire meaning focusing on the career and hustling while the audience wants to get better at blender

I have a plan in mind that will help us get all this done in 12 days and bring in 10000\$ for you

I would like to schedule a call with you to talk about this, for me I can move my tasks according to whatever time you pick tomorrow

Here's the plan I will present to him:

- Look, You say we have been targeting the wrong desire and our audience wants to get better at blender instead of hustling and making a shit ton of money
- The thing is our value emails about that have been getting 40%+ most of the times, least one was 32%

- So I need you to make a survey on your youtube channel about the desires of the subscribers, Which describes them best?
- Landing a well paying job as a 3d artist or they want to run their own business and make a ton of money and be financially free or they just like playing around with blender and they want it to be a side hustle
- Then I will do the rest of the work and do deep research about those different categories and of course our emails will be focused on the desire that gets the most votes
- Then We will give away a lead magnet for people to join our mailing list that's related to the main desire, chapter of your e-book on blender or a 10 pdf guide about getting clients for example, our goal is to increase the list to 5000 subscribers
- Then I will send an email sequence with the goal of 3 value emails and 2 sales email, where the value emails give them a quick insight into the 3 main keys to achieving their desire outcome
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- the second 2 sales emails will have and the first sales email will show them that D.E.C is the key to this and covers the main 3 keys to their desired outcome
- Second sales email will either be an email that shows the success story or a reverse psychology email depending on the results of the survey
- Now, we will need to re-write the sales page because I need higher conversion rate than 10%, I want to have 20% conversion rate and 10% click rate to get 100 customers out of 5000
- Our goal is to get 100 new customers

- Then I want to do a launch a new and better subscription (upsell), where they pay 500 dollars for a 6 month exclusive subscription, where they get prioritized over regular members to get their questions answered, special live calls
- We will send the sales email for this for all new-members, this is modeled after TRW hereo's year program
- We will do all of this while sending reactivation to customers who didn't renew, telling them that there's new and special lessons inside and cranking their desire again .. etc

Now, for the Gs reading this should I ask them to get paid for this a small amount like 500\$ plus the already agreed upon 15% commission but keep in mind that I will label our project as failed

What do you think?

As this will require me to write - 5 emails for main sequence - 2 upsell emails - 2 sales pages - 3 email reactivation sequence