

Lead Magnet- Engagement Series

This engagement series is set up for those who opt in to your lead magnets and they do not purchase your offer/trip wire.

Please customize!

Email #1 (Welcome) - Immediately

Lead Magnet Welcome Email

This email is set up to deliver what you promised whether that be a PDF report, checklist, video, ebook, etc. Note that this will be your first initial contact therefore you want to make it count.

Message

Subj: [ACCESS] The [TOPIC] [MEDIA] you requested

Subj: [FIRSTNAME] Download Your [TOPIC] [MEDIA] here

Subj: here's your download: [LEAD MAGNET NAME]

Thanks for requesting access to [LEAD MAGNET NAME] you can access it here:

[LINK TO LEAD MAGNET DELIVERY PAGE]

[GRAPHIC OF REPORT COVER/VIDEO SCREENSHOT/ETC HYPERLINKED TO DELIVERY PAGE]

Inside you'll [RESTATE BENEFIT FROM SQUEEZE PAGE COPY].

OPTIONAL CONSUMPTION SNIPPET #1

This short [REPORT/VIDEO/ETC.] is LOADED with tons of great info but I want to make sure you don't miss these [X] big [TRICKS/HACKS/ETC.]...

[TRICK/HACK] #1 - "[TRICK/HACK TITLE]" Page #X or Minute X:XX

I've [BENEFIT YOU'VE EXPERIENCED] just by using this ONE simple [TRICK/HACK]...

[TRICK/HACK] #2 - "[TRICK/HACK TITLE]" Page #X or Minute X:XX

This [TRICK/HACK] is my favorite and my "go to" for [DESIRED END RESULT]

OPTIONAL CONSUMPTION SNIPPET #2

Plus you'll also learn...

- [BENEFIT BULLET #1]
- [BENEFIT BULLET #2]
- [BENEFIT BULLET #3]

... and much, MUCH more!

END OPTIONAL CONSUMPTION SNIPPETS

Go check it out now!

[LINK TO LEAD MAGNET DELIVERY PAGE]

For even more shortcuts like this, check this out:

[LINK TO LEAD MAGNET UPSSELL]

Talk soon,

[ENTER YOUR NAME HERE]

[ENTER YOUR TITLE HERE]

[ENTER COMPANY WEBSITE HERE]

P.S. If you're new to [ENTER YOUR NAME HERE] I'll be sending you another email that you'll DEFINITELY want to read so keep an eye on your inbox. The subject line of my next email will be:

"Welcome to [ENTER YOUR NAME HERE]! Here's where to start..."

OPTIONAL P.P.S #1

P.P.S. I want to make that you received the [LEAD MAGNET NAME] you requested!

Technology can be buggy sometimes so I'd really appreciate it if you would reply to this email and just say "RECEIVED"... or "Got it!"...

Just so I know for sure technology didn't somehow keep me from fulfilling my end of the deal. I'd really appreciate it!

OPTIONAL P.P.S #2

P.P.S. I'd love to hear what you think about my **[LEAD MAGNET NAME]!**...

Can I ask a quick favor?

After you've had a chance to review the **[REPORT/VIDEO/ETC]** will you please take a second to let me know what you think? Also, if you have any questions this is a great place to get them answered.

Just post your thoughts or questions to my Facebook page or send me a tweet here:

Facebook:
[LINK TO COMPANY FACEBOOK PAGE]

Twitter:
[LINK TO COMPANY TWITTER PROFILE]

Email #2 - 1 Day After Initial Opt-In

SUBJECT: Did you see this?
SUBJECT: Yep, this actually works
SUBJECT: BOOM! That just happened...

Yesterday you requested my [insert lead magnet title/description here], and I just wanted to check back in a see if you had a chance to [read/watch] it yet.

More importantly, I wanted to make sure you saw this:

LINK TO TRIPWIRE SALES PAGE

If you're really serious about [insert topic/known desired end result], then this is the ideal first step.

Not only does it work, at only [insert price] it's the tiniest investment you can make and still have a realistic expectation of results.

So get it now while you can:

LINK TO TRIPWIRE SALES PAGE

This price won't be available much longer, so I would grab your copy now while it's still fresh in your mind.

Talk soon,
[Name]

Email #3 – 2 Days After Initial Opt-In

SUBJECT: Call me crazy, but...

SUBJECT: Really...really!!

SUBJECT: Frankly I'm a little surprised

Call me crazy, but I'm a little surprised you still haven't taken me up on this:

LINK TO TRIPWIRE SALES PAGE

If you really want to [insert known desired end result] (and I'm guessing you do or you wouldn't have even visited my site), then this is the ideal first step.

Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

So DO IT NOW before it gets lost in the shuffle of life. ☺

Talk soon,
[Name]

Email #4 – 3 Days After Initial Opt-In

SUBJECT: Last chance?

SUBJECT: Bad news

SUBJECT: You're about to miss out

OPTION 1: SCARCITY-BASED

Yep, this is pretty much your last chance to get [insert tripwire name] at this price:

LINK TO TRIPWIRE SALES PAGE

On [insert date] the [price is going up to \$XX –OR– offer is closing], so you better get it now, because chances are you won't see it again [at this price] for quite some time.

Good Luck,
[NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

OPTION 2: NO SCARCITY

This is it...I'm done talking to you about this:

LINK TO TRIPWIRE PAGE

For the last few days I've been encouraging you to get in while you can, but now time is up. After today, you won't hear me talking about it any longer.

So this is your last chance.

Get in now, or risk missing out completely:

LINK TO TRIPWIRE PAGE

All the best,
[YOUR NAME]

P.S. Remember, not only will it get you [insert specific benefit provided by the tripwire here], but it will also give you the momentum you desperately need to achieve [insert broad-based desired end result].

Get off the fence and get started NOW:

LINK TO TRIPWIRE SALES PAGE

NOTE: We typically only send 3 - 5 emails for tripwire follow-up, because given the low barrier of entry if they don't buy within a few days your best bet is to move on and offer your subscriber a different tripwire (if you have one) via a "Goodwill Avalanche" or other tested and proven offers at a higher price point.