

This is a reactivation sequence I am writing for an online dog trainer. His list is 2200 people and his average open rate is 15-20%. This is just for a testimony so I want to get very good results for a good testimony. Email 1 has already been sent out and got a 15% open rate (I think this is an ok % considering that these people haven't opened any email within 3 months or more, right?) and a 2% click through rate. Email 2 is going to be sent out in a couple days.

The 4 questions

1. Who is the reader

The reader is someone who at some point was interested in training their dog online, but has been inactive for 3 months or more.

2. Where is my reader

My reader is currently inactive, hasn't opened an email in 3 months or more

The reader spends almost all of their time with their dog

When they walk their dog, they feel frustrated and embarrassed when their dog reacts to other dogs and people

When they get home after feeling this pain, they spend time watching videos on how to train their dog, they believe that their dogs problems can be fixed, but they don't know how to fix it

3. Where do I want them to go

I want them to open an email and click a link and become active again

4. What steps do I need them to take to get them from where they are now to where I want them to be

1. I need to grab their attention so they will open the email
2. I need to build curiosity to their continue to read
3. I need to Trigger and amplify their desires and pains
4. Trigger and build trust and rapport, and authority
5. You need to show them there is specific roadblock that is keeping them from getting what they want

6. show them the solution to solve that roadblock and how it ties to the product
7. I need to have one last crank at the pain and desire to push them over the edge
8. And then theres a call to action, the link they will click

My copy, the Reactivation sequence

Email 1:

Subject:

1. "From Hyper-Reactive to Neighborhood's Friendliest Dog"
2. "From Avoiding Dog Parks to Friendliest Dog in the Neighborhood"
3. "Super Reactive to Friendliest Dog in the Neighborhood"
4. "Go anywhere and do anything with your dog"
5. "Overcome Barking, Jumping, Reactivity, Aggression"
6. "Shift from Jumping & Barking to Calm Polite Greetings"
7. "Achieve Great Socialization: Go Anywhere, Do Anything"
8. "Active Hack: Stop Jumping and Barking at Guests"

Hey future dream dog owner,

I don't care how many videos you've watched. How many people told you "That's just how your dog is". If your dog **jumps up and barks non-stop** causing chaos while explaining that your dog always does that, thinking to yourself "this is SO embarrassing".

Or even how **reactive** and **aggressive** your dog might be.

You **CAN HAVE A DREAM DOG**. The kind of dog that warmly greets people without getting too excited, wagging their tag and lightly while sniffing their shoes, staying calm and respectful.

Your friend's say "I've never seen a dog so well trained" rather than awkwardly trying to get the dog off them before they get knocked over.

That is a **Dream Dog**

Everyone who has worked with me has done it. How? They STAY ACTIVE.

Actively opening emails, clicking links, and **doing** what I teach. These are the people that are guaranteed to get a dream dog.

But, I can only help those that truly want a dream dog. So, I am removing everyone that *kind of* wants a dream dog.

[\[YES, I WANT A DREAM DOG\]](#) to feel the joy of the compliments and stop awkwardly explaining my dog's bad manners.

If you actually want it, the choice is easy.

Saro dog training

Email 2:

Subject:

1. "From Isolation to Socialization: Your Dog Can be Socialized"
2. "Any Dog, Any Manners: Train Perfect Manners"
3. "Polite Greetings: No More Barking and Jumping"
4. "From Jumping to Reactivity: You can Solve It All"
5. "Train Your Dog to Greet Nicely: Better than 'Living With It' "
6. "No Reaction, No Aggression: Transforming Dog Behavior"

[Subscribers name] imagine your dog listening when you call them, their ears perked up looking at you as they come running back **waiting** for your next command.

They don't jump up and bark at guests, rather they greet them **calmly**, wagging their tail and lightly sniffing their shoes.

Imagine a dog so well-socialized that they can accompany you **anywhere**. People turn their heads to watch, amazed at how well your dog listens to you.

This isn't a far-off dream, even if your dog currently barks and jumps at every passing person or dog, all the way up to aggression so bad you have to walk in the middle of nowhere, you can achieve this.

How? By staying **actively involved** with Saro Dog Training.

To make sure I'm focusing on people who truly want their dog to have good manners and socialization, I'm taking everyone who is ok with "how their dog is" off the list.

To stay, click the link.

[\[YES, I WANT MY DOG TO HAVE GOOD MANNERS\]](#) so I can have people over without locking my dog outside

Warm regards,

Saro Dog Training

Email 3:

Subject:

1. "Feeling Like a Failing Dog Owner?"
2. "Host Without Worry: Fix Dog Barking, Jumping"
3. "End Dog Reactivity: Say Goodbye to Embarrassment!"
4. "Solve Dog Reactivity: Walk Without Embarrassment"
5. "Greet Guests Nicely: End Jumping and Barking"
6. "End Embarrassing Moments: Reactivity Solutions"

Hello dog lover,

Do you love your dog?

Obviously yes. But you know that sinking feeling when you can feel judging glances as your dog snaps and growls, leaving you embarrassed.

Ever wondered if the dog park and walking in town beats getting your arm yanked off from your dog lunging at everything on a 'no-name' trail?

Ever skip having people over because your dog jumps on them, nearly knocking them over, and then barks the **entire time**, even if they've been to your house a thousand times before?

All of these issues can keep you up at night, laying in bed wondering “ Am I a failing dog owner? Am I failing my dog?”

You **CAN** fix it!. I've got answers for **ALL these problems and more** – from barking at everyone, to not even able to walk in town because of severe reactivity.

However, I can only help you if you stay with me. I'm removing all people who are OK with embarrassing moments when their dog reacts and snaps.

Click the link to stay:

[\[YES, I'm Done With Embarrassed Walks!\]](#)

Warm regards,

Saro Dog Training

Email 4:

Subject: "Discover the True Best Part of the Dog of Your Dreams"

[Subscriber's name], picture the joy of achieving the dog of your dreams.

The freedom to stroll anywhere, the peace of mind, the absence of worry as your dog walks beside you with outstanding behavior, people turning their heads, admiring your dog's behavior.

Finally being able to have friends over without your dog jumping on them while you awkwardly try to get them and explain the bad behavior.

But none of those are the best.

In my 20 years of training dogs, the most fulfilling part for both me and the owners is the new **deepened relationship** and **trust** they have with their dog.

Rather than just “having a dog” you will have a new best friend, another family member. Your life with your new family member will make you smile, as your dog runs and plays happily, living their best life.

You will feel as if you can truly talk to each other. You will understand them better and they will understand you.

The constant barking, the stress, the worry, it's all gone.

And there's one thing all these people have in common, they are all **actively** opening emails, clicking links, and **doing** what I teach them.

I only want to spend my time helping those who want the best relationship and life with their dog, so I am removing ALL people who cannot commit the time to build a strong, trusting relationship with their dog.

[\[Yes, I want a perfect dog\]](#)

Have fun with your dog,

Saro Dog Training

Email 5:

Subject: "Last Chance, Do You **Truly** Love Your Dog?"

[Subscriber's Name] This is the **last chance** to stay connected. Otherwise, you will be removed from the list and I don't want that to happen. I know you love your dog(s) and you want the best for them.

If you're tired of constant **barking** at every passing person, **jumping up** while you embarrassingly get them off and explain the bad behavior, and their **reactivity** and **aggression** making you walk by yourself in the middle of nowhere.

And if you want a deep and meaningful relationship with your dog, so they listen to you every time purely because of your relationship, ears perked, sitting, waiting for your next command, I'm here to help.

[\[Yes, I want a meaningful relationship with my dog\]](#) and end the embarrassing moments.

I'll be honest: **This isn't for everyone**. If you just sit there, tuning out the barking. Don't care when you are explaining your dog's reactive and aggressive behavior to someone your dog just snapped at. And **don't** want a deeper relationship and trust with your dog. Then this isn't for you.

However, if your dog is **part of the family** and you want the **best life** for your dog, creating memories that will be talked about for years, causing laughs and smiles, then this is for you!

The choice is yours.

[\[Yes, I love my dog\]](#) and I want to give them the best life possible

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My personal analysis

I don't think the SL are not attention grabbing enough or curiosity building enough to have someone who has been inactive for 3 months or more to actually open the email.

I think I should improve this by looking at what some top players are doing for their SLs or fascinations and how they are keeping them short while still being pain/desire focused. My problem is I seem to make the SLs to target a pain/desire related to the email but still short enough.

I think my copy is too long and doesn't bring up enough pain and desire for the reader to take action. Because if they have been inactive for a while, they aren't going to read a 190-250 word email. The emails need to be shorter and just about the pains/desires and how clicking the link will help them get there.

I think I should improve this by reviewing my copy harder and finding what is really not doing anything or what is not helping the copy that much and delete it, cut the fluff. My problem with this is that I am finding it hard to keep the emails short while still using sensory language and still impacting the reader by talking about their pains and desires. I feel that when I make the emails short they don't really inspire enough emotion/pain/desire for them to act.