

Email Sequence: Rolls Royce (Rolls Royce Phantom Series II): 3-5 emails: ChristianKJV

Email 1: **Intro** + “**Bait** they sign up for”(Manual + Test Drive in your case)

- **Subject:** The New Era of Transportation

There is a subtle, unsettling nerve that twitches when you are blockaded from the truly premium experience in any endeavor.

Rolls Royce understands this feeling, and we feel you understand it too.

That's why we've granted you access to this free test drive as well as a manual including the details of the supreme excellence that our vehicles deliver, such as the Phantom Series II.

We know you will enjoy this wonderful gift and we look forward to seeing you at the dealership!

[Link to manual eBook and Test Drive reminder.](#)

Email 2: Usually **HSO (Hook, Story, Offer)** Teaching them about Brand/Guru's discovery story and shift beliefs about the product or service (Study Rolls Royce's Origin story as a Car Company)

- **Subject:** Tired of driving a *sub-premium* vehicle?

There is a desire in man that drives us toward excellency. This desire was especially ignited within me when I was in my twenties.

I drove many cars..

Muscle cars, Tuners, Exotics, and more.

But none of them could fill my desire for the next level.

It seemed that every car I tried just wasn't doing it for me.

Muscle cars were too loud.

Tuners were uncomfortable.

And most exotics were just overrated.

For these reasons I decided to go to a car show, hoping to find something unique.

I went through the run of the mill options for someone of my status.

Then, through the fog of the mainstream garbage, I finally found what I was looking for:

The Rolls Royce Phantom.

The Phantom introduced sound deadening technology that was unheard of at the time.

This Rolls also was the most comfortable car I ever sat in.

Everything about the car was completely unique and had features that I only thought were of my imaginations until that day.

From then on I knew I had to have that car.

This was the car I had spent a year searching for.

So many years wasted trying to find the perfect fit for me and there it was sitting in the fresh cut grass like an apple tree bearing fresh fruit just waiting to be picked.

I asked the Owner how he got the car, and he referred me to the dealership.

I called immediately and scheduled a test drive for myself.

I could not believe the difference this car made.

The silence, and comfort, and absolutely art piece of an interior.

I had to have it.

Not 1 hour later I was the new owner of a brand new Rolls Royce Phantom, and I can tell you it is by far my favorite car to this day.

Don't miss out on your chance to obtain the car of your dreams!

[Click the link to schedule a personal meeting with our top sales executives near you!](#)

Email 3: **Value Email** : Inform about their Roadblocks and what must happen to get to their Dream State)

- **Subject:** FREE Appreciation Gift!

For your interest in the Phantom we'd like to send you your very own Rolls Royce Phantom Series II model car!

We pay shipping and handling as well!

Just authorize the delivery by clicking the link below and it's yours!

We thank you for your interest in the Phantom Series II and look forward to seeing you again soon on the pristine showroom floor!

[Click this link to redeem your FREE Rolls Royce Phantom Series II model car!](#)

Email 4: **DIC** driving newly educated reader to the **sales page** (Showroom in your case? Online purchase of cars?)

- **Subject:** Being Unique isn't just about being different.

Being different is more than just having something that few others have, much more.

Being unique is about character.

It's about obtaining something that ultimately is a part of you.

The perfect vehicle has nothing to do with the car itself, It's about the driver.

If you are a boring exotic car owner like everyone else, ignore this message.

But are tired of going through life without having a car made for the driver, click the link below and begin your new drive being the person you truly are!

[Click this link to be the driver you were always meant to be!](#)

Email 5: **PAS:** Help people over the edge (to take action) now that they have been to the sales page for the upsell product. Inform that this is their last chance before being removed from the email list/ sale opportunity.

- **Subject: Life Won't Wait For You**

This urgent message is to inform that you have only two days before you will be taken off the list for eligibility to purchase a Rolls Royce for the remainder of the year.

A Rolls Royce is only for serious drivers who know what they want in a vehicle.

For our sake, we cannot allow you to purchase the Phantom Series II for the remainder of the year unless you act for **5/8/23 @ 6:00 pm.**

Beyond this time there will be nothing we can do for you, so ACT NOW **before** it's too late!

Inventory is extremely limited and due to demand we cannot hold vehicles for long!

If you are in fact a serious driver that is ready for the supreme driving experience, click the link below to contact our top luxury specialists.

[Click this link before the car of your dreams drives away for good!](#)