**RUSSEL BRUSONS – SOAP OPERA SEQUENCE ON DISPLAY IN ONE OF MY FUNNELS**

**IMPORTANT:** Below is a 5 part soap opera sequence from one of my funnels. In this funnel I gave away an ebook that appealed to Network Marketers who wanted to grow their business online, and led them to a sales video for a $10 trial to an affiliate system I promoted. Consider the pains, problems, dreams & desires of a network marketers as you read this. This is only to serve as a framework and example so that you can craft your own story that’s in line with your audience and what it is that you offer.

**PLEASE REMEMBER:** These emails are for idea purposes only. ANYONE who copies these emails will not only lose access to the course immediately without refund, but will be demanded to cease and desist from using my copy.

**DELIVERY EMAIL (Sent Immediately)**

**Notes:**

* Short & sweet
* Clear download call to action
* Instructions to keep and eye out for the next email

**Subject Line:**[IMPORTANT] Your 21st Century Sponsoring “Fast Start Guide”

**Email Body:**

Hi (Firstname)

Congrats on grabbing my 21st Century Sponsoring “Fast Start Guide”

Be sure to save your Fast Start Guide in a safe place…

It’s very extensive…I’m confident you’ll want to revisit it many times in the future…

In a few minutes I’m going to send you an email with the Subject Line [Ch. 1 of 5] Our Official Introduction!

It’s important you read this email…

It contains information that is crucial to you successfully attracting “ready to join” prospects and sponsoring effortlessly using the internet….

**Download Your Fast Start Guide Here**

And keep an eye out for my email in just a few minutes…

Happy Sponsoring!…

Justice Eagan

**“SET THE STAGE” EMAIL (Sent Immediately (or 1-2 minutes) after delivery)**

**Notes:**

* This email let’s them know what to expect
* Why you do what you do
* What they can expect from you that can benefit them
* In what ways you may deliver that and how often

**Subject Line:**[Ch. 1 of 5] Our Official Introduction

**Email Body:**

Hey, this is Justice, and I want to “officially” welcome you to my world…

Just a few short years ago I was 6 months into my home business and had brought in only $98 in commissions…

Struggle aside…success in my business was super important to me…maybe you can relate?

I made a single decision that ultimately changed the direction of my business and my life…

That decision led me to generate over 25k leads online….and sponsor over a combined 1,000 people into network marketing opportunities and affiliate marketing systems…

My goal is to pay it forward and not only open the same doors for you that were opened for me….

But to teach you how to get crazy results in your business, and create a life of freedom….

All without the pain of hounding people about your business….

**Imagine** selling or sponsoring effortlessly….

I’m talking about people coming to you, and you literally picking and choosing who to work with…

That’s EXACTLY what I want for you…

In fact…tomorrow I’m going to open arguably the MOST important door to a better future…

This was the most pivotal moment of my life…when a switch flipped inside me and I rose from a place of desperation and hopelessness…

What I’m going to share changed everything for me and so many other struggling home business owners…

But keep in mind that I can only share it…if you make sure to open the email I send you tomorrow…

So why pay it forward, and show you how to create amazing results in your business?

Because I know…if I prove to you that in a sea of internet noise I’M FOR REAL and can truly help you get results….then you’ll become a customer, and maybe even teammate lol…just kidding…

Well…sort of…

Bottom line is I want our relationship to start off great, so your success is my number 1 priority…

Sound good?….

Cool…well then make sure to keep and eye out for that email tomorrow…

Talk to you soon,

Justice “Your New Bud” Eagan ;)

P.S. The subject line of tomorrow’s important email is [Ch. 2 of 5] “I was injured, hopeless, and scared” - So make sure to look for it!

**“BACKSTORY” EMAIL (1 day later - either 24 hours after or early the following morning)**

**Notes:**

* This email tells your backstory
* Start it from the point of “High Drama” where things were bad and you were stuck (in a similar way that your prospect is stuck)
* Then go back and tell the story of how you ended up there (you had some of the same dreams, desires and challenges your prospect does.
* Then allude to the “Epiphany” you had the changed everything. Don’t tell them what it is, but let them know you’re going to tell them in the next email.
* I expose them to what I offer in this email, but you may wait one more email in this series.

**Subject Line:**

[Ch. 2 of 5] “I was injured, hopeless, and scared”

**Email Body:**

“How did I get here?”

There I was….stuck in a chair at my fathers house, 32 years old, drugged up percocets big enough for a horse….a walker conveniently positioned by my side…

Just a few years previous I had gotten yet another promotion in the hospitality industry…

This promotion meant I had officially doubled my salary in a 4 year period of time…

I had bought my first home, was saving for retirement, had a live in girlfriend….

When I closed my eyes I could practically see the white picket fence keeping the kiddos and labrador in the yard….

But in a dazed reflection from this chair…all I could do was wonder how it all fell apart so fast…

After being fired from that job….4 months of unemployment had cleaned me out…

I had been waiting tables again just to slow down the vicious spiral into debt (which had now crossed the 10k mark)

The stress had put the final nail in the coffin of what had deteriorated into a dysfunctional relationship…

And now…just 24 hours ago…I had injured my back…

They wheeled me into the emergency room….

Lifted my spasmed body onto the examination table as I screamed….

And dumped a bunch of horse sized pills down my throat just to get me through to a scheduled MRI….

Now I sat at my fathers house, walker by my side…injured, hopeless, and scared…

It’s still hard to imagine that it was from this chair that I would make a decision that would fundamentally change the direction of my life…

My debts seemed insurmountable…surgery would surely push me to bankruptcy, and who knew if I could ever get back on my feet to wait tables again….

I wanted a different life….which is why I’d started a network marketing business 6 months previous…

The problem?….Outside of 1 recruit yielding a $98 commission I had ZERO results…

I was basically on the sidelines watching two guys in my company totally crush it…

One was the #1 recruiter, and then other was the #1 earner…

And both were leveraging an “Internet System” to help build their businesses….

Now I hadn’t paid this system much attention, the skeptic in me said it was just another thing that people were trying to sell me….

But I couldn’t take it anymore….something had to change…

So I found a credit card that still had $10 left on it and shelled it out for a risk free trial….fought off the sleepiness from the pain meds….and dove in….

What I saw inside this system forever changed the way I looked at sponsoring! I had an AHA moment…an epiphany….

It was as if in ONE brief moment, I saw what it REALLY took to sponsor effortlessly into my company…

I was still injured…I was still scared….BUT I HAD HOPE!!….

The next day my phone rang….

On the other end was a gentlemen by the name of Tom….

I had been going on interview after interview over a 6 month period of time trying to land my dream job as the General Manager of Tom’s restaurant…

After 6 months he had FINALLY buckled….and decided to give me my asking salary (not that I was now in any position to be picky)….

Just one day before…the universe had opened a door to a SYSTEM that could help me create the life I desired…

And now…in the form of a great salary, great benefits, paid vacation, and a solution to the most difficult financial and physical challenges I had ever faced….

The universe was giving me a test….a Door #2

What would you do (first name)?

I called Tom the next morning and with a knot in my stomach…and sweat on my palms…I spoke these EXACT words…

“Tom…It’s Justice. I’m just calling to tell you that I’M NOT THE SAME GUY YOU INTERVIEWED! I think it’s best for you and your business that you give the job to someone else”

Talk about JUMP…and build the parachute on the way down…

And that (Firstname) was MOST pivotal decision of my life…

That single decision has allowed me to sponsor a combined 1000 people into different businesses…

It has afforded me the opportunity to spend time every week with my nieces, and travel monthly…

I’ve been fortunate enough to grace the stages of major industry events….

And most importantly help 100’s of entrepreneur’s get better results in business and more importantly LIFE….

Now I could not have made that decision without having an Epiphany thanks to a door being opened to that SYSTEM…

Would you like to know what that Epiphany was?….

How in a SINGLE moment…a broke, injured, hopeless, struggling network marketer could instantly see the light?

And immediately understand the key to sponsoring effortlessly into ANY business?

If so…then keep an eye out for an email tomorrow because I’m going to share my epiphany with you!

But more importantly…I’m going to explain how you can use it to get similar…even better results in your business!

So keep an eye out for tomorrow’s email…

It’s titled…[Ch. 3 of 5] My AHA Moment To Sponsoring Effortlessly!

Talk to you soon,

Justice “No More Walker” Eagan

P.S. I almost forgot. I told you yesterday that I was going to OPEN the same door for you that was opened for me that day at my father’s house…

It was the SYSTEM that opened my eyes, and taught me how to attract the perfect prospect to me online and sponsor with ease

You can take the $10 risk free trial just like I did that day right here: http://justiceeagan.com/10trial

Please don’t share this…you’re a faithful subscriber, and deserve to see this because you’ve been diving deep into this information and are clearly serious about getting results

This SYSTEM has created some of the biggest home business success stories online today, and when you watch the click that link and watch the video, you’ll begin understand why.

Plus you’ll learn some cool stuff about building your business.

I don’t think it’s any mystery that if you ask me…I’d say you should 1000% sign up for at least the trial so you can get inside and see what I saw that day..

But at the very least…you should watch the video here: http://justiceagan.com/10trial

**“EPIHANY” EMAIL (1 day later - either 24 hours after or early the following morning)**

**Notes:**

* You share the “Epiphany” you had that changed everything
* If you’re selling someone else’s product the “Epiphany” can be the discovery of that product.
* Or it can be a shift in BELIEF/UNDERSTANDING that made what you sell a perfect fit for you. In other words, it’s not that you found the thing you sell. It’s that you finally understood something you never understood before, and that something is what makes the thing you sell such an amazing solution. This will have likely be the angle if you’re selling your own products.
* At this point you’re connected enough with your prospect that you can lead them directly to the exposure process of what it is you offer.
* Tease the next email where you’ll share the hidden benefits, how life can be different thanks to the benefits of what you offer.

**Subject Line:**

[Ch. 3 of 5] My AHA Moment To Sponsoring Effortlessly!

**Email Body:**

It was like a giant weight had been lifted off my shoulders…

I saw the light at the end of the tunnel….and in that light existed the ability to sponsor effortlessly…

It was the ultimate AHA moment…and it happened almost instantly once I had joined the SYSTEM I told you about in yesterday’s email….

No more chasing people down at shopping malls….

No more getting tongue tied when prospecting…

No more…

“is this a pyramid scam”…

“let me see if you make money first then we’ll chat”….

“my friend tried one of those things and they don’t work”….

No more B.S. ….

Just me….talking to people who wanted to here what I had to say and saw me as the person to join…

OK…I’m getting a bit ahead of myself….

You’re probably wondering….what the Epiphany was….

Well it’s TWO major realizations had around one magic statement….

The statement…

“PEOPLE JOIN PEOPLE NOT BUSINESS OPPORTUNITIES”

Yes it’s true….you’re company, their comp plan, the leadership…the ground floor opportunity and prime marketplace….are NOT the reason people join…

Are they important?….Sure!

But how people view the person they’re joining is Exponentially more important….

Now that we’ve thrown that out there let’s look at the two realizations associated with this statement…

1). Up until the point I realized this…I’d spent a heck of a lot of time trying to sell steak to a vegetarian….

What I’m saying is….that when I was approaching anyone with a pulse I was encountering a lot of people who literally had ZERO interest in home business….

I repeat ZERO INTEREST….

Yet I was spending the same amount of time prospecting, exposing, and following up with the NON interested people as I was with the small percentage of interested people…

If you were selling steak…would you spend time prospecting vegetarians?….

Of course not….

So understand this…there are PEOPLE (the “people” who are joining) out there who WANT a home business….and we can now use the internet to get in front of them…

2). When people who are looking for a home business SEE US as a person of value or “The Authority”….the conversation is wildly different than what most experience in network marketing.

In other words PEOPLE (who want a home business) JOIN PEOPLE (who they see as the authority) not business opportunities

I sure hope your entire WORLD just changed!

Once I wrapped my head around this Epiphany and started branding myself online with the help of the System that I introduced in yesterday’s email….

Everything Changed!….

People started reaching out to me asking about my company….

Wondering how they could be around me, learn from me, work with me….

It was almost magical….

Since then I’ve generated over 25,ooo leads….

And sponsored over 1000 people into both network marketing and affiliate marketing programs….

But that’s not all….

With the help of that little system I was able to make an extra $108,958.93 off of people who said no to my business….

I’ve won those luxury vacations you always see leaders going on….

Been invited to speak and train at major industry events….

Done over 200k in training product launches….

And quit my crappy waiter job to live life on my own terms…

All while sponsoring effortlessly into my network marketing company….

And I owe it to the system that not only opened my eyes to a better, easier way to do business….

But provided the tools and training to help me make it all a reality…

If that sounds pretty cool and you want to test drive the system for just $10 bucks…

Then Click This Link To Take The Risk Free Trial

Go check it out…and see if it’s for you….

Thanks,

Justice

P.S. Tomorrow I’m going to share some of the real hidden benefits of adopting these marketing strategies and using this system

You probably don’t know these benefits even exist, and they’re going to blow your mind…

Keep and eye out for tomorrow email, because you must open it in order for me to keep pulling back the curtain on whats possible for you in life and business…

The Subject Line Will be [Ch. 4 of 5] Imagine This (Firstname)!

Talk to you tomorrow!

**“HIDDEN BENEFITS” EMAIL (1 day later)**

**Notes:**

* Hidden benefits are about what the benefits of what you offer will THEN do for them in their life. For instance, if your product helps people lose weight, a hidden benefit may be compliments from your significant other, or making your ex jealous.
* Be descriptive and paint a picture of life transformed.
* You can begin to create a bit of urgency going into the final email.
* Make another call to action to your exposure process.
* Tease the next and final email

**Subject Line:**

[Ch. 4 of 5] Imagine This (Firstname)!

**Email Body:**

When I first brought my business online it was all about getting more leads, sales and sign ups….so that I could solve my financial problems…..

What I didn’t realize was that by positioning myself properly online…

By providing value to the marketplace…..

By helping others learn how to grow their businesses….

I actually started to get more in my own life….

Sure I was making more money….

But I started to truly enjoy what I did….I started getting a great deal of satisfaction out of impacting the lives of others…

That happiness led to better health, better relationships, and you guessed it….more abundance….

Doors began opening….more travel, more experience, more recognition….

All a byproduct of me helping more people achieve their dreams….

There’s like this crazy snowball effect that takes place once you take the first step with faith and conviction….

And the real hidden benefit in all of it….has been all the fulfillment I get from helping others….

That’s what this business is about for me….

I’m guessing if you’re here…..reading this email….that you want the same….am I right?

If so….then you need to take the trial of the MLSP Mastery System….

Normally the tools, training, and community like this would cost 1000’s….

But you can get inside for a risk free trial of just $10 bucks…..

Yes…that’s right! You can get inside, check out the tools, consume loads of valuable information, get access to my bonus training and a call with me….

And if you don’t like it….just return it and get your $10 bucks back…no harm, no foul….

Does that sound fair?….

I mean I wouldn’t recommend this trial with such enthusiasm if this system hadn’t literal changed my life…

You get that right?

Cool…then take your trial right now through this link

http://justiceeagan.com/10trial

Thanks and talk soon,

Justice

P.S. As you’ve probably figured…my time is pretty valuable. Not just to me, but in the marketplace, so the idea of doing a free coaching call with a risk free $10 trial is kind of insane. This isn’t an indefinite answer. Tomorrow, I’m going to send you an email with some deadline details in case for some reason you don’t jump on the trial today!….

**“URGENCY” EMAIL (1 day later)**

**Notes:**

* This is not the last email you ever send this person, but it’s the last of the sequence.
* It’s time to be more direct in your call to action. You can push a little harder here.
* If you can create urgency or scarcity with a legitimate deadline, limited quantity, disappearing bonus etc. great, but if not don’t lie.
* If you don’t have those types of urgency you can use the urgency for them to make a change and solve their problem, or you can simple say this is the LAST time you’ll be mentioning your offer.
* Remember, MOST people take time to buy, so don’t get bummed if people don’t convert during this process. Many will buy or join, months even years later if you continue to nurture the relationship.

**Subject Line:**

[Ch. 5 of 5] Last Call!

**Email Body:**

(F) This whole week I’ve been talking about the system that changed my life, and how you can take it for a test drive for just $10….

And get access to my private marketing workshop….and a live one on one coaching call with me….

But that offer is going away TODAY….

Yes…if you read this email Tomorrow…then I’m sorry because it will be too late!

Sure….you can still join the system sometime down the road….but I’m not going to grant you access to my “Private Marketing Workshop” jam packed with my best marketing training…

And I’m not going to do a one on one coaching call with you to get you started on the right foot….

It’s not that I’ve got something against you….it’s just that the trial is 100% risk free and only $10 bucks….

And quite frankly (F) my time is reserved for action takers who desire to change their life now!….

I’ve learned my lesson in the past….and choose not to put my time and energy into anyone who falls outside of that category….

One thing that people either love about me or hate about me….is that I’m a tough love kinda guy…

I tell you what you need to hear not what you want to hear….

So here’s a dose of my personality….love it or hate it….

If you want to sponsor more people by leveraging the power of the internet….

If you want to achieve the freedom to live life on your own terms….

If you want to succeed in the business you set out to build….

Well then….there’s never going to be “The Perfect Time”….

The stars aren’t going to align just right….

No one’s going to give you the green light to go for it…

Or tell you that you’re ready for the next step in life and business….

That’s your job….

And if you can’t do your job….at least right now anyway (I’ll keep rooting for you)…..

Then I certainly can’t give you access to my best stuff and my personal time all of jumping into a system that changed my life and costs a risk free $10 to take a trial of….

I’m not exactly rubbing your shoulders here, but believe me when I tell you…what I’m saying is for your own good.…

It’s go time….

Take the trial through the link below by midnight tonight….or I’m going to have to reserve my best training and my personal time for someone else…

Sure hope you understand….and if you don’t, there’s not much I can do….

Click Here To Get Started

See you on the inside,

Justice