

## Goals:

- Sell a product/service

## Should have:

- Product/service to sell
- A clearly defined problem that your product/service “solves”
- Lead magnet

## How to use:

- This series is used to sell a product/service.
- It can be used as an initial email series to sell a “cheaper” product (initial offer, tripwire, self-liquidating offer).
- It can be used whenever you’d like to try and sell any other product/service.
  - For example, you launch a new product and you’d like to sell it to your list - use this script.
  - Another example, this series can be emails 9, 10, and 11 (or wherever) in your current series to sell a product. Recommend to “wrap” this series in “helpful” emails as these are obviously “sales” emails.
- Reply to all responses in a timely manner!

## Note:

- The first email of nearly every script assumes you’re going to be delivering a lead magnet first. If you’re using this series in after a lead magnet has already been delivered, simply delete the “lead magnet portion” of the first email. And, of course, use the corresponding subject line.
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# Email #1

## Timeframe:

- Immediately or a couple hours after subscribed (if using concurrent email series)

## Subject lines:

- Per your request: [lead magnet]
  - Here’s your download
  - As you requested ... [lead magnet]
  - What a pain!
  - A desolate world
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- The suffering is real

## Content:

[name],

If you did not collect the name, use "Hi!" or any other saying that means "hello".

I prefer to deliver upon my promises before anything else ... so as promised, **Click here to download** your copy of [lead magnet name]!

Since you're on this email list, I know you have a problem with [whatever problem your product/service solves].

You've spent your precious money trying to solve this problem.

Even worse ... you've wasted your time trying to solve this problem.

I know. I've *personally* been there.

And it's terrible.

**This link will help solve your problem with [whatever problem your product/service solves].** [link to your sales page]

Don't delay. You know what they say - bad news gets worse with time ... as do problems.

Make it happen,  
[your name]  
[\[http://yoursite.com\]](http://yoursite.com)

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## Email #2

### Timeframe:

- 24 hours after Email #1
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## Subject lines:

- Ah Ha!
- What a beautiful world!
- Rest easy

## Content:

Hi [name]!

I want to do a quick visualization exercise with you ... **wait!** Don't run! It will be good ... I promise.

I want you to think about **[whatever problem your product/service solves]**.

**Truly** think about it. Think about how much money and time you've spent trying to solve it.

It always seemed so simple ... yet, the solution has eluded you.

Not today!

Visualize your **problem gone**.

Your solution is crystal clear, *literally*, one click away.

**Click Here to view your solution!** **[link to your sales page]**

I know, a bit ambiguous and vague ... but, really ... all you need to do is click the link above to have your problems disappear.

It's that simple.

I'll talk to ya later!

**[your name]**

**[<http://yoursite.com>]**

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## Email #3

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## Timeframe:

- 24 hours after Email #2

## Subject lines:

- What's working, right now
- Did you see this?
- [Product Name]

## Content:

Ok [name].

This is *literally* it.

**This product** [link to your sales page] is going to solve your problems with [whatever problem your product solves].

It's *that* simple.

And ... to be honest, I'm a little astonished you're *still* having this problem.

What [product/service name] does is:

**Benefit #1** - blah blah blah

**Benefit #2** - blah blah blah

**Benefit #3** - blah blah blah

Remember! There is a difference between "benefits" and "features". List the BENEFITS to the end user.

- ie. Get more ladies with X
- Crush your buddies in golf
- Have your dog stop stinking up your house
- Get more sales with X
- Don't be alone on X holiday with Y
- etc, etc, etc.
- BENEFITS!!!!

⇒ [Click Here to get more information about \[product/service\]](#)

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I look forward to working with you and ... I'll talk to you later!

[your name]

[<http://yoursite.com>]