

EMAIL REFERENCE: Onboard to AHA: Next step email with an ‘Exclusively Empowered callout’

SEGMENT	All segments
HERO	The Skeptic
HERO’S STORY / WHERE IN JOURNEY	Just signed up and verified my email. I’m intrigued by the solution and want to know my next steps so I can get the most out of CC asap
GOAL	Get them to launch their first Scout test as a next step
TO ACHIEVE GOAL, COPY MUST...	Apply AIDA and the concept of ‘exclusively empowered’
STORY TO ENGAGE?	Talk about the next step that’ll take them closer to the AHA. What if you could see & hear a 5-minute video of a real person using your site, for FREE. But for that to happen, your next step should be launching a Scout test
FROM	Komal-Customer Success Manager @ConversionCrimes
TO ACHIEVE GOAL, USER MUST...	Sign-in to CC and launch a scout test
PERSUASIVE CLOSE	Testimonial
LANDING PAGE	Sign-in page

FROM:

Komal-Customer Success Manager @ConversionCrimes

SUBJECT A:

{Insert}: <<FIRST NAME>>, here's what to do next

SUBJECT B:

{Insert}: Why you should launch Scout

BODY:

What if a circa 5-10 minute video of a real person using your site landed in your inbox within the next few hours?

They're not just friends and family testing your website whom you could yell directly at when they get stuck or do something you didn't want them to...

...and who might simply give an all-star feedback because they love you and don't want to disappoint you...

...or who might be so far away from your target audience that the messaging on your website and landing pages makes no sense for them at all (or they don't really care).

You want a much faster and effective way to understand what's working and what's not instead of throwing traffic at a/b tests (or reminding friends and family of any favors they might owe you).

You crave *real and authentic feedback* from a *real* user who can;

Point out the *pain points* on your site.

Provide actionable feedback *right off the bat*.

Explain how your messaging is being received and what users are *thinking and feeling* as they interact with your site.

You know those precious dev resources are best spent on improving/redesigning in line with what real users tell you about your product, service or offering.

And here's how you can do all of that once a month for your own website, your client's website or a competitor's website...for FREE.

By setting up and launching a Scout test.

You can think of a Scout test as an unbiased scout hired for looking at your website, thinking out loud and recording their screen while answering your questions.

A Scout test gives you;

- One free user test every month
- A 5-10 min video of a real user using your site
- Templates to choose from for your specific use case
- Results delivered within 24 hours
- Option to share results with coworkers with a simple link (they don't need an account with us)

The best part is, it takes less than 60 seconds to set up and launch a Scout test.

And with results delivered within the next 24 hours, you can optimize your website or landing pages as soon as today (or tomorrow).

Seeing someone use your product is like hearing your own voice on recording.

Only that voice is now telling you about things that you'd never have suspected before or on your own.

Which is why clients love our Scout test.

<<<TESTIMONIAL #1>>>

<<<TESTIMONIAL #2>>>

Don't waste another minute guessing what your users want as they interact with your websites, landing pages, ads, funnels, product pages, or anything else with a link at any stage of development.

Because there is a surefire way to know.

CTA <<Optimize within the next 24 hours>>

(NO CREDIT CARD REQUIRED)

LANDING PAGE URL:

{Insert}

