

RRP email formula practice

- **R**ecency
- **R**elevance
- **P**ersonalisation

Product I will be promoting: A course to help people with little money able to travel to their favourite destinations.

Email 1 goal: Shifting their beliefs

Email 2 goal: Push marketing selling

Target:

Market Research: 15 min

Email 1: 6 min

Email 2: 6 min

Email 3: 6 min

Review: 35 min

Market Research

Market's core emotion: frugal >> really careful how they spend money

Market's limiting belief - hopeless and in low emotional state

Market's common things/desires that they want and like:

- Travelling gives a romantic relationship
- They want to escape from the ordinary place they live and try something new
- They want to switch off from all the stress in their lives
- Experience a care free time - (what everyone had when they were a kid)
- The feeling of discovering something new
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Market's main pain points:

- Doesn't like being trapped where they live
- Doesn't have enough money to travel
- Can't have that good experience with partner
- Not able to relax and "switch off"
- Not able to go to the places they desire - beach etc.
- Always stressing and penny pinching for the next holiday
- Hate sitting in the 9to5 everyday

Email 1: Shifting beliefs

SL - Travel like a millionaire with a small budget!

Hi <Name>

With the economy changing constantly and with the cost of living rocketing...

You may have been thinking lately:

"If only if I were rich I could travel more like I want to"

And that is totally understandable. It's hard to travel with little money right?

Well, that's not fully the case...

You see you don't need to be some millionaire to see what the world has to offer...

Because there are ways where you can have your romantic getaways with your partner **without breaking your bank account**.

It just hasn't been publicly shown yet, because these big companies want to get the most money out of you.

They do this by not showing you the deals that can almost slash your holiday cost in half.

Deals that can reduce the cost of your holiday the more you spend on day-to-day items.

That's why it isn't your fault if you think you're just not making enough money.

To discover the little tricks to travel to your dream destinations cheaply **and sometimes for free**

Click [here!](#)

Email 2: Push marketing email

SL - Finally: Cheap summer holidays are back again!?

You may have been worrying about how your summer will turn out this year...

Will you be able to budget enough?

Should you dip into your savings?

It's a stress that keeps breathing down your neck as summer gets closer.

And I know how it felt when I was young,

It's like you are trapped at home and just want to spread your wings.

That's why I did some deep research on how everyday people still can comfortably travel around the world

And I finally found a way.

That wave of excitement flooding you as you can't decide on what to pack,

Getting in the car as you speed to the airport,

Onboarding on the plane as you wave goodbye to all your worries and stresses,

We all love that experience.

And if you want that to...

...Discover [here](#) and surprise your loved ones this summer with a fulfilling getaway that they will never forget.